

Do brands make consumers happy?- A masstige theory

Journal of Retailing and Consumer Services

58, 102318

DOI: [10.1016/j.jretconser.2020.102318](https://doi.org/10.1016/j.jretconser.2020.102318)

Citation Report

#	ARTICLE	IF	CITATIONS
1	The role of nostalgic brand positioning in capturing brand equity: Theoretical extension and analysis. International Journal of Consumer Studies, 2022, 46, 161-181.	7.2	11
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21	What We Know and Donâ€™t Know About Consumer Happiness: Three-Decade Review, Synthesis, and Research Propositions. <i>Journal of Interactive Marketing</i> , 2023, 58, 115-135.	4.3	14
22	The malevolent side of masstige consumersâ€™ behavior: The role of dark triad and technology propensity. <i>Journal of Business Research</i> , 2022, 149, 954-966.	5.8	5
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