

# Brand Image Evaluations: The Interactive Roles of Cour and Vertical Line Extension Type

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Intentional Behavior Discrepancy of Foreign versus Domestic Brands in Emerging Markets: The Relevance of Consumer Prior Knowledge. <i>Journal of International Marketing</i> , 2017, 25, 91-109.	2.5	25
2	How Much More (or Less) Is a Brand Worth When Made in a Low Labor-Cost Country? It Depends Upon Who and Where You Ask. <i>Journal of Promotion Management</i> , 2018, 24, 295-311.	2.4	2
3	Brand and Country Influences on Purchase Intentions: A Theory-Of-Reasoned Action Approach. <i>Journal of Promotion Management</i> , 2018, 24, 251-269.	2.4	6
4	Consumers and Brands across the Globe: Research Synthesis and New Directions. <i>Journal of International Marketing</i> , 2018, 26, 96-117.	2.5	104
5	The impact of branding strategies on horizontal and downward line extension of luxury brands. <i>International Marketing Review</i> , 2018, 35, 1033-1052.	2.2	31
6	Antecedents of Global Brand Purchase Likelihood: Exploring the Mediating Effect of Quality, Prestige and Familiarity. <i>Journal of International Consumer Marketing</i> , 2018, 30, 288-303.	2.3	16
7	Functional and Social Value of Chinese Brands. <i>Journal of Global Marketing</i> , 2019, 32, 200-215.	2.0	5
8	Luxury cars Made-in-China: Consequences for brand positioning. <i>Journal of Business Research</i> , 2019, 102, 288-297.	5.8	28
9	Banks, employees and brand promise delivery: customers' analytical perspective. <i>International Journal of Business Excellence</i> , 2019, 18, 42.	0.2	0
10	Measuring brand image: a systematic review, practical guidance, and future research directions. <i>Review of Managerial Science</i> , 2019, 13, 227-265.	4.3	47
11	National Stereotypes as Antecedents of Country-of-Origin Image: The Role of the Stereotype Content Model. <i>Journal of International Consumer Marketing</i> , 2020, 32, 115-127.	2.3	24
12	Examining the Step-Up Brand Extensions of Budget Hotels: The Reciprocal Spillover Effects. <i>Cornell Hospitality Quarterly</i> , 2020, 61, 154-169.	2.2	8
13	Cultural differences in vertical brand extension evaluations: the influence of thinking styles. <i>Cross Cultural and Strategic Management</i> , 2020, 27, 245-263.	1.0	5
14	Revisiting Location in a Digital Age: How Can Lead Markets Accelerate the Internationalization of Mobile Apps?. <i>Journal of International Marketing</i> , 2020, 28, 21-40.	2.5	30
15	The effects of brand origin and country-of-manufacture on consumers' institutional perceptions and purchase decision-making. <i>International Marketing Review</i> , 2020, 38, 343-366.	2.2	18
16	Eco-Innovations in Global Markets: The Effect of Ecological (In)Congruence on Consumers' Adoption Intentions. <i>Journal of International Marketing</i> , 2020, 28, 64-83.	2.5	10
17	A Country-of-Origin Perspective on Climate Change Actions: Evidence from France, Morocco, and the United States. <i>Journal of International Marketing</i> , 2021, 29, 23-38.	2.5	6
18	The impact of gender on the evaluation of vertical line extensions of luxury brands: a cross-national study. <i>Journal of Product and Brand Management</i> , 2022, 31, 484-495.	2.6	6

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19	Not All Wrongdoers Are Equal in the Public Eye: A Moderated Mediation Model of Country Stereotypes, Condemning Emotions, and Retaliatory Intent in Corporate Crises. <i>Journal of International Marketing</i> , 2021, 29, 26-44.	2.5	8
20	Revisiting Brand Personality Attributes. <i>International Journal of Asian Business and Information Management</i> , 2021, 12, 124-136.	0.7	5
21	Endorsement of Global Product Brands by Global Corporate Brands – A Consumer Perspective Across Nations. <i>Management International Review</i> , 2021, 61, 563-598.	2.1	3
22	Buy domestic or foreign brands? The moderating roles of decision focus and product quality. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2022, 34, 843-861.	1.8	7
23	The Antecedents and Consequences of Local Product-Ethnicity Perception – A Study of an Asian Advanced Emerging Market. <i>Journal of International Marketing</i> , 0, , 1069031X2110092.	2.5	3
24	Country-of-origin and Consumer Ethnocentrism: Effect on Brand Image and Product Evaluation. <i>Journal of Applied Sciences</i> , 2017, 17, 357-364.	0.1	9
25	How Much More (or Less) Is a Brand Worth When Made in a Low Labor-Cost Country? It Depends Upon Who and Where You Ask. , 2020, , 3-19.		0
26	How Much More (or Less) Is a Brand Worth When Made in a Low Labor-Cost Country? It Depends Upon Who and Where You Ask. , 2020, , 3-19.		0
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28	Partner Selection Strategies in Global Business Ecosystems: Country Images of the Keystone Company and Partner Companies on the Brand Quality Perception. <i>Sustainability</i> , 2021, 13, 12903.	1.6	1
29	Reflective versus unreflective country images: How ruminating on reasons for buying a country’s products alters country image. <i>International Business Review</i> , 2022, 31, 102024.	2.6	2
30	Buy me: the effect of leaders’ perceived personality abroad on consumption of their national products. <i>Human Communication Research</i> , 0, , .	1.9	1
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32	The Role of Social Media on Young Online Consumer Behavior. <i>Advances in Logistics, Operations, and Management Science Book Series</i> , 2022, , 144-168.	0.3	1
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34	A framework for transitioning brand trust to brand love. <i>Management Decision</i> , 2023, 61, 1554-1584.	2.2	1