

QSR brand value

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Dual pillars of hotel restaurant food quality satisfaction and brand loyalty. <i>British Food Journal</i> , 2017, 119, 2597-2609.	2.9	29
2	An examination of the interplay between country-of-origin, brand equity, brand preference and purchase intention toward global fashion brands. <i>International Journal of Business Forecasting and Market Intelligence</i> , 2018, 4, 43.	0.2	7
3	Linking marketing mix elements to passion-driven behavior toward a brand. <i>International Journal of Contemporary Hospitality Management</i> , 2018, 30, 3040-3058.	8.0	23
4	Antecedents and consequences of perceived customer value in the restaurant industry. <i>International Hospitality Review</i> , 2018, 32, 26-45.	2.8	21
5	An examination of the perceived value of organic dining. <i>International Journal of Contemporary Hospitality Management</i> , 2018, 30, 2826-2844.	8.0	41
6	Brand awareness, image, physical quality and employee behavior as building blocks of customer-based brand equity: Consequences in the hotel context. <i>Journal of Hospitality and Tourism Management</i> , 2019, 40, 114-124.	6.6	98
7	Building brand relationship for restaurants. <i>International Journal of Contemporary Hospitality Management</i> , 2019, 31, 1469-1487.	8.0	68
8	Effect of dining experience on future intention in quick service restaurants. <i>British Food Journal</i> , 2019, 121, 2620-2636.	2.9	20
9	QSR customer sustainable behaviors and brand practice perceptions on willingness to pay a premium. <i>International Hospitality Review</i> , 2019, 33, 106-125.	2.8	11
10	A comparison of statistical and decision-making techniques in marketing mix evaluation. <i>Journal of Management Development</i> , 2019, 38, 847-863.	2.1	5
11	The 7 Ps marketing mix of home-sharing services: Mining travelers'™ online reviews on Airbnb. <i>International Journal of Hospitality Management</i> , 2020, 90, 102616.	8.8	38
12	Hotel revenue management for the transient segment: taxonomy-based research. <i>International Journal of Contemporary Hospitality Management</i> , 2020, 32, 108-125.	8.0	6
13	Consumer Marketing Brand Cultivation Path Based on Image Recognition Technology. <i>IEEE Access</i> , 2022, , 1-1.	4.2	2
14	Understanding mobile payment continuance usage in physical store through social impact theory and trust transfer. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2020, 33, 1071-1087.	3.2	15
15	Understanding consumer-based brand equity and its antecedents in international and national banks in Egypt. <i>Journal of Marketing Communications</i> , 2022, 28, 38-72.	4.0	5
16	Dining at gas stations: an analysis of nonconventional fast-food outlets from a consumer behavior perspective. <i>British Food Journal</i> , 2021, 123, 4347-4366.	2.9	6
17	The interrelationship between internal marketing, employee perceived quality and customer satisfaction "a conventional banking perspective. <i>Cogent Business and Management</i> , 2021, 8, .	2.9	8
18	The influence of brand awareness, brand association, and perceived quality toward consumers' purchase intention: a case of richeese factory, Jakarta. <i>Independent Journal of Management & Production</i> , 2020, 11, 039.	0.4	9

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19	Relationship of 7P Marketing Mix and Consumers' Loyalty in Traditional Markets. <i>Agro Ekonomi</i> , 2019, 29, 261.	0.3	6
20	The Impact of Product Quality, Brand Image and Service Quality toward Customer Loyalty. <i>International Humanities and Applied Science Journal</i> , 2019, 2, .	0.2	0
21	Alternatif Strategi Bauran Pemasaran 7P Museum Batik Yogyakarta. <i>Jurnal Kepariwisata Destinasionalitas Dan Perjalanan</i> , 2020, 4, 72-83.	0.4	1
22	The Evolution of Fast Food in a Customer-Driven Era. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020, , 251-269.	0.8	1
23	Brand Identity-image Congruence: A Framework for Business-to-business Banks in South Africa. <i>Journal of Business-to-Business Marketing</i> , 2021, 28, 283-305.	1.5	1
24	The Effects of Instagram Marketing Activities on Customer-Based Brand Equity in the Coffee Industry. <i>Sustainability</i> , 2022, 14, 1657.	3.2	14
25	Data Fusion Model for High-Tech Products Marketing. <i>Wireless Communications and Mobile Computing</i> , 2022, 2022, 1-12.	1.2	0
26	ALL THAT GLITTERS IS NOT GOLD: BEYOND ONLINE HOTEL REVIEWS. <i>Tourism and Hospitality Management</i> , 2022, 28, 575-595.	1.0	1
27	Service Value and Repurchase Intention in the Egyptian Fast-Food Restaurants: Toward a New Measurement Model. <i>International Journal of Environmental Research and Public Health</i> , 2022, 19, 15779.	2.6	10
28	Engelli Bireylerin MÃ¼ÅŸteri Memnuniyeti ve Destinasyon Sadakatlerine Etki Eden Pazarlama FaktÃ¶rlerinin Ãœncelenmesi Ãœzerine Bir ÃœlÃ¼ÅŸma. <i>Journal of International Scientific Researches</i> , 2023, 8, 107-131.	0.2	0
29	Marketing Strategy Analysis on Chinaâ€™s Fast Food Industry: Case from KFC. , 0, 38, 2295-2299.		0
31	Brand Equity, Tourist Satisfaction and Travel Intentions in a UNESCO Creative City of Gastronomy: A Case Study of Yangzhou, China. <i>Foods</i> , 2023, 12, 2690.	4.3	1
32	The role of atmospheric elements and quality in shaping consumer preference of restaurant. <i>AIP Conference Proceedings</i> , 2023, , .	0.4	0