

## 摘要：

品牌研究自上个世纪末开始进入了爆发性的增长阶段，产生了大量的文献。本文采用基于 R 语言的文献计量工具 Biblioshiny 对现有文献进行了系统性的文献回顾，主要识别了该领域的基本概念结构、基础知识结构、研究脉络，并且结合传播学领域的相关研究，指出了目前在该领域上的交叉研究上仍存在很大的潜力。

关键词：品牌；品牌传播；文献综述

## 一、引言

一般认为，Levy 和 Gardner 于 1955 年发表的品牌与产品（brand and product）一文拉开了品牌学术研究的序幕。而自 20 世纪 80 年代末，大量学者开始从各个不同的角度切入品牌领域的研究，如品牌形象（Park et al 1986），品牌延伸（Aaker & Keller 1990），品牌资产（Keller 1993），品牌人格（Aaker J. 1997），品牌关系（Fournier 1998），品牌社群（Muniz et al 2001），品牌依附（Park et al 2010），品牌崇拜（Batra et al 2010），品牌浸合（Hollebeek 2014）等等。

对于初入这个领域的学者来说，想要在如此多的概念和理论里找到研究脉络和方向十分困难。而国内外学者对于该领域的文献综述类的文章，主要也是选择某一个切片进行系统性的文献回顾，如（Christodoulides et al 2010）对“基于消费者的品牌资产”的文献进行了概念和实证上的梳理，并对其测量方式做出了回顾并提出结论。（Plumeyer et al 2019）选择 1991 年至 2016 年的 224 篇学术文章进行了系统性的文献回顾，并就品牌形象测量方式的选择提供了相关路径。（Radler et al 2018）应用了元分析的方法对过往 20 年的 220 篇研究进行了文献分析，并且发现了 5 个该研究方向的聚类：品牌人格测量、品牌人格的直接/间接影响、品牌人格维度的发展动力、品牌人格在品牌延伸中的作用以及其他相关领域的应用。并在研究的基础上提出一个跨学科的品牌人格研究框架。

学者们大多致力于在某个研究方向上进行深入挖掘，而在广度上存在着不足。因此，本文试图通过使用文献计量分析的方法以及对关键文献进行系统性地回顾，以提供一个该领域的研究概貌，搭建一个平台与基础。

## 二、研究方法

（Zupic & Cater 2015）提出了标准的文献计量分析流程，包括：研究设计、数据收集、数据分析、数据可视化与结果阐释。本文将按照这 5 个步骤进行研究方法的阐述：

### 1. 研究设计

研究设计这一步主要需要提出问题，并且根据提出的问题来选择合适的工具。本文主要回答以下几个问题：（1）品牌研究学术领域的重要作者与重要作者有哪些？（2）品牌研究的概念结构有什么特点？（3）品牌研究的基础知识，知识结构与研究脉络是如何呈现的？本研究主要采用 Aria 博士基于 R 语言开发的 Biblioshiny 软件，可用于全流程的科学文献计量与可视化分析（Aria & Cuccurullo 2017）。

### 2. 数据收集

本研究的数据采集自 Web of Science Core Collection 数据库。以“Title: (brand), Language: (English), Document Types: (article OR review), Timespan: 1955-2019”为条件进行检索，共得到 11563 篇文献，并将结果保存为 txt 文件格式。

### 3. 数据分析

本研究主要用到的描述性统计分析，关键词共现分析，文献共被引分析以及历史直接引

文网络分析。描述性统计分析主要针对

4. 数据可视化

本研究主要的可视化方法有频数分布直方图、树图、（关键词）共现网络图、（文献）共引网络图、（文献）历史直接引文网络图。

5. 结果阐释

本研究的结果主要分为三个部分进行阐述：第一部分为该研究领域的基本信息，第二部分为关键词分析，主要展示品牌研究的概念结构；第三部分为文献分析，主要展示知识基础、知识结构与研究脉络。结尾部分将讨论该研究领域的现状及趋势。

6. 流程图展示

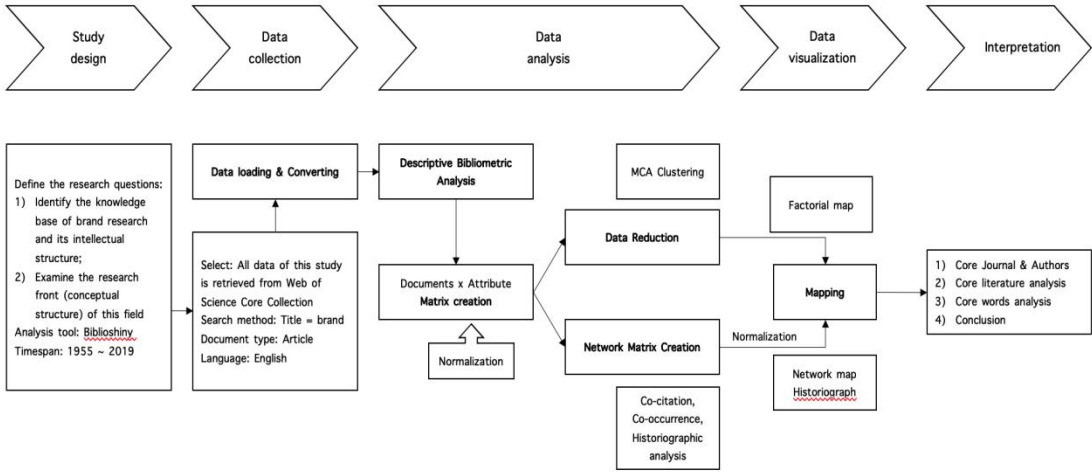


图 1：研究流程图

三、研究结果

表一主要展示了本研究所获取的元数据的主要信息，包括文献总量 11563 篇，21225 位作者，时间跨度为 1995 至 2019 年，引用文献 267681 篇，扩展关键词 (keywords plus) 9679 个以及作者关键词 (author's keywords) 18997 个等。

表二主要展示了每年的文献数量情况，可以看到自 1955 年以来该领域的研究呈现一个增长态势，进入特别是在 14-19 年进入到了一个井喷期，

Description	Results
Documents	11563
Authors	21225
Period	1955:2019
Sources (Journals, Books, etc)	2830
Keywords Plus (ID)	9679
Author's Keywords (DE)	18997
Average citations per documents	25.94
References	267681
Documents per Author	0.545
Co-Authors per Documents	2.74
Collaboration Index	2.12

表 1：元数据基本信息

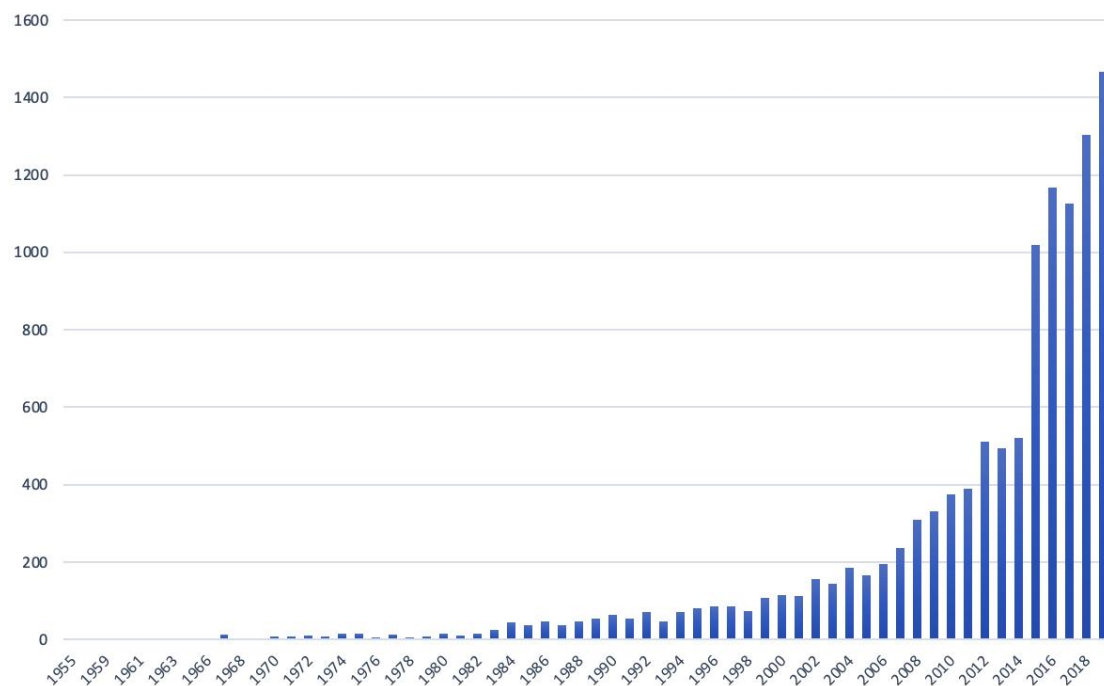


图 2：文献数量趋势图

### 1. 重要作者及重要期刊

表 2 列举了依据影响力排序的 top20 的期刊与作者的相关信息，主要是基于 h 指数及其衍生的 g 指数和 m 指数来进行影响力计算。h 指数（Hirsch index）主要是通过被引量的计算来衡量其影响力，g 指数与 m 指数则是在 h 指数的计算方法上进行了优化，但是从根本上文献被引量依然是其核心。

从期刊信息我们可以看出，品牌研究主要集中在市场营销领域，以及少量的广告学领域，比较遗憾的是分别于 1992 年和 1993 年创立的两份品牌研究领域的专业期刊 Journal of Product and Brand Management 与 Journal of Brand Management 并未出现在表内。但是，这两份期刊作为品牌研究的专门期刊也应当予以重视。

Journals	h_index	g_index	m_index	TC	NP
Journal of Marketing Research	82	154	2.157894737	24070	186
Journal of Business Research	74	127	2	21965	442
Journal of Marketing	71	111	1.918918919	29412	111
Journal of Consumer Research	65	138	1.710526316	19974	138
European Journal of Marketing	49	79	1.4	7899	228
Marketing Science	47	86	1.424242424	7453	91
Journal of Advertising	45	82	1.216216216	7166	120
Journal of Consumer Psychology	44	86	2.095238095	7593	108
Psychology & Marketing	41	66		5648	193
International Journal of Research in Marketing	39	77	1.625	6136	102
Journal of Advertising Research	37	58	0.973684211	4380	159
Journal of The Academy of Marketing Science	37	76	1.608695652	5858	77
Industrial Marketing Management	36	62	1.090909091	4107	93

Journal of Retailing	33	65	0.891891892	4456	65
Journal of International Marketing	30	49	1.25	2585	49
International Marketing Review	29	47		2531	89
Tourism Management	29	54	1.8125	3296	54
International Journal of Hospitality Management	27	40	2.25	1721	55
Computers in Human Behavior	25	42	2.272727273	1823	50
International Journal of Advertising	24	44	1.6	2309	94

表 2: 重要期刊信息

表三是按照总被引量来排序的前 20 位重要的作者，从作者信息我们可以看出，品牌研究主要是以美国主导的学术领域。其中，Keller 出版的战略品牌管理（Strategic Brand Management）更是被誉为“品牌圣经”。然而，欧洲的品牌领域研究也独树一帜，例如，Kapferer 钻研的奢侈品品牌管理，以及 Chernatony 及其合作者出版的创建强势品牌（Creating Powerful Brands）是欧洲影响最大的品牌学术教科书，在后文历史引文网络分析中会进一步介绍。

Authors	h_index	g_index	m_index	TC	NP	PY_start	Country
Keller KL	23	31	0.676	10105	31	1987	USA
Fournier S	11	14	0.423	4808	14	1995	USA
Park CW	15	20	0.395	4543	20	1983	USA
Muniz AM	9	11	0.375	4118	11	1997	USA
Aaker DA	11	11	0.355	3647	11	1990	USA
Monroe KB	5	6	0.139	3203	6	1985	USA
Macinnis DJ	10	11	0.286	3166	11	1986	USA
Aaker JL	4	4	0.167	2954	4	1997	USA
Grewal D	5	7	0.167	2745	7	1991	USA
Donthu N	7	9	0.269	2697	9	1995	USA
Batra R	10	13	0.303	2680	13	1988	USA
Dodds WB	2	2	0.056	2407	2	1985	USA
O'guinn TC	2	2	0.1	2218	2	2001	USA
Erdem T	13	15	0.52	2150	15	1996	USA
Brodie RJ	8	12	0.571	2129	12	2007	New Zealand
Lehmann DR	10	12	0.204	2103	12	1972	USA
Yoo B	4	4	0.19	2094	4	2000	USA
Chaudhuri A	2	2	0.1	2065	2	2001	USA
Holbrook MB	4	4	0.154	2063	4	1995	USA
De Chernatony L	21	28	0.955	2026	28	1999	UK

表 3: 重要作者信息

## 2. 关键词分析——重要概念

关键词，是文献计量分析中唯一能反映文献内容的渠道。因此，我们需要透过关键词的共现分析以及词频分析来把握该研究领域的基本概念结构。这里需要说明的是扩展关键词与

作者的关键词的区别，在（Zhang et al 2016<sup>1</sup>）的研究中发现，扩展关键词是运用共词分析探讨学科领域知识结构的较好选择，但是对于文献来说，其反映的主题和内容不够精确。因此，在关键词分析的时候，本文主要运用扩展关键词做共词分析，运用作者关键词来进行词频分析。

## 2.1 扩展关键词分析

通过图三，我们可以看到该研究领域的关键词可分为四个聚类，包含接近中心性、中介中心性等详细数据信息可见附录。在网络分析中，中介中心性代表的是一个结点作为其它两个结点之间最短路径的中介的次数，接近中心性代表的是每个结点到达其它结点的最短路径的平均长度。这里，我们主要关注的是关键词的中介中心性，在 4 个聚类中，中介中心性最高的关键词分别为 antecedents、behavior、equity 和 impact，分别对应图中的红色、蓝色、绿色和紫色。

聚类 1 主要研究的是前因，包括满意度、忠诚度、口碑传播、品牌浸合等概念，实质上从聚类的关键词可以看出，这一部分的内容其实是可以抽象为品牌关系，即从品牌关系的角度去探讨品牌资产的前因。（这里的前因，笔者认为是逻辑上的“If A, then B”中的“If A”；

聚类 2 侧重于消费者行为的研究，包括消费者感知、消费者文化、消费者个性等要素；

聚类 3 主要是从品牌资产与品牌形象出发，涉及到创新、管理、战略、市场定位、声誉、企业社会责任等多方面内容；

聚类 4 研究的是影响力，围绕着影响力包含了一系列诸如品牌设计、态度、产品、信息、广告等的研究。

其中，聚类 4 和聚类 1 是内容最多的两个聚类，也反应了当前品牌研究的两个大方向，即如何通过品牌的影响力以及品牌产生影响力亦或者说形成品牌资产的前因。

---

<sup>1</sup> Zhang, Juan., Yu, Qi., Zheng, Fashan et al. (2016). Comparing keywords plus of WOS and author keywords: A case study of patient adherence research. *Journal of the Association for Information Science and Technology*, 67(4), 967-972

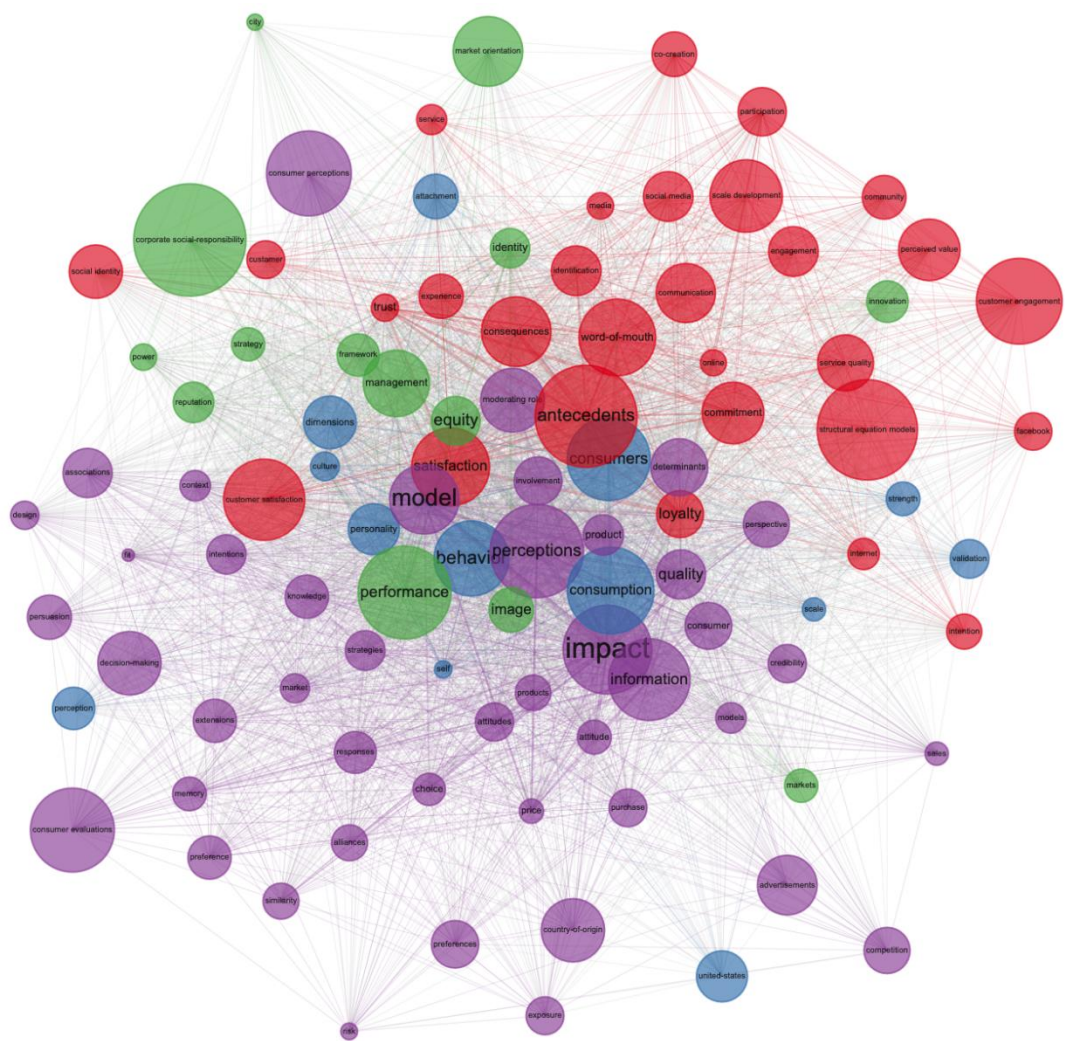


图 3：扩展关键词共现网络图谱

## 2.2 作者关键词分析

在作者关键词分析中，笔者采用的是词频分析，并用树图进行可视化的展示。相比于扩展关键词在抽象层次上更能体现知识概念，作者关键词能够更加反映相对具体的主题与内容。我们在排除掉类似 brand, branding, consumer 等词汇后，按照词频排序，总结出 30 个较为重要的作者常用概念，包括：

Brand equity, brand loyalty, social media, place branding, brand image, brand personality, brand management, brand communication, brand trust, brand value, brand identity, brand relationship, brand attitude, emerging markets, luxury brands, perceived quality, internal branding, brand satisfaction, (re)purchasing intention, brand origin/orientation, brand community, brand engagement, brand awareness, brand experience, co-creation, brand extensions, brand commitment, brand attachment, corporate social responsibility (CSR).



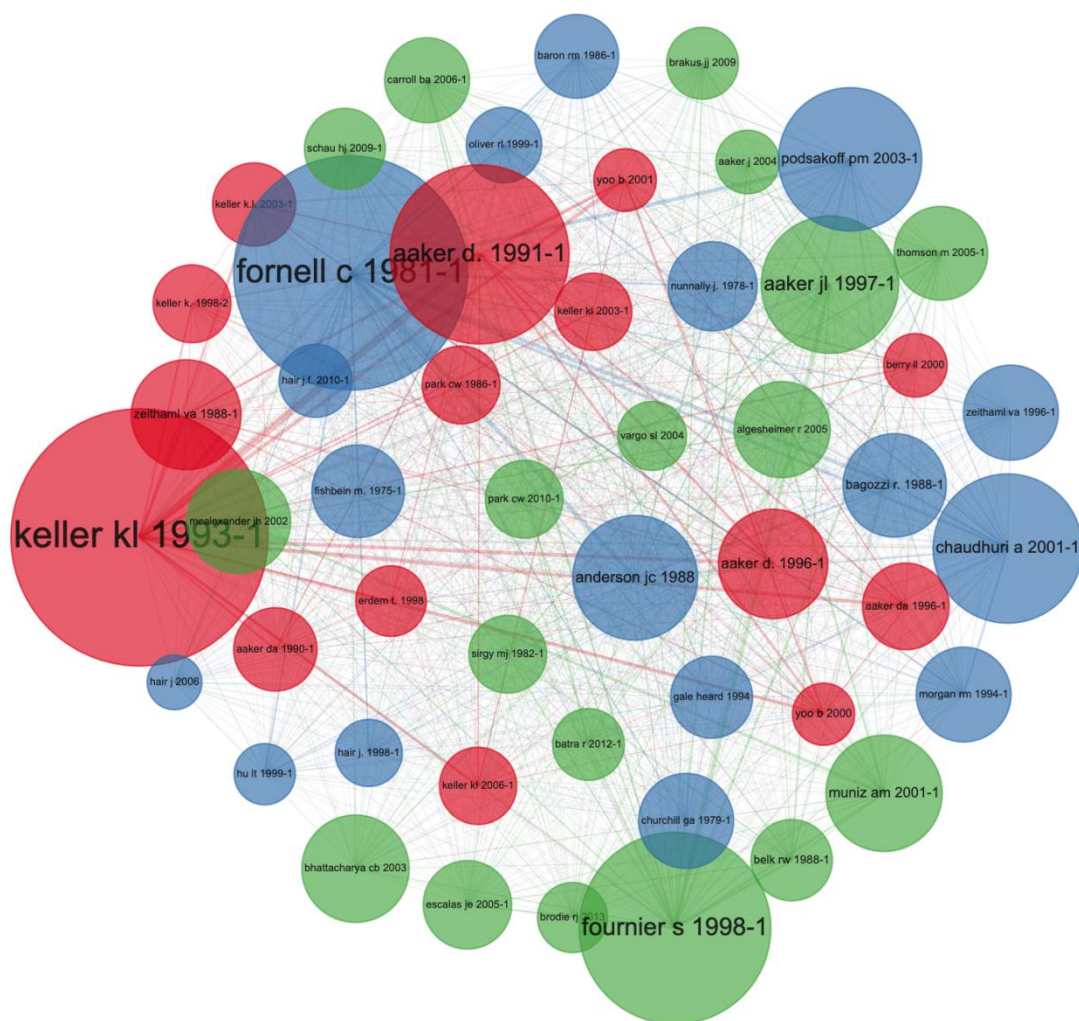


图 4：作者关键词树图

### 2.3 文献共引分析

从图 5 我们可以看出，在品牌研究领域的知识基础中共有 3 个大方向上的聚类，分别是以 Keller 为代表的聚类 1（红色），Fornell 为代表的聚类 2（蓝色）和以 Fournier 为代表的聚类 3（绿色）。在查阅了这 50 篇文献后（详细数据可见附录），做出如下小结：

在品牌研究领域中，存在着 3 类基础知识，分别侧重于战略品牌管理、定量研究方法以及关系论的视角。以 Keller、Aaker D.和 Park 为代表的市场营销领域的大师将品牌提升到了商业战略的层次，并且在研究中给出了品牌的测量框架、管理方法等实践工具。而以 Fornell、Podsakoff 和 Hair 等学者提供了基础的定量研究的方法论，在数据分析上使得研究工作更加严谨。而以 Fournier、Aaker J.和 Muniz 为代表的学者，从社会科学的角度切入进品牌研究，给品牌研究带来了更多的可能性，如品牌关系、品牌社群、品牌人格、品牌崇拜、品牌浸合等众多概念都借助于社会科学的知识，而这也反映了跨学科研究的必要性。



## 2.4 历史引文网络分析

我们从图 6 可以看出, 在品牌研究领域, 理论的演进存在一个十分统一的进程。这是一个十分有趣的现象, 不同于其他学科存在着不同流派的起源、发展与路径, 品牌的理论保持着超乎想象的一致性。1986 年, Park 发表了论文 Strategic brand concept-image management, 并提出了现代品牌的三维概念, 分别是: 功能 (Functional)、符号 (symbolic) 和经验 (experiential)。而从图中可以看到 1993 年, Keller 发表的文章起到了一个承前启后的重要作用, 这篇文章的正式品牌资产领域的奠基之作 Conceptualizing, Measuring, and Managing Customer-Based Brand Equity。20 世纪末, 21 世纪初的时候, 风向开始转变了。1997 年 Aaker J. 提出了 brand personality, 1998 年 Fournier 提出了 brand relationship, 2001 年 Muniz 提出了 brand community。这三篇 paper 从社会科学的角度切入品牌的研究, 如果从更为宏观的角度来看, 整个品牌领域的研究转向其实与 20 世纪的西方学术界的转向“即从实体论 (substantialism) 走向关系论 (relationalism)”<sup>29</sup>是一致的。

除了美国学者为代表的品牌理论建设，欧洲学者在品牌学术领域也有着重要的贡献，1991年法国 Kapferer 的 Strategic Brand Management 第一版出版，确立了“品牌识别 (Brand Identity)”的基础地位。1992 年，欧洲学者 de Chernatony 出版了 Creating Powerful Brands 一书，是欧洲影响最大的品牌学术教科书。2001 年，de Chernatony 又出版了 From Brand Vision to Brand Evaluation。

<sup>2</sup> 张华夏. 实在与过程: 本体论哲学的探索与反思[M]. 广州: 广东人民出版社, 1997



2002 年，牛津大学教授 Holt 发表论文 Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding，创新性地提出品牌建设的文化战略。此外，他于 04 年和 10 年先后出版了 Cultural Branding 和 Cultural Strategy: using innovative ideologies to build breakthrough brands。

通过对历史文献进行分析，可以发现品牌研究领域这样的几个趋势：

- 1) 强调消费者的主体性
- 2) 从实体论到关系论
- 3) 从普适性到独异性

Historical Direct Citation Network

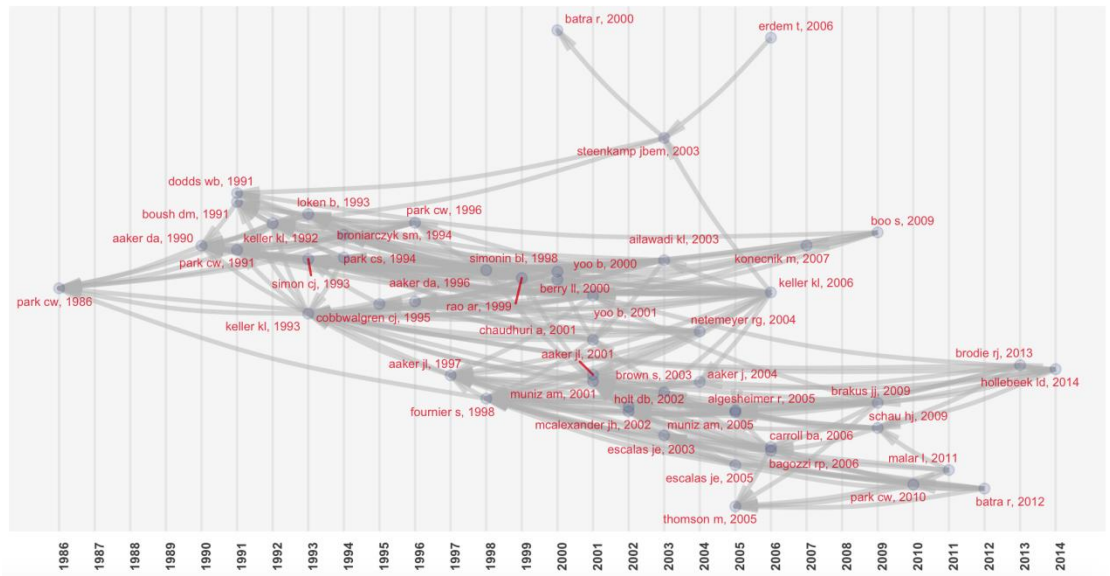


图 6：历史引文网络图谱

四、总结

本文通过文献计量学的方法对现有的研究进行了多维度的分析。从扩展关键词的共现分析可以看到，其主要有四个概念聚类：（1）关系视角的品牌前因；（2）消费者行为；（3）品牌资产与品牌形象；（4）品牌影响力。从作者关键词的词频分析，总结了 30 个重要主题，包括：Brand equity, brand loyalty, social media, place branding, brand image, brand personality, brand management, brand communication, brand trust, brand value, brand identity, brand relationship, brand attitude, emerging markets, luxury brands, perceived quality, internal branding, brand satisfaction, (re)purchasing intention, brand origin/orientation, brand community, brand engagement, brand awareness, brand experience, co-creation, brand extensions, brand commitment, brand attachment, corporate social responsibility (CSR)。

在文献分析当中，首先可以从共引分析得到三个基础知识的聚类，包括：（1）品牌资产；（2）定量研究方法论；（3）品牌关系。从历史引文分析可以得到三个趋势：（1）强调消费者的主体性；（2）从实体论到关系论；（3）从普适性到独异性。

最后，在研究的基础上，笔者认为：总体来说，整个品牌领域的研究以美国为主导，且核心中的核心是品牌资产的概念，不论是何种视角出发，如品牌关系、品牌人格、品牌社群等，其最后还是要落脚在资产的概念上。这是自上个世纪 80 年代的并购浪潮而形成的金融资本主义为主导的美式现实主义和功利主义。我认为，中国学者在学习这些品牌资产的相关内容的基础上，需要走出单纯的商业实践的视角，更多的从社会的角度出发。此外，在前因

的研究上，我们除了关系论的视角，可以多多借鉴欧洲的文化视角，基于中国悠久历史沉淀的庞大文化资源，如何通过品牌化的手段，让其重新焕发光彩，这也是学者应该努力的方向。

## Appendix

### Articles by Historiographic Analysis

Author	Paper	DOI	Year	LCS	GCS
Park CW	Strategic Brand Concept-Image Management	10.2307/1251291	1986	329	846
Aaker DA	Consumer Evaluations of Brand Extensions	10.2307/1252171	1990	531	1276
Park CW	Evaluation of Brand Extensions - The Role of Product Feature Similarity and Brand Concept Consistency	10.1086/209251	1991	280	588
Dodds WB	Effects of Price, Brand, And Store Information on Buyers Product Evaluations	10.2307/3172866	1991	226	2120
Boush DM	A Process-Tracing Study of Brand Extension Evaluation	10.2307/3172723	1991	216	422
Keller KL	The Effects of Sequential Introduction of Brand Extensions	10.2307/3172491	1992	242	561
Simon CJ	The Measurement and Determinants of Brand Equity - A Financial Approach	10.1287/mksc.12.1.28	1993	194	496
Loken B	Diluting Brand Beliefs - When Do Brand Extensions Have A Negative Impact	10.2307/1251855	1993	206	389
Keller KL	Conceptualizing, Measuring, and Managing Customer-Based Brand Equity	10.2307/1252054	1993	1774	4749
Broniarczyk SM	The Importance of The Brand in Brand Extension	10.2307/3152195	1994	225	466
Park CS	A Survey-Based Method for Measuring and Understanding Brand Equity and Its Extendibility	10.2307/3152199	1994	180	368
Cobbwalgren CJ	Brand Equity, Brand Preference, and Purchase Intent	10.1080/00913367.1995.10673481	1995	206	454
Park CW	Composite Branding Alliances: An Investigation of Extension and Feedback Effects	10.2307/3152216	1996	139	306
Aaker DA	Measuring Brand Equity Across Products and Markets	10.2307/41165845	1996	425	999
Aaker JL	Dimensions of Brand Personality	10.2307/3151897	1997	850	2362
Fournier S	Consumers and Their Brands: Developing Relationship Theory in Consumer Research	10.1086/209515	1998	1006	2878
Simonin BL	Is A Company Known by the Company It Keeps? Assessing the Spillover Effects of Brand Alliances on Consumer Brand Attitudes	10.1177/002224379803500105	1998	208	554
Rao AR	Signaling Unobservable Product Quality Through A Brand Ally	10.2307/3152097	1999	144	427
Berry LL	Cultivating Service Brand Equity	10.1177/0092070300281012	2000	283	681
Yoo B	An Examination of Selected Marketing Mix Elements and Brand Equity	10.1177/0092070300282002	2000	431	1069
Batra R	Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries	10.1207/s15327663jcp0902_3	2000	153	555
Aaker JL	Consumption Symbols as Carriers of Culture: A Study of Japanese And Spanish Brand Personality Constructs	10.1037//0022-3514.81.3.492	2001	171	413

Yoo B	Developing and Validating A Multidimensional Consumer-Based Brand Equity Scale	10.1016/s0148-2963(99)00098-3	2001	436	979
Chaudhuri A	The Chain of Effects from Brand Trust And Brand Affect To Brand Performance: The Role Of Brand Loyalty	10.1509/jmkg.65.2.81.18255	2001	609	1982
Muniz AM	Brand Community	10.1086/319618	2001	553	2214
Holt DB	Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding	10.1086/339922	2002	205	876
Mcalexander JH	Building Brand Community	10.1509/jmkg.66.1.38.18451	2002	346	1135
Ailawadi KL	Revenue Premium as An Outcome Measure of Brand Equity	10.1509/jmkg.67.4.1.18688	2003	181	375
Brown S	Teaching Old Brands New Tricks: Retro Branding and The Revival of Brand Meaning	10.1509/jmkg.67.3.19.18657	2003	175	543
Escalas JE	You Are What They Eat: The Influence of Reference Groups on Consumers' Connections to Brands	10.1207/s15327663jcp1303_06	2003	217	640
Steenkamp Jbem	How Perceived Brand Globalness Creates Brand Value	10.1057/palgrave.jibs.8400002	2003	172	474
Aaker J	When Good Brands Do Bad	10.1086/383419	2004	245	614
Netemeyer RG	Developing and Validating Measures of Facets Of Customer-Based Brand Equity	10.1016/s0148-2963(01)00303-4	2004	194	447
Escalas JE	Self-Construal, Reference Groups, And Brand Meaning	10.1086/497549	2005	257	726
Algesheimer R	The Social Influence of Brand Community: Evidence from European Car Clubs	10.1509/jmkg.69.3.19.66363	2005	320	1015
Muniz AM	Religiosity in The Abandoned Apple Newton Brand Community	10.1086/426607	2005	138	490
Thomson M	The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands	10.1207/s15327663jcp1501_10	2005	356	899
Keller KL	Brands and Branding: Research Findings and Future Priorities	10.1287/mksc.10.50.0153	2006	387	809
Carroll BA	Some Antecedents and Outcomes of Brand Love	10.1007/s11002-006-4219-2	2006	263	614
Bagozzi RP	Antecedents and Purchase Consequences of Customer Participation in Small Group Brand Communities	10.1016/j.ijresmar.2006.01.005	2006	155	539
Erdem T	Brands as Signals: A Cross-Country Validation Study	10.1509/jmkg.20.06.70.1.34	2006	146	371
Konecnik M	Customer-Based Brand Equity for A Destination	10.1016/j.annals.2006.10.005	2007	133	331
Schau HJ	How Brand Community Practices Create Value	10.1509/jmkg.73.5.30	2009	267	1008
Brakus JJ	Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?	10.1509/jmkg.73.3.52	2009	383	1220
Boo S	A Model of Customer-Based Brand Equity and Its Application to Multiple Destinations	10.1016/j.tourman.2008.06.003	2009	133	270

Park CW	Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers	10.1509/jmkg.74.6.1	2010	295	699
Malar L	Emotional Brand Attachment and Brand Personality: The Relative Importance of The Actual and The Ideal Self	10.1509/jmkg.75.4.35	2011	191	422
Batra R	Brand Love	10.1509/jm.09.0.339	2012	262	551
Brodie RJ	Consumer Engagement in A Virtual Brand Community: An Exploratory Analysis	10.1016/j.jbusres.2011.07.029	2013	217	867
Hollebeek LD	Consumer Brand Engagement in Social Media Conceptualization, Scale Development and Validation	10.1016/j.intmar.2013.12.002	2014	164	658

### Articles by Co-citation Network Analysis

Author	Year	Article	Betweenness	Closeness	DOI	Cluster
Park CW	1986	Strategic brand concept-image management	0.003982952	0.020408163	10.2307/1251291	1
Zeithaml VA	1988	Consumer perceptions of price, quality, and value - a means-end model and synthesis of evidence	0.035628221	0.020408163	10.2307/1251446	1
Aaker DA	1990	Consumer evaluations of brand extensions	0.00537874	0.020408163	10.2307/1252171	1
Aaker DA	1991	Managing brand equity [M]	0.060290753	0.020408163		1
Keller KL	1993	Conceptualizing, measuring, and managing customer-based brand equity	0.281145678	0.020408163	10.2307/1252054	1
Aaker DA	1996	Measuring brand equity across products and markets	0.024463136	0.020408163	10.2307/4116584 5	1
Aaker DA	1996	Building strong brand [M]	0.020060582	0.020408163		1
Erdem T	1998	An empirical analysis of umbrella branding	0	0.02	10.1207/S15327663JCP0702_02	1
Keller KL	1998	Strategic brand management [M]	0	0.02		1
Yoo B	2000	An examination of selected marketing mix elements and brand equity	0.017432255	0.020408163	10.1177/0092070300282002	1
Berry LL	2000	Cultivating service brand equity	0.009424517	0.020408163	10.1177/0092070300281012	1
Yoo B	2001	Developing and validating a multidimensional consumer-based brand equity scale	0.035338298	0.020408163	10.1016/S0148-2963(99)00098-3	1
Keller KL	2003	Brand synthesis: The multidimensionality of brand	0.010017065	0.020408163	10.1086/346254	1



		knowledge				
Keller KL	2003	Strategic brand management [M]	0.004944277	0.020408163		1
Keller KL	2006	Brands and branding: Research findings and future priorities	0.006403708	0.020408163	10.1287/mksc.1050.0153	1
Fishbein M	1975	Belief attitude inte [M]	0.001604438	0.020408163		2
Nunnally JC	1978	Intro psychol measur [m]	0.021013177	0.020408163		2
Churchill GA	1979	A paradigm for developing better measures of marketing constructs	0.013647939	0.020408163	10.2307/3150876	2
Fornell C	1981	Evaluating Structural Equation Models with Unobservable Variables and Measurement Error	0.43316844	0.020408163	10.2307/3151312	2
Baron RM	1986	The moderator mediator variable distinction in social psychological-research - conceptual, strategic, and statistical considerations	0.022274995	0.020408163	10.1037/0022-3514.51.6.1173	2
Anderson JC	1988	Structural equation modeling in practice - a review and recommended 2-step approach	0.069237044	0.020408163	10.1037/0033-2909.103.3.411	2
Bagozzi RP	1988	On the evaluation of structural equation models	0.059224826	0.020408163	10.1287/mksc.7.1.99	2
Morgan RM	1994	The commitment-trust theory of relationship marketing	0.036969097	0.020408163	10.2307/1252308	2
Gale Heard	1994	Customer loyalty: Toward an integrated conceptual framework	0.007100246	0.020408163	10.1177/0092070394222001	2
Zeithaml VA	1996	The behavioral consequences of service quality	0.01087414	0.020408163	10.2307/1251929	2
Hair JF	1998	Multivariate data [M]	0.011358759	0.020408163		2
Oliver RL	1999	Whence consumer loyalty?	0.039260264	0.020408163	10.2307/1252099	2
Hu LT	1999	Cutoff Criteria for Fit Indexes in Covariance Structure Analysis: Conventional Criteria Versus New Alternatives	0.016052552	0.020408163	10.1080/10705519909540118	2
Chaudhuri A	2001	The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty	0.0736156	0.020408163	10.1509/jmkg.65.2.81.18255	2

Podsakoff PM	2003	Common method biases in behavioral research: A critical review of the literature and recommended remedies	0.098131867	0.020408163	10.1037/0021-9010.88.5.879	2
Hair JF	2006	Multivariate data [M]	0.012547533	0.020408163		2
Hair JF	2010	Multivariate data [M]	0.027462807	0.020408163		2
Sirgy MJ	1982	Self-Concept in Consumer Behavior: A Critical Review	0.005923324	0.020408163	10.1086/208924	3
Belk RW	1988	Possessions and the Extended Self	0.009975435	0.020408163	10.1086/209154	3
Aaker JL	1997	Dimensions of brand personality	0.057049999	0.020408163	10.2307/3151897	3
Fournier S	1998	Consumers and their brands: Developing relationship theory in consumer research	0.154066723	0.020408163	10.1086/209515	3
Muniz AM	2001	Brand community	0.101159689	0.020408163	10.1086/319618	3
Mcalexander JH	2002	Building brand community []	0.04057504	0.020408163	10.1509/jmkg.66.1.38.18451	3
Bhattacharya CB	2003	Consumer-company identification: A framework for understanding consumers' relationships with companies	0.010860301	0.020408163	10.1509/jmkg.67.2.76.18609	3
Vargo SL	2004	Evolving to a new dominant logic for marketing	0.022017097	0.020408163	10.1509/jmkg.68.1.1.24036	3
Aaker JL	2004	When good brands do bad	0.010199819	0.020408163	10.1086/383419	3
Algesheimer R	2005	The social influence of brand community: Evidence from European car clubs	0.023370292	0.020408163	10.1509/jmkg.69.3.19.66363	3
Thomson M	2005	The ties that bind: Measuring the strength of consumers' emotional attachments to brands	0.014280891	0.020408163	10.1207/s15327663jcp1501_10	3
Escalas JE	2005	Self-Construal, Reference Groups, and Brand Meaning	0.005218408	0.020408163	10.1086/497549	3
Carroll BA	2006	Some antecedents and outcomes of brand love	0.011367137	0.020408163	10.1007/s11002-006-4219-2	3
Brakus JJ	2009	Brand experience: what is it? How is it measured? Does it affect loyalty?	0.022502182	0.020408163	10.1509/jmkg.73.3.52	3
Schau HJ	2009	How brand community practices create value	0.020324814	0.020408163	10.1509/jmkg.73.5.30	3
Park CW	2010	Brand Attachment and Brand Attitude Strength: Conceptual	0.010194506	0.020408163	10.1509/jmkg.74.6.1	3

		and Empirical Differentiation of Two Critical Brand Equity Drivers				
Batra R	2012	Brand love	0.012860433	0.020408163	10.1509/jm.09.0	3
					339	
Brodie RJ	2013	Consumer engagement in a virtual brand community: An exploratory analysis	0	0.019607843	10.1016/j.jbusres .2011.07.029	3

### Keywords Plus by Co-occurrence Network Analysis

Node	Cluster	Betweenness	Closeness	PageRank
co-creation	1	0.805458182	0.007194245	0.004623945
loyalty	1	36.80383593	0.009615385	0.024280415
satisfaction	1	32.58615249	0.009615385	0.022845341
scale development	1	1.5364989	0.007692308	0.006105096
experience	1	6.234150926	0.008849558	0.010480055
consequences	1	10.97060819	0.009174312	0.014436444
internet	1	2.769009357	0.0078125	0.006282568
customer engagement	1	0.755184717	0.007142857	0.00558462
trust	1	15.79041415	0.009345794	0.018343537
communication	1	3.454443312	0.008474576	0.008355648
word-of-mouth	1	18.64652025	0.009259259	0.016874742
intention	1	0.297909376	0.007194245	0.004514748
Facebook	1	0.685473414	0.006944444	0.004643409
engagement	1	1.720400892	0.007633588	0.006924675
customer	1	0.888169834	0.007751938	0.005061286
antecedents	1	49.27711154	0.009708738	0.028294171
structural equation models	1	0.714856882	0.007518797	0.004884711
social media	1	2.75297295	0.007692308	0.007669034
community	1	0.933165329	0.007246377	0.005596662
customer satisfaction	1	2.792382433	0.008130081	0.009593947
perceived value	1	0.282774455	0.006993007	0.004933136
commitment	1	10.0158161	0.009009009	0.015376572
online	1	4.087395926	0.00862069	0.007645889
participation	1	0.815303139	0.007194245	0.00654201
service quality	1	1.26237768	0.007751938	0.007725936
social identity	1	0.205679911	0.006849315	0.004402813
identification	1	5.549447487	0.008849558	0.009475817
media	1	2.494757791	0.007751938	0.006395296
service	1	0.806562236	0.007407407	0.005367934
behavior	2	67.89229936	0.01	0.025551188
personality	2	14.18829832	0.00952381	0.013787198
perception	2	0.275588292	0.006896552	0.003809232

dimensions	2	10.30985729	0.009433962	0.013180789
consumers	2	47.86690723	0.009615385	0.023731924
culture	2	7.183934888	0.008928571	0.009605774
scale	2	2.195926139	0.008264463	0.006304336
consumption	2	37.914092	0.00990099	0.018114009
self	2	8.701748852	0.009090909	0.011188221
strength	2	0.566761101	0.007462687	0.00500053
attachment	2	2.483898241	0.008064516	0.007774344
validation	2	0.647874069	0.007575758	0.005106878
united-states	2	0.390704612	0.006410256	0.003063377
reputation	3	1.425262856	0.007936508	0.006215677
image	3	37.08830286	0.009708738	0.021133916
management	3	13.24960031	0.009345794	0.012208088
identity	3	14.09958572	0.008928571	0.013190641
equity	3	54.73709668	0.00990099	0.024456412
city	3	0.187659193	0.006134969	0.003217867
innovation	3	0.65487649	0.006993007	0.004250071
power	3	0.786866711	0.007194245	0.003834685
framework	3	8.40765532	0.009259259	0.010215074
performance	3	36.29570852	0.01	0.020714458
strategy	3	3.16575921	0.008	0.006774152
market orientation	3	0.278745718	0.006849315	0.004383881
markets	3	0.443134152	0.007142857	0.003927562
corporate	3	0.60373397	0.00729927	0.005574541
social-responsibility				
perceptions	4	54.27788468	0.00990099	0.024540455
quality	4	39.06297639	0.009803922	0.022150834
moderating role	4	9.334242831	0.009345794	0.011639332
responses	4	4.348864742	0.008403361	0.00836401
impact	4	254.9562895	0.01	0.046021796
involvement	4	8.222193413	0.009174312	0.009461344
exposure	4	0.654071927	0.006410256	0.003427901
memory	4	2.456727667	0.007352941	0.007132817
model	4	130.259165	0.00990099	0.03586563
purchase	4	2.765435909	0.008064516	0.006885839
attitude	4	10.50419637	0.009009009	0.012033597
determinants	4	10.71215222	0.009708738	0.011882647
knowledge	4	6.892673912	0.008849558	0.009400338
choice	4	12.05059841	0.00862069	0.011788924
price	4	10.3404657	0.008474576	0.012645972
products	4	7.374204564	0.008849558	0.009576641
attitudes	4	9.896656413	0.009259259	0.011196058
credibility	4	0.656357996	0.0078125	0.004885279

information	4	49.96857548	0.00990099	0.021136112
extensions	4	3.025968158	0.0078125	0.007275087
strategies	4	7.088200167	0.008695652	0.009180213
context	4	1.581969303	0.008	0.005463863
consumer	4	11.47406842	0.00952381	0.01202253
fit	4	0.926957775	0.007633588	0.005244059
consumer perceptions	4	0.272340754	0.006896552	0.005290016
similarity	4	0.656748155	0.006896552	0.004710789
market	4	3.13970765	0.008130081	0.007226443
competition	4	0.402319826	0.00621118	0.003598305
consumer evaluations	4	0.514707276	0.006756757	0.004672544
risk	4	0.37343497	0.006410256	0.003404471
preference	4	0.617133368	0.007142857	0.004712562
product	4	18.81554426	0.009803922	0.014431466
decision-making	4	0.382480376	0.007142857	0.003793564
country-of-origin	4	0.535650584	0.006944444	0.005187617
alliances	4	0.637898918	0.007352941	0.00470845
intentions	4	1.830080113	0.008130081	0.007046176
perspective	4	4.820865114	0.008695652	0.008627024
design	4	0.491729637	0.006993007	0.003891676
associations	4	1.204224541	0.007633588	0.004875114
models	4	3.583881794	0.00862069	0.007101421
persuasion	4	0.849792697	0.006944444	0.004844764
sales	4	0.798240086	0.006756757	0.005081831
advertisements	4	0.661495526	0.006578947	0.003793971
preferences	4	0.604115558	0.006993007	0.004205234



## Reference:

- [ ] M. Aria and C. Cuccurullo, "Bibliometrix: an R-tool for comprehensive science mapping analysis," *Journal of Informetrics*, vol. 11, no. 4, pp. 959–975, 2017.
- [ ] "Biblioshiny - bibliometrix for no coders." [Online]. Available: <https://bibliometrix.org/biblioshiny/>. [Accessed: 16-Apr-2020].
- [ ] Hualin, Xie., Yanwei, Zhang., Zhilong, Wu., & Tiangui, Lv. (2020). A Bibliometric Analysis on Land Degradation: Current Status, Development, and Future Directions. *Land*, 9(1), 28.
- [ ] Bornmann, L.; Marx, W. Critical rationalism and the search for standard (field-normalized) indicators in bibliometrics. *J. Informetr.* 2018, 12, 598–604.
- [ ] Zupic, I., & Cater, T. (2015). Bibliometric methods in management and organization. *Organizational Research Methods*, 18(3), 429–472.
- [ ] Fetscherin, M., & Usunier, JC. (2012). Corporate branding: an interdisciplinary literature review. *European Journal of Marketing*, 46(5), 733-753
- [ ] Christodoulides G., & de Chernatony L. (2010) Consumer-based brand equity conceptualization and measurement: A literature review. *International Journal of Market Research*, 52(1), 43-66
- [ ] Edwards, Martin R. (2010) An integrative review of employer branding and OB theory. *Personnel Review*, 39(1-2), 5-23
- [ ] Leek, S., & Christodoulides, G. (2010) A literature review and future agenda for B2B branding: Challenges of branding in a B2B context. *Industrial Marketing Management*, 40(6), 830-837
- [ ] Eisend, M., & Stokburger-Sauer, NE. (2013) Brand personality: A meta-analytics review of antecedents and consequences. *Marketing Letters*, 24(3), 2015-216
- [ ] Theurer, CP., Tumasjan, A., & et al. (2018) Employer branding: A brand equity-based literature review and research agenda. *International Journal of Management Reviews*, 20(1), 155-179
- [ ] Hook, M., Baxter, S., & Kulczynski, A. (2018) Antecedents and consequences of participation in brand communities: a literature review. *Journal of Brand Management*, 25(4), 277-292
- [ ] Radler, V. M. (2018) 20 years of brand personality: a bibliometric review and research agenda. *Journal of Brand Management*, 25(4), 370-383
- [ ] Pylumeyer, A., Kottmann, P., & Boeger, D.(2019). Measuring brand image: a systematic review, practical guidance, and future research directions. *Review of Managerial Science*, 13(2), 227-265
- [ ] Fetscherin, M., & Heinrich, D. (2015) Consumer brand relationships research: A bibliometric citation meta-analysis. *Journal of Business Research*, 68(2), 380-390
- [ ] Whan Park, C., Jaworski, B. J., & MacInnis, D. J. (1986). Strategic brand concept-image management. *Journal of Marketing*, 50(4), 135.
- [ ] Zeithaml, V. A. (1988). Consumer perceptions of price, quality and value — A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22
- [ ] Aaker, D. A., & Lane Keller, K. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*, 54(1), 27.
- [ ] Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- [ ] Aaker, D. A. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*, 38(3), 102–120.
- [ ] Erdem, T. (1998). An empirical analysis of umbrella branding. *Journal of Marketing Research*, 35(3), 339-351
- [ ] Yoo, B., Donthu, N., & Lee, S. (2000). An examination of marketing mix elements and brand equity.

*Journal of the Academy of Marketing Science*, 28(2), 195-211

□ Berry, L. L. (2000). Cultivating service brand equity. *Journal of the Academy of Marketing Science*, 28(1), 128-137

□ Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1-14

□ Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand knowledge. *Journal of Consumer Research*, 29(4), 595-600

□ Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. *Marketing Science*, 25(6), 740-759

□ Alan, S. D., & Kunal, B. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113

□ Churchill G. A. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing Research*, 16(1), 64-73

□ Fornell, C., & David, F. L. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50

□ Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182

□ Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411–423

□ Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94

□ Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38

□ Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46

□ Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63, 33-44

□ Hu, L., & Bentler P. M. (2009). Cutoff criteria for fit indexes in covariance structure analysis: conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55

□ Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93

□ Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879–903

□ Sirgy, M. S. (1982). Self-concept in consumer behavior: A critical review. *Journal of Consumer Research*, 9(3), 287-300

□ Belk, R. W. (1988). Possessions and the extended self. *Journal of Consumer Research*, 15(2), 139-168

□ Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347-356

□ Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343-373

□ Muniz, A. M., & O’guinn T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4),

- McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building brand community. *Journal of Marketing*, 66(1), 38-54
- Bhattacharya, C. B., & Sen, S. (2003). Consumer-company identification: A framework for understanding consumers' relationships with companies. *Journal of Marketing*, 67(2), 76-88
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), 1-17
- Aaker, J., Fournier, S., & Brasel, S. A. (2004). When good brands do bad. *Journal of Consumer Research*, 31(1), 1-16
- Algesheimer, R., Dholakia, U. M., & Herrmann, A. (2005). The social influence of brand community: evidence from European car clubs. *Journal of Marketing*, 69(3), 19-34
- Thomson, M., MacInnis, D. J., & Park, C. W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), 77-91.
- Escalas, J. E., & Bettman, J. R. (2005). Self-construal, reference groups, and brand meaning. *Journal of Consumer Research*, 32(3), 378-389
- Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), 79-89
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? how is it measured? does it affect loyalty? *Journal of Marketing*, 73(3), 52.
- Schau, H. j., Muñiz, A. M., & Arnould, E. J. (2009). How Brand Community Practices Create Value. *Journal of Marketing*, 73(5), 30-51
- Park, C. W., Macinnis, D. J., Priester, J., Eisingerich, A. B., & Iacobucci, D. (2010). Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers. *Journal of Marketing*, 74(6), 1-17
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand Love. *Journal of Marketing*, 76(2), 1-16
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105-114
- Mitchell, A. A., & Olson, J. C. (1981). Are product attribute beliefs the only mediator of advertising effects on brand attitude? *Journal of Marketing Research*, 18(3), 318.
- Park, C. W., Milberg, S., & Lawson, R. (1991). Evaluation of brand extensions: The role of product feature similarity and brand concept consistency. *Journal of Consumer Research*, 18(2), 185-193.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307.
- Boush, D. M., & Loken, B. (1991). A process-tracing study of brand extension evaluation. *Journal of Marketing Research*, 28(1), 16.
- Keller, K. L., & Aaker, D. A. (1992). The effects of sequential introduction of brand extensions. *Journal of Marketing Research*, 29(1), 35.
- Simon, C. J., & Sullivan, M. W. (1993). The measurement and determinants of brand equity: A financial approach. *Marketing Science*, 12(1), 28.
- Loken, B., & John, D. R. (1993). Diluting brand beliefs: When do brand extensions have a negative impact? *Journal of Marketing*, 57(3), 71.
- Broniarczyk, S. M., & Alba, J. W. (1994). The importance of the brand in brand extension. *Journal of Marketing Research*, 31(2), 214.
- Park, C. S., & Srinivasan, V. (1994). A survey-based method for measuring and understanding brand

- equity and its extendibility. *Journal of Marketing Research*, 31(2), 271.
- Cobb-Walgren, C., Ruble, C. A., & Donthu, N. (1995). Brand equity, brand preference, and purchase intent. *Journal of Advertising*, 24(3), 25.
- Park, C. W., Jun, S. Y., & Shocker, A. D. (1996). Composite branding alliances: An investigation of extension and feedback effects. *Journal of Marketing Research*, 33(4), 453.
- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102.
- Simonin, B. L., & Ruth, J. A. (1998). Is a company known by the company it keeps? assessing the spillover effects of brand alliances on consumer brand attitudes. *Journal of Marketing Research*, 35(1), 30.
- Rao, A. R., & Ruekert, R. W. (1999). Signaling unobservable product quality through a brand ally. *Journal of Marketing Research*, 36(2), 258.
- Berry, L. L. (2000). Cultivating service brand equity. *Journal of the Academy of Marketing Science*, 28(1), 128-137.
- Batra, R., Ramaswamy, V., Alden, D.L., Steenkamp, J.E.M., & Ramachander, S. (2000). Effects of Brand Local and Nonlocal Origin on Consumer Attitudes in Developing Countries. *Journal of consumer psychology*, 9(2), 83-95
- Aaker, J. L., Benet-Martínez, V., & Garolera, J. (2001). Consumption symbols as carriers of culture: A study of Japanese and Spanish brand personality constructs. *Journal of Personality and Social Psychology*, 81(3), 492-508.
- John M.T. Balmer. (2001). Corporate identity, corporate branding and corporate marketing - seeing through the fog. *European Journal of Marketing*, 35(3), 248-291.
- Holt, D. B. (2002). Why do brands cause trouble? A dialectical theory of consumer culture and branding. *Journal of Consumer Research*, 29(1), 70-90.
- Ailawadi, K. L., Lehmann, D. R., & Neslin, S. A. (2003). Revenue premium as an outcome measure of brand equity. *Journal of Marketing*, 67(4), 1-17.
- Brown, S., Kozinets, R. V., & Sherry, John F., Jr. (2003). Teaching old brands new tricks: Retro branding and the revival of brand meaning. *Journal of Marketing*, 67(3), 19.
- Escalas, J.E., & Bettman, J.R. (2003). You are what they eat: The influence of reference groups on consumers' connections to brands. *Journal of Consumer Psychology*, 13(3), 339-348
- Steenkamp, J. E. M., Batra, R., & Alden, D. L. (2003). How perceived brand globalness creates brand value. *Journal of International Business Studies*, 34(1), 53-65.
- Aggarwal, P. (2004). The effects of brand relationship norms on consumer attitudes and behavior. *Journal of Consumer Research*, 31(1), 87-101.
- Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, 31(1), 191-198.
- Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., & al, e. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), 209-224.
- Escalas, J. E. (2004). Narrative processing: Building consumer connections to brands. *Journal of Consumer Psychology*, 14(1), 168-180.
- Muniz, Albert M., Jr, & Schau, H. J. (2005). Religiosity in the abandoned apple newton brand community. *Journal of Consumer Research*, 31(4), 737-747.
- Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., & al, e. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, 59(9), 955.

- [] Volckner, F., & Sattler, H. (2006). Drivers of brand extension success. *Journal of Marketing*, 70(2), 1-34.
- [] Bagozzi, R. P., & Dholakia, U. M. (2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International Journal of Research in Marketing*, 23(1), 45.
- [] Erdem, T., Swait, J., & Valenzuela, A. (2006). Brands as signals: A cross-country validation study. *Journal of Marketing*, 70(1), 34-49.
- [] Konecnik, M., & Gartner, W. C. (2007). Customer-based brand equity for a destination. *Annals of Tourism Research*, 34(2), 400-421
- [] Malär, L. (2011). Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self. *Journal of Marketing*, 75(4), 35.
- [] Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149-165