

Self-congruity, brand attitude, and brand loyalty: a study

European Journal of Marketing

46, 922-937

DOI: 10.1108/03090561211230098

Citation Report

#	ARTICLE	IF	CITATIONS
1	Consumer brand classifications: an assessment of cultureâ€™ofâ€™origin versus countryâ€™ofâ€™origin. Journal of Product and Brand Management, 2001, 10, 120-136.	2.6	159
2	Assessing the human element in service personality formation: personality congruency and the Five Factor Model. Journal of Services Marketing, 2005, 19, 187-198.	1.7	53
3	Cohort perception of luxury goods and services. Journal of Fashion Marketing and Management, 2007, 11, 175-188.	1.5	57
4	How affluent face luxury choices. Strategic Direction, 2012, 29, 6-8.	0.2	1
5	Drivers of Brand Extension Success: What Really Matters for Luxury Brands. Psychology and Marketing, 2013, 30, 647-659.	4.6	88
6	Developing a brand structure pyramid model for travel-related online social networks. Tourism Review, 2013, 68, 49-70.	3.8	24
7	Does game selfâ€™congruity increase usage and purchase?. Young Consumers, 2013, 14, 52-66.	2.3	21
9	The dimensions of brand romance as predictors of brand loyalty among cell phone users. South African Journal of Economic and Management Sciences, 2014, 17, 457-470.	0.4	10
10	Sport club brand personality scale (SCBPS): A new brand personality scale for sport clubs. Journal of Brand Management, 2014, 21, 650-663.	2.0	31
11	Social media advertising value. International Journal of Advertising, 2014, 33, 271-294.	4.2	139
12	Female self-enhancement, ingratiation practices and consumption symbolism: Qualitative insights into personality driven customer behaviour and evaluations of consumer electronics. Journal of Customer Behavior, 2014, 13, 291-324.	0.0	2
13	Resident attitudes, place attachment and destination branding: a research framework. Tourism and Hospitality Management, 2015, 21, 145-158.	0.5	23
14	Study of Relationship between Personality Congruence, Brand Prestige, Perceives Quality and Brand Tribalism Towards Consumerrs Brand Loyalty on Luxury Goods in Malaysia. SSRN Electronic Journal, 2015, , .	0.4	0
15	Purchase Behaviour in Advergame and the Effect of Brand Attitude as a Mediator. Asian Social Science, 2015, 11, .	0.1	3
16	Chinese young consumersâ€™ brand loyalty toward sportswear products: a perspective of self-congruity. Journal of Product and Brand Management, 2015, 24, 365-376.	2.6	49
17	Localising the packaging of foreign food brands: a case of Muslim consumers in Pakistan. Journal of Product and Brand Management, 2015, 24, 386-398.	2.6	18
18	Linking fashion consciousness with Gen Y attitude towards prestige brands. Asia Pacific Journal of Marketing and Logistics, 2015, 27, 406-420.	1.8	29
19	Antecedents and outcomes of brand prominence on willingness to buy luxury brands. Journal of Fashion Marketing and Management, 2015, 19, 402-415.	1.5	52

#	ARTICLE	IF	CITATIONS
20	Brand tribalism and self-expressive brands: social influences and brand outcomes. <i>Journal of Product and Brand Management</i> , 2015, 24, 333-348.	2.6	65
21	Antecedents and consequences of self-congruity. <i>European Journal of Marketing</i> , 2015, 49, 444-466.	1.7	81
22	The role of functional and symbolic brand associations on brand loyalty. <i>Journal of Fashion Marketing and Management</i> , 2015, 19, 467-484.	1.5	49
23	Understanding Luxury Disposition. <i>Psychology and Marketing</i> , 2015, 32, 467-480.	4.6	34
24	The mediating effect of brand satisfaction on the relationship between brand personality and brand loyalty: Evidence from Malaysia. <i>Management Science Letters</i> , 2016, , 87-98.	0.8	7
25	The effects of customization and permission on location-based advertising toward consumer behavioural intention. , 2016, , .		2
26	Psychological underpinnings of luxury brand goods repurchase intentions: Brandâ€™self congruity, emotional attachment, and perceived level of investment made. <i>Journal of Global Scholars of Marketing Science</i> , 2016, 26, 284-299.	1.4	25
27	Green consumer behavior: being good or seeming good?. <i>Journal of Product and Brand Management</i> , 2016, 25, 274-284.	2.6	58
28	The role of brand equity and face saving in Chinese luxury consumption. <i>Journal of Consumer Marketing</i> , 2016, 33, 245-256.	1.2	40
29	The impact of country-of-origin image on brand loyalty: evidence from Iran. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2016, 28, 709-723.	1.8	18
30	The effect of perceived brand leadership on luxury service WOM. <i>Journal of Services Marketing</i> , 2016, 30, 659-671.	1.7	30
31	Does this fit my style? The role of self-congruity in young womenâ€™s repurchase intention for intimate apparel. <i>Journal of Fashion Marketing and Management</i> , 2016, 20, 417-434.	1.5	10
32	The influence of social self-congruity on Japanese consumers' luxury and non-luxury apparel brand attitudes. <i>Luxury Research J</i> , 2016, 1, 128.	0.1	14
33	Negotiating Muslim masculinity: androgynous spaces within feminized fashion. <i>Journal of Fashion Marketing and Management</i> , 2016, 20, 19-33.	1.5	6
34	Antecedents of consumer brand engagement and brand loyalty. <i>Journal of Marketing Management</i> , 2016, 32, 558-578.	1.2	278
35	Evaluating the influence of YouTube advertising for attraction of young customers. <i>Computers in Human Behavior</i> , 2016, 59, 165-172.	5.1	179
36	Congruity effects and moderating influences in nutrient-claimed food advertising. <i>Journal of Business Research</i> , 2016, 69, 3430-3438.	5.8	29
37	The Impact of Brand Prestige on Trust, Perceived Risk, Satisfaction, and Loyalty in Upscale Restaurants. <i>Journal of Hospitality Marketing and Management</i> , 2016, 25, 523-546.	5.1	101

#	ARTICLE	IF	CITATIONS
38	Effect of restaurant reward programs on customers' loyalty: evidence from Iran. <i>Journal of Islamic Marketing</i> , 2017, 8, 140-155.	2.3	8
39	Cultivating the brand-customer relationship in Facebook fan pages. <i>International Journal of Retail and Distribution Management</i> , 2017, 45, 253-270.	2.7	32
40	Humanizing brands: When brands seem to be like me, part of me, and in a relationship with me. <i>Journal of Consumer Psychology</i> , 2017, 27, 355-374.	3.2	246
41	Consumers' self-congruence with a "Liked" brand. <i>European Journal of Marketing</i> , 2017, 51, 367-390.	1.7	82
42	Crossing the border: changes in self and brands. <i>Journal of Consumer Marketing</i> , 2017, 34, 306-318.	1.2	9
43	The impacts of brand experiences on brand loyalty: mediators of brand love and trust. <i>Management Decision</i> , 2017, 55, 915-934.	2.2	182
44	A Unified Measure of Media Brand Personality: Developing A Media Brand Personality Scale for Multiple Media. <i>JMM International Journal on Media Management</i> , 2017, 19, 197-221.	0.4	7
45	Narrow, powerful, and public: the influence of brand breadth in the luxury market. <i>Journal of Brand Management</i> , 2017, 24, 453-466.	2.0	10
46	Style before substance? Building loyalty through marketing communication congruity. <i>European Journal of Marketing</i> , 2017, 51, 1332-1352.	1.7	19
47	The impacts of self-concept on brand image and loyalty with mediating role of the consumers' need for uniqueness theory. <i>International Journal of Business Innovation and Research</i> , 2017, 13, 519.	0.1	3
48	Branding in a multichannel retail environment. <i>Information Technology and People</i> , 2017, 30, 853-886.	1.9	31
49	Promoting customers' involvement with service brands: evidence from coffee shop customers. <i>Journal of Services Marketing</i> , 2017, 31, 733-744.	1.7	29
50	Making the brand appealing: advertising strategies and consumers' attitude towards UK retail bank brands. <i>Journal of Product and Brand Management</i> , 2017, 26, 531-544.	2.6	41
51	Research continuum on consumer education and brand knowledge: A critical analysis. <i>Journal of Transnational Management</i> , 2017, 22, 235-259.	0.5	4
52	The self-concept life cycle and brand perceptions: An interdisciplinary perspective. <i>AMS Review</i> , 2017, 7, 67-84.	1.1	11
53	The use and misuse of student samples: An empirical investigation of European marketing research. <i>Journal of Consumer Behaviour</i> , 2017, 16, 295-308.	2.6	58
54	Brand Attitude and Perceived Value and Purchase Intention toward Global Luxury Brands. <i>Journal of International Consumer Marketing</i> , 2017, 29, 74-82.	2.3	72
55	The Influence of Excessive Product Packaging on Green Brand Attachment: The Mediation Roles of Green Brand Attitude and Green Brand Image. <i>Sustainability</i> , 2017, 9, 654.	1.6	61

#	ARTICLE	IF	CITATIONS
56	The Determinants of Repeat Purchase Intention for Luxury Brands among Generation Y Consumers in Malaysia. <i>Asian Social Science</i> , 2017, 13, 125.	0.1	5
57	Linkedin Usersâ€™ Self-Brand Congruence, Attitudes and Social Media Use Integration. <i>Communicatio</i> , 2017, 43, 95-113.	0.2	5
58	Consequences of customer engagement and customer self-brand connection. <i>Journal of Services Marketing</i> , 2018, 32, 387-399.	1.7	124
59	Consumer-brand congruence and conspicuousness: an international comparison. <i>International Marketing Review</i> , 2018, 35, 498-517.	2.2	27
60	Self-congruity theory in consumer behavior: A little history. <i>Journal of Global Scholars of Marketing Science</i> , 2018, 28, 197-207.	1.4	125
61	Brand-self connections and brand prominence as drivers of employee brand attachment. <i>AMS Review</i> , 2018, 8, 128-146.	1.1	21
62	The determinants of franchise brand loyalty in B2B markets: An emerging market perspective. <i>Journal of Business Research</i> , 2018, 86, 435-445.	5.8	42
63	Consumer engagement in online brand communities: a solicitation of congruity theory. <i>Internet Research</i> , 2018, 28, 23-45.	2.7	230
64	20 Years of brand personality: a bibliometric review and research agenda. <i>Journal of Brand Management</i> , 2018, 25, 370-383.	2.0	49
65	The emotional value of arts-based initiatives: Strengthening the luxury brandâ€™ consumer relationship. <i>Journal of Business Research</i> , 2018, 85, 406-413.	5.8	29
66	Cosmetic for Modern Consumer: The Impact of Self-Congruity on Purchase Intention. <i>International Journal of Asian Social Science</i> , 2018, 8, 34-41.	0.2	2
67	Mapping the perceptions and antecedents of football fansâ€™ co-creation behaviours with sponsoring brands: a pan-cultural study of the European leagues. <i>Journal of Marketing Management</i> , 2018, 34, 1470-1502.	1.2	12
68	Promoting customer brand engagement and brand loyalty through customer brand identification and value congruity. <i>Spanish Journal of Marketing - ESIC</i> , 2018, 22, 319-337.	2.7	85
69	The Factor Influencing Brand Loyalty in Fashion Industry among Generation Y in Malaysia. <i>International Journal of Business and Management</i> , 2018, 13, 201.	0.1	3
70	Brand Prestige and the Mediating Role of Word of Mouth in the Fast Food Industry. <i>Global Business Review</i> , 2018, 19, 1494-1514.	1.6	10
71	The influence of negative publicity on brand equity: attribution, image, attitude and purchase intention. <i>Journal of Product and Brand Management</i> , 2018, 27, 440-451.	2.6	52
72	Segmenting Generation Y using the Big Five personality traits: understanding differences in fashion consciousness, status consumption and materialism. <i>Young Consumers</i> , 2018, 19, 382-401.	2.3	23
73	Behavioral Implications of International Social Media Advertising: An Investigation of Intervening and Contingency Factors. <i>Journal of International Marketing</i> , 2018, 26, 43-61.	2.5	42

#	ARTICLE	IF	CITATIONS
74	The paradox of odd-even price in fashion luxury sector: Empirical evidence from an international direct observation of luxury stores. <i>Journal of Global Fashion Marketing</i> , 2018, 9, 205-222.	2.4	5
75	Understanding first-class passengers' luxury value perceptions in the US airline industry. <i>Tourism Management Perspectives</i> , 2018, 28, 29-40.	3.2	70
76	Consumer Advocacy for Luxury Brands. <i>Australasian Marketing Journal</i> , 2018, 26, 264-271.	3.5	33
77	The determinants of foreign product preference amongst elite consumers in an emerging market. <i>Journal of Retailing and Consumer Services</i> , 2019, 46, 139-148.	5.3	27
78	The effects of service quality and consumer-brand value congruity on hospitality brand loyalty. <i>Anatolia</i> , 2019, 30, 547-559.	1.3	88
79	Consumers Against Luxury Brands: Towards a Research Agenda. <i>Springer Proceedings in Business and Economics</i> , 2019, , 1007-1014.	0.3	1
80	Discovering Emerging Research Topics for Brand Personality: A Bibliometric Analysis. <i>Australasian Marketing Journal</i> , 2019, 27, 261-272.	3.5	17
81	“Average-Sized” Models Do Sell, But What About in East Asia? A Cross-Cultural Investigation of U.S. and Singaporean Women. <i>Journal of Advertising</i> , 2019, 48, 512-531.	4.1	9
82	The dilemma of luxury brand extensions. <i>Journal of Global Fashion Marketing</i> , 2019, 10, 305-323.	2.4	13
83	Effect of apparel brands’™ sustainability efforts on consumers’™ brand loyalty. <i>Journal of Global Fashion Marketing</i> , 2019, 10, 1-17.	2.4	27
84	Employing a dramaturgical lens to the interpretation of brand online social networking. <i>Qualitative Market Research</i> , 2019, 22, 278-300.	1.0	6
85	Psychological switching mechanism of consumers' luxury and non-luxury brand attitude formation: the effect of store location prestige and self-congruity. <i>Heliyon</i> , 2019, 5, e01581.	1.4	11
86	Conceptualising luxury brand attachment: scale development and validation. <i>Journal of Brand Management</i> , 2019, 26, 675-690.	2.0	37
87	Drivers of Brand Engagement: The Role of Brand Communities. <i>Global Business Review</i> , 2021, 22, 1216-1231.	1.6	7
88	Refining brand strategy: insights into how the “informed” consumer legitimizes purchasing counterfeits. <i>Journal of Brand Management</i> , 2019, 26, 595-613.	2.0	7
89	Building brand relationship for restaurants. <i>International Journal of Contemporary Hospitality Management</i> , 2019, 31, 1469-1487.	5.3	68
90	How Well Do Consumer-Brand Relationships Drive Customer Brand Loyalty? Generalizations from a Meta-Analysis of Brand Relationship Elasticities. <i>Journal of Consumer Research</i> , 2019, 46, 435-459.	3.5	125
91	How religiosity influences the consumption of luxury goods: exploration of the moral halo effect. <i>European Journal of Marketing</i> , 2019, 53, 2530-2555.	1.7	17

#	ARTICLE	IF	CITATIONS
92	Green Banking and Islam: two sides of the same coin. <i>Journal of Islamic Marketing</i> , 2019, 11, 977-1000.	2.3	24
93	Fashion brands are engaging the millennials: a moderated-mediation model of customer-brand engagement, participation, and involvement. <i>Young Consumers</i> , 2019, 21, 233-253.	2.3	15
94	Antecedents and consequences of attitude contagion processes: the example of apparel brand fan pages. <i>Journal of Product and Brand Management</i> , 2019, 29, 31-51.	2.6	6
95	The moderating role of age and gender on the attitude towards new luxury fashion brands. <i>Journal of Fashion Marketing and Management</i> , 2019, 23, 440-465.	1.5	34
96	Does Organic Food Consumption Signal Prosociality?: An Application of Schwartz's Value Theory. <i>Journal of Food Products Marketing</i> , 2019, 25, 207-231.	1.4	24
97	Blinded by the sand of its burrowing? Examining fans' intentions to follow one-day cricket on TV with a moderating effect of social influence. <i>International Journal of Sports Marketing and Sponsorship</i> , 2019, 20, 81-108.	0.8	9
98	The role of sustainable environment attributes in luxury product perceptions: Evidence from an emerging market. <i>Journal of Transnational Management</i> , 2019, 24, 3-20.	0.5	8
99	The role of temporal focus and self-congruence on consumer preference and willingness to pay. <i>European Journal of Marketing</i> , 2019, 53, 37-62.	1.7	31
100	Managing Country-of-Origin Affiliations for Luxury Brand-Building in China. <i>Australasian Marketing Journal</i> , 2019, 27, 14-23.	3.5	14
101	Sponsor-event congruence effects: The moderating role of sport involvement and mediating role of sponsor attitudes. <i>Sport Management Review</i> , 2019, 22, 222-234.	1.9	47
102	Chatbot e-service and customer satisfaction regarding luxury brands. <i>Journal of Business Research</i> , 2020, 117, 587-595.	5.8	379
103	Do Celebrity Endorsements Benefit Familiar Luxury Brands? A Perspective From Social Adaptation Theory. <i>Journal of Current Issues and Research in Advertising</i> , 2020, 41, 20-35.	2.8	8
104	Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. <i>Journal of Retailing and Consumer Services</i> , 2020, 53, 101767.	5.3	141
105	The effect of brand personality self-congruity on brand engagement and purchase intention: The moderating role of self-esteem in Facebook. <i>Current Psychology</i> , 2020, 39, 2116-2128.	1.7	32
106	Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism. <i>Journal of Cleaner Production</i> , 2020, 243, 118575.	4.6	181
107	Examining consumer attitudes towards retailers' m-commerce mobile applications – An initial adoption vs. continuous use perspective. <i>Journal of Business Research</i> , 2020, 106, 139-157.	5.8	127
108	Indian Consumers' Assessment of "Luxuriousness": A Comparison of Indian and Western Luxury Brands. <i>IIM Kozhikode Society &amp; Management Review</i> , 2020, 9, 84-95.	1.8	0
109	Get some respect – buy organic foods! When everyday consumer choices serve as prosocial status signaling. <i>Appetite</i> , 2020, 145, 104492.	1.8	28

#	ARTICLE	IF	CITATIONS
110	Understanding consumer perceptions of luxury brands. <i>International Journal of Market Research</i> , 2020, 62, 546-560.	2.8	5
111	How does parent heritage brand preference affect brand extension loyalty? A moderated mediation analysis. <i>Tourism Management Perspectives</i> , 2020, 36, 100755.	3.2	11
112	Brand engagement in self-concept (BESC), value consciousness and brand loyalty: a study of generation Z consumers in Malaysia. <i>Young Consumers</i> , 2021, 22, 112-130.	2.3	38
113	Role of 4c's of marketing mix in building trust to achieve brand loyalty in case of fastener's industry: a PLS-SEM approach. <i>International Journal of Public Sector Performance Management</i> , 2020, 6, 587.	0.1	0
114	Self-congruity and brand loyalty - an innovation of diffusion approach. <i>International Journal of Electronic Marketing and Retailing</i> , 2020, 11, 343.	0.1	2
115	Collaboration between East and West: influence of consumer dialectical self on attitude towards co-brand personality traits. <i>International Marketing Review</i> , 2020, 37, 1155-1180.	2.2	11
116	Experience and attitude towards luxury brands consumption in an emerging market. <i>European Business Review</i> , 2020, 32, 909-936.	1.9	46
117	Factors affecting consumer engagement on online social networks: self-congruity, brand attachment, and self-extension tendency. <i>European Journal of Marketing</i> , 2020, 54, 1407-1431.	1.7	67
118	Facebook and luxury fashion brands: self-congruent posts and purchase intentions. <i>Journal of Fashion Marketing and Management</i> , 2020, 24, 571-588.	1.5	13
120	Assessing ethical consumer behavior for sustainable development: The mediating role of brand attachment. <i>Sustainable Development</i> , 2020, 28, 1620-1631.	6.9	12
121	Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. <i>Cogent Business and Management</i> , 2020, 7, 1787733.	1.3	15
122	Examining the Moderating Role of Brand Loyalty among Consumers of Technology Products. <i>Sustainability</i> , 2020, 12, 9967.	1.6	5
123	Why brand equity is so important for private healthcare? View from an emerging market. <i>International Journal of Healthcare Management</i> , 2021, 14, 1198-1205.	1.2	7
124	Luxury brands and social media: drivers and outcomes of consumer engagement on Instagram. <i>Journal of Strategic Marketing</i> , 2022, 30, 389-407.	3.7	43
125	“You’re not perfect, but you’re still my favourite.” Brand affective congruence as a new determinant of self-brand congruence. <i>Journal of Marketing Management</i> , 2020, 36, 1076-1103.	1.2	21
126	Self-concept, individual characteristics, and counterfeit consumption: Evidence from an emerging market. <i>Psychology and Marketing</i> , 2020, 37, 1378-1395.	4.6	23
127	Brand user imagery clarity (BUIC): conceptualization, measurement, and consequences. <i>Journal of Brand Management</i> , 2020, 27, 662-678.	2.0	4
128	The Impact of Diurnal Preferences on Customer Satisfaction, Word of Mouth and Repurchasing: A Study in Indian College Online Shoppers. <i>Asia-Pacific Journal of Management Research and Innovation</i> , 2020, 16, 21-30.	0.2	9



#	ARTICLE	IF	CITATIONS
129	Can positioning strategies help influence willingness to pay for office space? Evidence on the moderating effect of office space grade and industry sector for occupiers of leased office space. <i>Journal of Strategic Marketing</i> , 2021, 29, 337-358.	3.7	0
130	Influence of values, brand consciousness and behavioral intentions in predicting luxury fashion consumption. <i>Journal of Product and Brand Management</i> , 2021, 30, 513-531.	2.6	43
131	Getting some of that personality: There is an app for that!. <i>Journal of Consumer Behaviour</i> , 2021, 20, 871-883.	2.6	4
132	Uncertainty and affluent teenagers's luxury buying-decision: The role of avoidance-related indecisiveness. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102305.	5.3	13
133	A study of antecedents and outcomes of social media WOM towards luxury brand purchase intention. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102272.	5.3	107
134	Go loud or go home? How power distance belief influences the effect of brand prominence on luxury goods purchase intention. <i>Journal of Retailing and Consumer Services</i> , 2021, 58, 102288.	5.3	38
135	Mediating role of guests' attitude toward the impact of UGC benefits on purchase intention of restaurants; Extending social action and control theories. <i>Journal of Foodservice Business Research</i> , 2021, 24, 249-273.	1.3	4
136	Why Does This Brand Speak to Me? Conceptualization, Scale Development, and Validation of Brand Relevance. <i>Journal of Promotion Management</i> , 2021, 27, 609-629.	2.4	5
137	Volunteer choice of nonprofit organisation: an integrated framework. <i>European Journal of Marketing</i> , 2021, 55, 63-94.	1.7	11
138	Leave or stay? The role of self-construal on luxury brand attitudes and purchase intentions in response to brand rejection. <i>Journal of Consumer Behaviour</i> , 2021, 20, 119-131.	2.6	11
139	Rethinking non-profit brands through a volunteer lens: time for B2V. <i>Journal of Marketing Management</i> , 2021, 37, 464-487.	1.2	5
140	The impact of brand love on brand loyalty: the moderating role of self-esteem, and social influences. <i>Spanish Journal of Marketing - ESIC</i> , 2021, 25, 156-180.	2.7	24
141	Understanding the Luxury Brand Consumer. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2021, , 1-23.	0.7	0
142	Country of origin image and consumer xenocentrism in the context of forming consumer attitudes and loyalty to foreign brands: Moderating effect of cultural intelligence. <i>Quarterly Marketing Journal</i> , 2021, 52, 12-22.	0.1	2
143	Effects of Self-Expressive Brand and Susceptibility to Interpersonal Influence on Brand Addiction: Mediating Role of Brand Passion. <i>Frontiers in Psychology</i> , 2021, 12, 602023.	1.1	7
144	Experiences, post-trip destination image, satisfaction and loyalty: A study in an ecotourism context. <i>Journal of Destination Marketing &amp; Management</i> , 2021, 19, 100547.	3.4	61
145	THE EFFECT OF SELF-CONGRUITY AND CELEBRITY ENDORSEMENT ON BRAND LOYALTY WITH BRAND ATTITUDE AS A MEDIATION VARIABLES. <i>Jurnal Aplikasi Manajemen</i> , 2021, 19, 156-165.	0.2	2
146	Effect of eWOM review on beauty enterprise: a new interpretation of the attitude contagion theory and information adoption model. <i>Journal of Enterprise Information Management</i> , 2022, 35, 376-413.	4.4	12

#	ARTICLE	IF	CITATIONS
147	Relational Dynamics between Customer Engagement, Brand Experience, and Customer Loyalty: An Empirical Investigation. <i>Journal of Internet Commerce</i> , 2021, 20, 273-292.	3.5	28
148	Revisiting the effects of anthropomorphism on brand relationship outcomes: the moderating role of psychological disposition. <i>European Journal of Marketing</i> , 2021, 55, 2174-2200.	1.7	16
149	Does Cultural Brand Sponsorship Pay Off?. <i>International Journal of Customer Relationship Marketing and Management</i> , 2021, 12, 1-16.	0.2	0
150	The role of brand in overcoming consumer resistance to autonomous vehicles. <i>Psychology and Marketing</i> , 2021, 38, 1101-1121.	4.6	20
151	Uniqueness and luxury: A moderated mediation approach. <i>Journal of Retailing and Consumer Services</i> , 2021, 60, 102477.	5.3	27
152	Distinguishing between the impact of social media public and private compliments on customers' future service recovery expectations. <i>Journal of Retailing and Consumer Services</i> , 2021, 60, 102448.	5.3	7
153	Understanding Potential and Repeat Visitors' Travel Intentions: The Roles of Travel Motivations, Destination Image, and Visitor Image Congruity. <i>Journal of Travel Research</i> , 2022, 61, 1121-1137.	5.8	29
154	Conversation, storytelling, or consumer interaction and participation? The impact of brand-owned social media content marketing on consumers' brand perceptions and attitudes. <i>Journal of Research in Interactive Marketing</i> , 2021, 15, 419-440.	7.2	30
155	Linking Luxury Brand Perceived Value, Brand Attachment, and Purchase Intention: The Role of Consumer Vanity. <i>Sustainability</i> , 2021, 13, 6912.	1.6	12
156	Linking brand attitude to word-of-mouth and revisit intentions in the restaurant sector. <i>British Food Journal</i> , 2021, 123, 221-240.	1.6	18
157	Consumers' choices between products with different uniqueness duration. <i>European Journal of Marketing</i> , 2021, 55, 148-176.	1.7	3
158	Linking brand personality to brand equity: measuring the role of consumer-brand relationship. <i>Journal of Indian Business Research</i> , 2021, 13, 586-602.	1.2	3
159	The symbolic value of wine, moderating and mediating factors and their relationship to consumer purchase intention. <i>International Journal of Wine Business Research</i> , 2022, 34, 190-211.	1.0	4
160	SPOR GÄ°YÄ°M ENDÄceSTRÄ°SÄ°NDE MATERYALÄ°ZM, MARKA SADAKATÄ° VE MARKA-BENLÄ°K UYUMU ARASINDAKÄ° Ä°LÄ°ÄZKÄ°NÄ° BELÄ°RLENMESÄ°NE YÄ-NELÄ°K BÄ°R ARAÄZTIRMA. FÄ±rat Äceniversitesi Sosyal Bilimler Dergisi, 0, , .	0.1	1
161	The effect of religious commitment and global identity on purchase intention of luxury fashion products: A cross-cultural study. <i>Journal of Business Research</i> , 2021, 137, 244-254.	5.8	11
162	Designing Indulgent Interaction. , 2021, , 580-600.		0
163	Based on the Fan Economy, Explore the Impact of Private Brand Avatar and Advertising Attitudes on Consumer Repurchase Intentions. , 0, , .		0
164	Environmental awareness, firm sustainability exposure and green consumption behaviors. <i>Journal of Cleaner Production</i> , 2020, 268, 122016.	4.6	125

#	ARTICLE	IF	CITATIONS
165	From Liking to Loyalty. Data Base for Advances in Information Systems, 2015, 46, 30-42.	1.1	7
166	The Factors Affecting Attitudes and Purchase Intent for Luxury Fashion Goods : An Empirical Study of Pakistani Market. Oman Chapter of Arabian Journal of Business and Management Review, 2016, 5, 1-19.	0.0	4
167	Evaluating The Effect of YouTube Advertising towards Young Customersâ€™ Purchase Intention. , 0, , .		6
168	PercepÃ§Ãµes sobre marca de um Arranjo Produtivo Local (APL) em uma cidade Brasileira. Comuni CciÃ³n Revista De InvestigaciÃ³n En ComunicaciÃ³n Y Desarrollo, 2019, 10, 21-35.	0.3	3
169	Designing Indulgent Interaction. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 0, , 1-21.	0.7	5
170	The Dynamics of Resistance to Brand Switching in the Smartphones Industry. Advances in Human Resources Management and Organizational Development Book Series, 2019, , 179-209.	0.2	1
171	Investigating brand romance, brand attitude and brand loyalty in the cellphone industry. Acta Commercii, 2013, 13, .	0.1	8
172	The cognitive psychological process of brand consumption journey: The perspective of neuromarketing. Advances in Psychological Science, 2021, 29, 2024-2042.	0.2	5
173	Examining Image Congruence and Its Consequences in the Context of Robotic Coffee Shops. Sustainability, 2021, 13, 11413.	1.6	9
174	The Mediating Role of Brand Recall and Brand Attitude in Influencing Purchase Intention in Advergaming. Asia Marketing Journal, 2013, 15, .	0.1	3
175	Consumer Behaviors and Contemporary Attitudes in Luxury Markets. Advances in Marketing, Customer Relationship Management, and E-services Book Series, 2016, , 29-45.	0.7	0
176	Celebrity Endorsement Advertising: Brand Awareness, Brand Recall, Brand Loyalty as Antecedence of South African Young Consumers' Purchase Behaviour. Journal of Economics and Behavioral Studies, 2016, 8, 79-90.	0.1	11
177	Roles of Pride, Gratitude and Global Self - Corporate Brand Congruity in Corporate Association on Positive Behavior. Journal of Distribution Science, 2016, 14, 73-83.	0.4	1
178	Effect of perceived luxuriousness on brand equity. The Research Journal of the Costume Culture, 2016, 24, 697-708.	0.3	0
179	Effect of perceived luxuriousness on brand equity. The Research Journal of the Costume Culture, 2016, 24, 697-708.	0.3	0
180	Customer Segmentation by Factors Influencing Brand Loyalty and Customer Involvement. Acta Universitatis Agriculturae Et Silviculturae Mendelianae Brunensis, 2016, 64, 1797-1804.	0.2	0
181	Self-Esteemâ€™s Moderation of Self-Congruity Effects on Brand Loyalty. Theoretical Economics Letters, 2017, 07, 1848-1864.	0.2	1
182	Role of Leadership in Organizational Effectiveness. Singaporean Journal of Business Economics and Management Studies, 2017, 5, 336-340.	0.1	8

#	ARTICLE	IF	CITATIONS
183	The Theoretical Model of Social Media's Effect on Brand Preference: From the Perspective of Customer Perceived Value. , 2017, , .		0
184	The Influence of Alliance Fit between Human Brand and Product Brand on Attitude toward Co-Brand: Focused on the Role of Self-Congruity. The Korean Journal of Consumer and Advertising Psychology, 2017, 18, 539-562.	0.2	1
185	Social Media Driven Brand Love: An Investigation on Turkish Customers. Journal of Internet Applications and Management, 2018, 9, 19-42.	0.1	1
186	Emotional Branding: A New Way to Connect to Customers. International Journal of Management Studies, 2018, V, 01.	0.0	1
187	Value-Based Segmentation of U.S. Luxury Consumers: Conceptual Replication and Model Validation. International Journal of Marketing Studies, 2018, 10, 26.	0.2	0
188	The Impact of Brand Awareness and Country of Origin on Purchase Intention with Mediation of Self Congruity on Chinese Brand Automotive Products Wuling. Petra International Journal of Business Studies, 2019, 1, 70-79.	0.2	5
189	Consumer Behaviors and Contemporary Attitudes in Luxury Markets. , 2019, , 1132-1148.		0
190	THE MEDIATION ROLE OF BRAND LOVE AND EXPERIENCE IN THE EFFECT OF SELF-BRAND CONNECTION ON THE BRAND LOYALTY. Pressacademia, 2019, 6, 137-148.	0.2	0
191	Consumer Loyalty Interfaces with Website Quality. Organizacijâ šâ vadyba: Sisteminiai Tyrimai, 2019, 82, 87-96.	0.1	1
192	KÄRESEL TÄKETÄM ODAKLILIK, TÄKETÄCÄ YENÄLÄKÄLÄÄžÄ, KÄRESEL VE YEREL MARKA TUTUMLARI AÄİSINDAN KÄ ANALÄZÄ ÄLE PAZAR BÄLÄMLEME. Uluslararası Äktisadi Ve Ädari Äncelemeler Dergisi, 0, , .	0.3	1
193	Role of Food Porn: Luxury Food Desire among Adolescents. RMC Journal of Social Sciences and Humanities, 2020, 1, 1-14.	0.1	1
194	MAÄAZA KÄÄžÄLÄžÄ VE ÄZ BENLÄK UYUMUNUN MAÄAZA SADAKATÄ ÄZERÄNDEKÄ ETKÄLERÄ. Beykoz Akademi Dergisi, 2020, 1, 1-14.		0
195	TÄKETÄCÄ DEÄZERÄ VE TÄKETÄCÄ-MARKA KÄMLÄžÄNÄN MARKA SADAKATÄNE OLAN ETKÄSÄ: AKILLI TELEFON ÄRNEÄniversitesi Sosyal Bilimler Enstitüsü Dergisi, 0, , 623-653.	0.2	0
196	Founder succession and firm performance in the luxury industry. Corporate Ownership and Control, 2020, 17, 88-96.	0.5	1
197	A Multiple Group Analysis of Absolute versus Accessible Personal Luxury Goods Consumption Behavior among Generations X and Y in the US. International Journal of Trade Economics and Finance, 2020, 11, 141-149.	0.1	1
198	From silos to synergies: A systematic review of luxury in marketing research. Journal of Business Research, 2022, 139, 893-907.	5.8	12
199	The Role of Customer Brand Engagement and Affective Brand Commitment in Mediating the Relationship between Value Congruity and Brand Loyalty. Journal of Advanced Research in Dynamical and Control Systems, 2020, 12, 1963-1973.	0.3	1
200	When do consumers prefer AI-enabled customer service? The interaction effect of brand personality and service provision type on brand attitudes and purchase intentions. Journal of Brand Management, 2022, 29, 167-189.	2.0	7

#	ARTICLE	IF	CITATIONS
201	Digital Marketing Strategies for Luxury Cosmetics Brands. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 0, , 126-144.	0.7	0
203	Role of traditional and social media in developing consumerâ€based brand equity. <i>Journal of Public Affairs</i> , 0, , e2469.	1.7	2
204	Brand outcomes in sales channel relationships: a guanxi theory perspective. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 1191-1212.	1.8	5
205	Drawn to the Screen by Who We Are and Who We Aspire to Be: Brand-Self Congruence Differences in Movie Preferences. <i>JMM International Journal on Media Management</i> , 2020, 22, 144-167.	0.4	0
206	Using TikTok in Social Media Marketing to Create Brand Awareness, Brand Image, and Brand Loyalty on Tourism Sector in Indonesia. <i>Journal the Winners: Economics, Business, Management, and Information System Journal</i> , 2021, 22, .	0.7	6
207	The role of brand interactivity and involvement in driving social media consumer brand engagement and brand loyalty: the mediating effect of brand trust. <i>Journal of Research in Interactive Marketing</i> , 2022, 16, 648-664.	7.2	30
208	Brand Experience, Its Antecedent and Effects on Brand Loyalty in the Mediation of Brand Attitude and Brand Preference: A Research on the Online TV Streaming Platforms. <i>TÃ¼rkiye Ãœlletim AraÅtÄrmalarÄ± Dergisi</i> , 0, , .	0.1	0
209	Relationship Analysis among Apparel Brand Image, Self-Congruity, and Consumersâ€™ Purchase Intention. <i>Sustainability</i> , 2021, 13, 12770.	1.6	20
210	Understanding consumer engagement in online brand communities: An application of self-expansion theory. <i>Journal of Marketing Analytics</i> , 0, , 1.	2.2	4
211	The role of brand experience, brand resonance and brand trust in luxury consumption. <i>Journal of Retailing and Consumer Services</i> , 2022, 66, 102895.	5.3	34
212	A cross cultural comparison between Chinese international and Australian domestic visitors on evaluation of luxury seaplane services. <i>Tourism Recreation Research</i> , 2024, 49, 393-409.	3.3	1
213	Consumersâ€™ Perspectives and Behaviors towards Corporate Social Responsibilityâ€A Cross-Cultural Study. <i>Sustainability</i> , 2022, 14, 615.	1.6	9
214	Linking self-congruity, perceived quality and satisfaction to brand loyalty in a tourism destination: the moderating role of visit frequency. <i>Tourism Review</i> , 2022, 77, 287-301.	3.8	24
215	Designing Facebook Publications Focused on Hotel Customer Experience: How to Improve Brand Attitude and Booking Intention. <i>Springer Proceedings in Business and Economics</i> , 2022, , 247-258.	0.3	3
216	The determinants of personal luxury purchase intentions in a recessionary environment. <i>Journal of Marketing Management</i> , 2022, 38, 1401-1432.	1.2	2
217	Is halal universal? The impact of self-expressive value on halal brand personality, brand tribalism, and loyalty: case of Islamic hospitals. <i>Journal of Islamic Marketing</i> , 2023, 14, 1146-1165.	2.3	3
218	Unlocking consumer consideration set size formation for luxury services: A study of selfâ€identification, brand status and anticipated emotions. <i>International Journal of Consumer Studies</i> , 2022, 46, 2488-2502.	7.2	8
219	Beyond brand personality. A multidimensional perspective of self-congruence. <i>Journal of Marketing Management</i> , 2022, 38, 1529-1560.	1.2	8

#	ARTICLE	IF	CITATIONS
220	Luxury brand attachment: Predictors, moderators and consequences. <i>International Journal of Consumer Studies</i> , 2022, 46, 2466-2487.	7.2	22
221	Do Social Media Marketing Activities Improve Brand Loyalty? An Empirical Study on Luxury Fashion Brands. <i>Information Systems Frontiers</i> , 0, , 1.	4.1	15
222	Is social media marketing worth it for luxury brands? The dual impact of brand page satisfaction and brand love on word-of-mouth and attitudinal loyalty intentions. <i>Journal of Product and Brand Management</i> , 2022, 31, 1033-1046.	2.6	19
223	Recommender system information trustworthiness: The role of perceived ability to learn, self-extension, and intelligence cues. <i>Computers in Human Behavior Reports</i> , 2022, 6, 100193.	2.3	3
224	IS TWO ALWAYS BETTER THAN ONE? Customer Perception on the Merger of Startup Decacorn Companies. <i>Journal of Open Innovation: Technology, Market, and Complexity</i> , 2021, 7, 239.	2.6	2
225	The role of socio-psychological and personality antecedents in luxury consumption: a meta-analytic review. <i>International Marketing Review</i> , 2022, 39, 269-308.	2.2	7
226	Finansal Åer¼nlerde Ortak Markalama: Ortak Markala± Kredi Kartlar± Åezerine Bir Åtal±Åyma. <i>Ekonomi Politika &amp; Finans AraÅtırmalar± Dergisi</i> , 2022, 7, .	0.1	0
227	Art±r±lm±Å GerÅeklik Deneyiminin Sadakat ve Sat±n Alma Niyetine Etkisi: Perakende Sekt¼r¼nde Bir Uygulama. <i>Sosyoekonomi</i> , 2022, 30, 129-155.	0.2	1
228	Relationship of brand credibility and brand loyalty: the mediating effects of attitude toward brand. <i>Journal of Economic and Administrative Sciences</i> , 2022, ahead-of-print, .	0.7	1
229	Factors that influence manufacturer and store brand behavioral loyalty. <i>Journal of Retailing and Consumer Services</i> , 2022, 68, 103020.	5.3	10
230	Luxury Brand Attachment: Predictors, Moderators and Consequences. <i>SSRN Electronic Journal</i> , 0, , .	0.4	1
231	The Effects of Chatbot Service Recovery With Emotion Words on Customer Satisfaction, Repurchase Intention, and Positive Word-Of-Mouth. <i>Frontiers in Psychology</i> , 2022, 13, .	1.1	9
232	Are Media Relevant in Promoting Brand Attitude? The Evidence of "Super Media"™ During the Pandemic in Spain. <i>Springer Proceedings in Business and Economics</i> , 2022, , 149-163.	0.3	1
233	Downward price-based luxury brand line extension: Effects on premium luxury buyer's perception and consequences on buying intention and brand loyalty. <i>European Research on Management and Business Economics</i> , 2022, 28, 100198.	3.4	1
235	The Eureka moment in understanding luxury brand purchases! A non-linear fsQCA-ANN approach. <i>Journal of Retailing and Consumer Services</i> , 2022, 68, 103039.	5.3	27
236	Fashion-related remedies: Exploring fashion consumption stories during Covid-19. "Nostalgia overpowering, Old is the new me"™. <i>Journal of Global Fashion Marketing</i> , 2023, 14, 77-92.	2.4	3
237	The retail brand personality"Behavioral outcomes framework: Applications to identity and social identity theories. <i>Frontiers in Psychology</i> , 0, 13, .	1.1	0
238	The chain coffee shop brand equity and the differences of the consumer segments" responses to its dimensions based on their brand usage frequency. <i>Journal of Foodservice Business Research</i> , 0, , 1-31.	1.3	0

#	ARTICLE	IF	CITATIONS
239	The Influence of Music on Online Advertising. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2022, , 179-214.	0.7	1
240	Understanding damage to and reparation of brand trust: a closer look at image congruity in the context of negative publicity. <i>Journal of Product and Brand Management</i> , 2023, 32, 157-170.	2.6	4
241	Evolving brand boundaries and expectations: looking back on brand equity, brand loyalty, and brand image research to move forward. <i>Journal of Product and Brand Management</i> , 2023, 32, 191-234.	2.6	23
242	“We buy what we wanna be”: Understanding the effect of brand identity driven by consumer perceived value in the luxury sector. <i>Frontiers in Psychology</i> , 0, 13, .	1.1	2
243	Impact of digital resale platforms on brand new or second-hand luxury goods purchase intentions among U.S. Gen Z consumers. <i>International Journal of Fashion Design, Technology and Education</i> , 2023, 16, 57-69.	0.9	3
244	The influence of moral identity on green consumption. <i>Frontiers in Psychology</i> , 0, 13, .	1.1	2
245	Does the website credibility of online travel agencies (OTAs) affect customers’ evaluation and future intentions?. <i>Asia Pacific Journal of Tourism Research</i> , 2022, 27, 842-855.	1.8	2
246	An SEM-ANP Multi-Criteria Evaluation Model for Mobile Advertising That Affect Purchase Intentions: Perspectives on the Values of Context Awareness and Flow Experience. <i>Journal of Promotion Management</i> , 0, , 1-22.	2.4	1
247	Analysis of the measures of COVID-19 (SARSCoV-2) in the image, satisfaction and loyalty of visitors to a world heritage city. <i>Journal of Policy Research in Tourism, Leisure and Events</i> , 0, , 1-17.	2.5	1
248	Branding Creative Cities of Gastronomy: the role of brand experience and the influence of tourists' self-congruity and self-expansion. <i>British Food Journal</i> , 2023, ahead-of-print, .	1.6	0
249	Toward a better understanding of key determinants and consequences of masstige consumption. <i>Journal of Business Research</i> , 2023, 161, 113871.	5.8	4
250	The Impact of Brand Loyalty Determinants on the Tourists’ Choice of Five Stars Hotels in Jordan. <i>Studies in Computational Intelligence</i> , 2023, , 2193-2214.	0.7	4
251	Exploring the mediating role of utilitarian value and hedonic value in the formation of oppositional loyalty in online communities. <i>International Journal of Consumer Studies</i> , 2023, 47, 1500-1515.	7.2	0
252	Narrative or non-narrative? The effects of short video content structure on mental simulation and resort brand attitude. <i>Journal of Hospitality Marketing and Management</i> , 2023, 32, 593-614.	5.1	4
253	A moderated mediation analysis of the low enrollment intention at international higher education in Indonesia. <i>International Journal of Public Sector Management</i> , 2023, ahead-of-print, .	1.2	0
260	Ingredient Branding Strategy to Improve Brand Attitude for Chinese Brands Suffering From Country-of-Origin Effect in Foreign Markets. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2023, , 161-191.	0.7	0