



**BIBLIOMETRIC ANALYSIS OF PUBLICATION :  
ATTRACTIVENESS OF LOCAL BRAND**

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**ABSTRACT**

*The growth of local brands in Asia is increasing. This gives rise to the perception that local brands have quality that is no less than global brands, this shows that local brands are able to compete with global brands, and the perception is that global brands have almost the same quality as local brands. The research method used is bibliometric analysis which is used for literature study research activities. The initial data collection process was carried out by the Harzing's Publish or Perish application with the keyword attractiveness of local brand, with a time span of 2019 - 2023 using Google Scholar Search and Scopus. Based on the results of scholar citation data, it shows that (1) the number of articles related to the keyword attractiveness of local brand from 2019 - 2023 is small. In the 5 year period, the number of papers cited by scholars is only 200 papers. (2) The relationship between local brand themes is trending starting in 2020, quartile 2, while attractiveness is trending in early 2020. Meanwhile (3) the results of data processing from Schopus using the Harzing's Publish or Perish program with the keyword attractiveness of local brands from 2019 - 2023 are still very small, only 32 papers. (4) 7 Papers relating to factors increasing the attractiveness of local brands and it can be concluded that increasing the attractiveness of local brands can be created from two sides, namely the consumer side and the product side. Consumer factors must increase ethnocentrism, nationalism, and desire to preserve local brands. Meanwhile, local brands must improve product quality and carry out intensive promotions and aspire to strong branding.*

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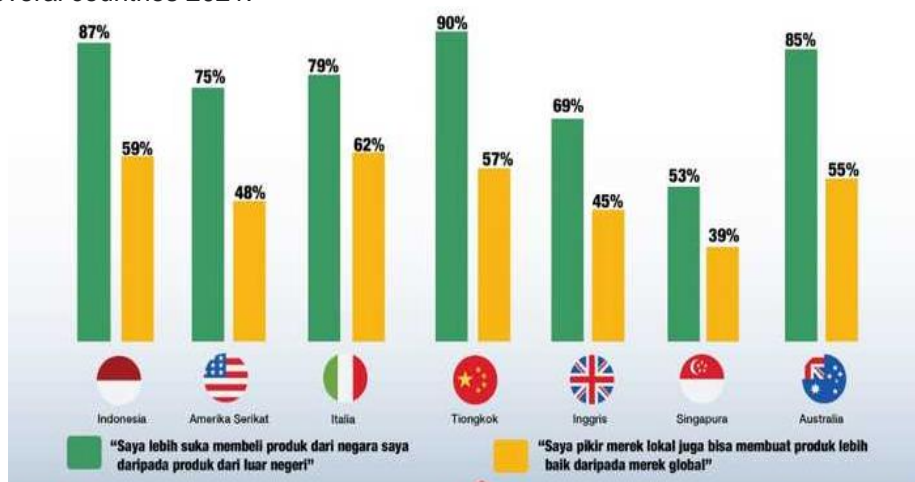
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## INTRODUCTION

Local brands are brands that are only available in certain geographic areas countries or regions and narrower environments and are tailored to the unique needs and desires of the local market, local brands with ownership owned by local or international entrepreneurs (Ronkainen, 2008). The growth of local brands in Asia gives rise to the perception that local brands have quality that is not inferior to global brands, this shows that local brands are able to compete with global brands, and the perception is that global brands have almost the same quality as local brands. Based on the 2021 Ipsos Global Trends Survey with the theme "Aftershock and Continuity" it is revealed that there is a change in consumer behavior apart from online shopping and also found changes in the world market in choosing brands, apart from global brands, local brands are also becoming a trend, it's just that regarding brand selection, it is found that the majority of markets in the world are still Haven't chosen many local brands yet. The Ipsos Global Trends 2021 report also reveals that the importance of aligning brands with personal values has accelerated during the pandemic. This is in line with data in the same survey that 87 percent of consumers in Indonesia are more likely to choose to buy local products compared to global products. For the Indonesian market, from the data from the Ipsos Global Trends 2021 survey, it is clear that online shopping and the choice of local brands is very prominent and the increase is very significant when compared to before the pandemic. And for the choice of local brands, consumers feel that local Indonesian brands can now compete even with global brands. Local products and online shopping will still be consumers' choices in the future (www.liputan6.com) The following is data on preferences for local brands compared to global brands in several countries 2021.



**Figure 1. Preference for Local Brands Compared to Global Brands in 2021**  
Source: Ipsos Global Trends Survey 2021

Based on figure 1, it shows that 87.2% of respondents stated that they preferred to buy domestic brands, and only 12.8% preferred foreign branded products. This is certainly very interesting to analyze regarding local brand research. (1) How is the development of research regarding the attractiveness of local brands from 2019 - 2023. (2) How is the relationship between these themes according to the year of publication and (3) How is the development of the number of research papers on the theme of attractiveness of local brands with citations via Google Scholar and Scopus . (4) Analysis of attractiveness factors of local brands based on papers obtained from Scopus

## RESEARCH METHODS

The research used is bibliometric analysis. Bibliometrics is used for literature study research activities, where bibliometrics is a method used statistically which aims to identify patterns in the literature on the topics raised (Misra, 2016), Vos Viewer as a bibliometric analysis to find topics that have the opportunity to be researched and as a reference finder used in certain fields. (Khaeril, 2021) ) using the Publish or Perish and VOS Viewer applications. Both are applications for bibliographic research. Publish or Perish is designed to help analyze the impact of research academically (Djunarto, 2022). The results of data processing can describe research metrics. The VOS viewer, on the other hand, is used to display bibliographies carried out to see the development of research on the topics raised. The research analysis process for the attractiveness of local brands is carried out through several stages as follows:

1. Initial data collection process by the Harzing's Publish or Perish application with the keyword attractiveness of local brand, with a time span of 2019 - 2023 using Google Scholar Search and Scopus
2. VOS Viewer process as visualization of research theme information
3. Reduction of topic adjustments for bibliometric analysis
4. Discussion of bibliometric analysis of attractiveness factors of local brands based on papers obtained from Scopus

## RESULT

### 1) Research Results with Harzing's Publish or Perish Search Google Scholar Search and Scopus

Based on the results of data processing using the Harzing's Publish or Perish program with the keyword attractiveness of local brands from 2019 - 2023 by searching on Google Scholar Search, the following data was obtained:

**Table 1. Harzing's Publish or Perish – Google Scholar Attractiveness of Local Brands From 2019 – 2023**

Items	
Publication Years	: 2019 – 2023
Citation Years	: 4 (2019-2023)
Paper	: 200
Citations	: 10527
Citation/years	: 2631,75
Citation/paper	: 52,64
Author/paper	: 2,84
H-indeks	: 56
G indeks	: 83
hI-norm	: 34
HI-Annual	: 8.50
hA-indeks	: 30
Paper with ACC $\geq$	:1,2,5,10,20: 200, 199, 193, 148, 64

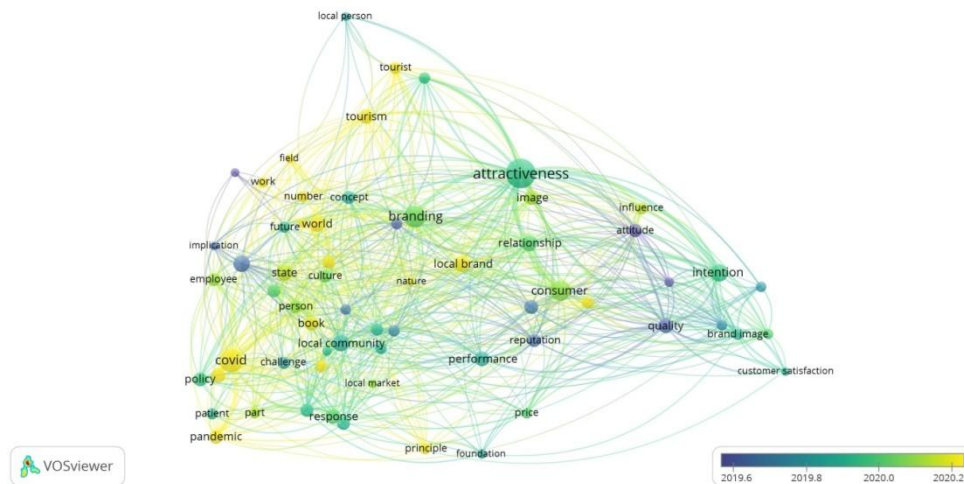
**Source:** Harzing's Publish or Perish, 2023

Based on the results of preliminary data cited by scholars, it shows that the number of articles related to the keyword attractiveness of local brands from 2019 - 2023 is small. In the 5 year period, the number of papers cited by scholars is only 200 papers. Meanwhile, the results of data processing from Schopus using the



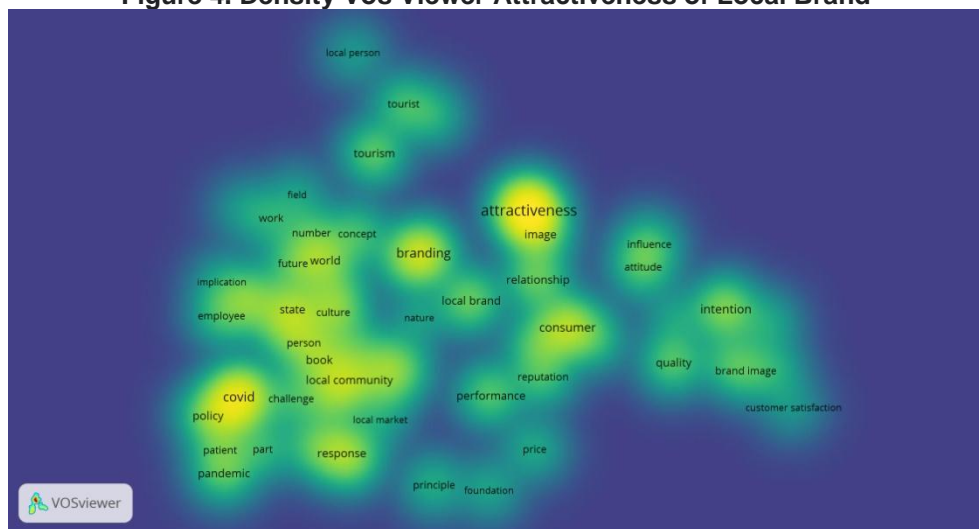
in clusters that are rarely researched, including their attractiveness which is also rarely researched.

**Figure 3. Over Lay Vos Viewer Attractiveness of Local Brand**



Based on Figure 3, it shows that the themes above are trending in 2021 consisting of 4 quartiles, where the blue circle has many papers researching it in 2019, the green circle is trending in 2020 while the yellow circle is trending in 2020, quartile 2. And the local brand theme is trending starting in 2020. 2020 quartile 2, while attractiveness trended in early 2020.

**Figure 4. Density Vos Viewer Attractiveness of Local Brand**



Based on the image above, the smaller and blue the circle, the less research uses that theme, and conversely, the more yellow and large the circle, the more people use that theme. The local brands in the picture above show that there are still few who have carried out this research, while there are already a lot of studies using the theme of attractiveness as shown by the yellow and large circles.

## DISCUSSION

Based on the results of a search for Scopus articles with the keyword attractiveness of local brands from 2019 – 2023, from 32 papers, 7 papers were obtained which related to factors increasing the attractiveness of local brands, as follows:

**Table 3. 7 Paper Factors Increasing the Attractiveness of Local Brands**

No	Author / Years	Reserach Title	Reserach Result
1	Shimp, T. A., & Sharma, S. (1987).	Consumer ethnocentrism: Construction and validation of the CETSCALE	developed the construct consumer ethnocentrism and argued that ethnocentric consumers are expected to avoid purchasing imported products product because doing so is unpatriotic
2	Baughn & Yaprak, 1993	Mapping country-of-origin research: Recent developments and emerging avenues	consumers use a brand country of origin as a guide in concluding product quality
3	(Van Ittersum dan Wong, 2010)	The Lexus or the olive tree? Trading off between global convergence and local divergence”,	Local brands are usually considered as defenders of the local economy and as market actors who contribute to the local economy of society by supporting the local economic structure and reducing local unemployment
4	(Steenkamp dan deJong, 2010).	A global investigation into the constellation of consumer attitudes toward global and local products	From a cultural point of view, local brands are perceived as preserving the cultural distinctiveness of the local country and combating that cultural homogenization caused by the forces of globalization
5	(Halkias et al., 2016)	The interplay between country stereotypes and perceived brand globalness/localness as drivers of brand preference	Consumers view local brands as products that have advantages internalize long-standing knowledge of unique local flavors and use resources to respect, understand and satisfy those tastes
6	(Cayla dan Arnould, 2008)	A cultural approach to branding in the global marketplace	There is a strong branding phenomenon in local brands so that it has an overall brand assessment
7	Vasileios Davvetas	Global and local brand	promote schema-based processing information

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Georgios Halkias, 2018	stereotypes: formation, content transfer, and impact
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Based on Table 3, it shows from the research results that the factors that increase the attractiveness of local brands include:

1. Increasing ethnocentrism in consumers. (Shim, 1987) Ethnocentrism describes society's tendency to reject people who are culturally different. Consumer ethnocentrism avoids purchasing imported products.
2. Product quality as an option to use local brands. (Yaprak, 1993)
3. Has a nationalistic character that considers local brands as defenders of the local economy (Wong, 2010)
4. From a cultural point of view, local brands are considered to preserve the cultural characteristics of the local country. (Jong, 2010)
5. From a consumer perspective, local brands are viewed as products that have the advantage of internalizing old knowledge about unique local flavors (Diamantopoulos, 2016)
6. There is a strong branding phenomenon in local brands. (Arnould, 2008)
7. Carry out promotions as a brand information process (Halkias, 2018)

The factors that increase the attractiveness of local brands above can be analyzed that increasing the attractiveness of local brands can be created from two sides, namely consumers and companies. Consumer factors must increase ethnocentrism, nationalism, and the desire to preserve local brands. Meanwhile, in order for companies to create attraction for local brands, of course local companies must improve product quality and carry out intensive promotions and aspire to strong branding for local brands

## CONCLUSION

1. The number of articles related to the keyword attractiveness of local brands from 2019 - 2023 is small. In the 5 year period, the number of papers cited by scholars is only 200 papers.
2. The relationship between local brand themes is trending starting in 2020, quartile 2, while attractiveness is trending in early 2020.
3. the results of data processing from Schopus using the Harzing's Publish or Perish program with the keyword attractiveness of local brands from 2019 - 2023 are still very small, only 32 papers.
4. 7 Papers related to factors increasing the attractiveness of local brands and it can be concluded that increasing the attractiveness of local brands can be created from two sides, namely consumers and companies. Consumer factors must increase ethnocentrism, nationalism, and the desire to preserve local brands. Meanwhile, in order for companies to create attraction for local brands, of course local companies must improve product quality and carry out intensive promotions and aspire to strong branding for local brands.

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