

# The impact of brand confusion on sustainable brand sat proneness: A subtle decay of brand equity

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#	ARTICLE	IF	CITATIONS
1	The Drivers of Customer Satisfaction with Industrial Goods: An International Study. <i>Advances in International Marketing</i> , 2007, , 179-207.	0.3	17
2	A review of recent approaches for capturing heterogeneity in partial least squares path modelling. <i>Journal of Modelling in Management</i> , 2008, 3, 140-161.	1.1	132
3	The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image. <i>Tourism Management</i> , 2013, 36, 511-526.	5.8	295
4	Evaluating the impact of corporate brand on consumer satisfaction. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2013, 25, 561-589.	1.8	16
5	Does PLB Name Really Matter for Retailers? A Case of Negative Publicity. <i>Springer Proceedings in Business and Economics</i> , 2015, , 85-94.	0.3	1
7	Consumer response to private label brandsâ€™ negative publicity: a relational effect on retailerâ€™s store image. <i>Journal of Product and Brand Management</i> , 2017, 26, 204-222.	2.6	13
8	How to Specify, Estimate, and Validate Higher-Order Constructs in PLS-SEM. <i>Australasian Marketing Journal</i> , 2019, 27, 197-211.	3.5	1,074
9	Trademarksâ€™ relatedness to product and service innovation: A branding strategy approach. <i>Research Policy</i> , 2019, 48, 1340-1353.	3.3	78
10	Predicting brand confusion in imagery markets based on deep learning of visual advertisement content. <i>Advances in Data Analysis and Classification</i> , 2020, 14, 927-945.	0.9	3
11	Influencer-brand fit and brand dilution in Chinaâ€™s luxury market: the moderating role of self-concept clarity. <i>Journal of Brand Management</i> , 2021, 28, 199-220.	2.0	11
12	Wahrgenommene Reputation der Genossenschaftsbanken und nachhaltige Zufriedenheit ihrer Mitglieder-Kunden in Deutschland. <i>Zeitschrift für Das Gesamte Genossenschaftswesen</i> , 2021, 71, 70-89.	0.1	4
13	Explaining the Trademark-Innovation Linkage: the Role of Patents and Trademark Filing Strategies.. <i>Proceedings - Academy of Management</i> , 2015, 2015, 16624.	0.0	10
14	Mediating Role of Brand Trust between Perceived External Prestige and Brand Satisfaction: Evidence from Smartphone Users. <i>NICE Research Journal</i> , 0, , 136-154.	0.2	2
15	The Importance-Performance Matrix Analysis in Partial Least Square Structural Equation Modeling (PLS-SEM) with Smartpls 2.0 M3. <i>International Journal of Mathematical Research</i> , 2014, 3, 1-14.	0.2	26
16	Does creating perceived co-operative member value pay off? An empirical study in the German co-operative banking context. <i>Journal of Co-operative Organization and Management</i> , 2022, 10, 100170.	0.9	6
17	Organisational culture and big data socio-technical systems on strategic decision making: Case of Saudi Arabian higher education. <i>Education and Information Technologies</i> , 2023, 28, 8999-9024.	3.5	4