

On the relationships among brand experience, hedonic

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Citation Report

#	ARTICLE	IF	CITATIONS
1	An experiential model of consumer engagement in social media. <i>Journal of Product and Brand Management</i> , 2016, 25, 424-434.	4.3	118
2	Decoding the complexity of the consumer-based brand equity process. <i>Journal of Business Research</i> , 2016, 69, 5479-5486.	10.2	99
3	The impacts of brand experiences on brand loyalty: mediators of brand love and trust. <i>Management Decision</i> , 2017, 55, 915-934.	3.9	182
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5	Can political cookies leave a bad taste in one's mouth?. <i>European Journal of Marketing</i> , 2017, 51, 2175-2191.	2.9	8
6	Flagship stores for FMCG national brands: Do they improve brand cognitions and create favorable consumer reactions?. <i>Journal of Retailing and Consumer Services</i> , 2017, 34, 117-137.	9.4	32
7	The Influence of Color Perception on Marketing Decisions. <i>Organizacijų Vadyba: Sisteminių Tyrimai</i> , 2017, 77, 169-184.	0.3	2
8	Eco-Friendly Brands to Drive Sustainable Development: Replication and Extension of the Brand Experience Scale in a Cross-National Context. <i>Sustainability</i> , 2017, 9, 1286.	3.2	13
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16	A renaissance of brand experience: Advancing the concept through a multi-perspective analysis. <i>Journal of Business Research</i> , 2018, 91, 123-133.	10.2	64
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