

# Systematic Review on Brand and Consumer Behaviour

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## Abstract

Since its introduction, the notion of "brand image" has garnered substantial interest from scholars and industry professionals due to its pivotal significance in marketing initiatives. This study examined previous research on the effect of brand image on consumers from the standpoint of customer equity, based on theories related to brand image. It also outlined the limitations of recent studies and suggested areas for more research. Few studies have gone into detail on the relationship between brand image and brand equity, despite the fact that brand image is acknowledged as the key component that drives brand performance and asset. SLR describes the knowledge that is currently accessible, identifies research gaps, and outlines anticipated future research objectives. This review used three SLR technique or general steps in the review process: Planning the review, performing the review and Reporting. The review outcomes and data gathering process is improved by the application of inclusion criteria (IC) and exclusion criteria (EC). The current article could be included in the review or excluded based on six inclusion and three exclusion criteria. In order to find relevant research, the databases (Scopus, Emerald, Science Direct, Wiley Online Library, Springer, Sage, IEEE Xplore, Taylor Francis, and JSTOR) are first searched for published publications. The rigorous inclusion and exclusion criteria, combined with a thorough search strategy that involved hand-checking articles for duplication and redundancy, produced 51 research publications that met the study's objectives. To share the results, these 51 papers that were up for evaluation were arranged, categorized, and examined. The finding indicates that to create successful marketing strategies in the fiercely competitive global marketplace, businesses must have a deeper understanding of customer behaviour and brand education.

**Key Words;** Brand Image, Customer Equity, Consumer Behaviour

## 1. Introduction

Brand equity, or the general attitude and sentiment of a consumer about a brand that influences their buying decisions, is mostly determined by brand image. Notwithstanding the marketing strategies used by their organisations, marketers' primary goals are to shape consumer attitudes and perceptions of brands, support those perceptions, and encourage actual brand sales. By doing this, they hope to boost brand equity, maximise market share, and increase income.

Although brand equity is a topic of interest for both academics and practitioners, brand equity research does not yet have a paradigm. Most studies assess brand equity from the perspective of the company or the client. On the one hand, some scholars believe that consumers' subjective perceptions of the brand—such as their attitude, satisfaction, and so forth—are the key to brand equity. Customers' decisions to buy are influenced by brand attributes and characteristics, but their deeper perceptions of the brand ultimately determine their purchasing behaviour.

When it comes to customer purchase decisions, brand image continues to be the most important consideration, notwithstanding changes in customers' lives and information processing processes. However, additional study indicates that market value, share, cash flow, and brand equity should all be taken into account. Moreover, previous studies view financial and non-financial performance as indicators of brand equity. While market share

and brand premium are measures of financial performance, brand awareness, reputation, loyalty, and association are regarded as non-financial performance metrics. In order to assess the relationship between brand equity and image, this study looks into consumer attitudes and purchase intentions. Customers' and non-financial performance perspectives are taken into consideration when conducting the brand equity study.

#### Research questions

- What is the impact of brand on consumer behaviour

#### Research objective

- To investigate impact of Brand Image on consumer behaviour

## 2. Literature Review

### 2.1 Brand Image

Brand management cannot take place without the creation and maintenance of a strong brand image, according to Park et al. (1986) (Park, C.W., Jaworski, B.J., and MacInnis, D.J.). Theoretically, every commodity or service might be embodied by functional, symbolic, or experimental elements that contribute to the identity of a brand. As of yet, academics cannot agree upon a common definition for brand image. As demonstrated in Table 1, scholars have mainly used four perspectives to define brand image in prior research (Dobni, D. and Zinkhan, G.M., 1990): personification, meanings and messages, personification, and cognitive or psychological aspects. Brand image is the main factor determining brand equity, which is the general perception and opinion of a brand among consumers that influences their purchase decisions. Marketers' main objectives are to mould consumers' attitudes and perceptions of brands, reinforce consumers' impressions of those brands, and persuade consumers to actually purchase those brands, regardless of the marketing tactics used by their companies. They anticipate increasing revenue, optimising market share, and establishing brand equity by doing this.

Although brand equity is a topic of interest for both academics and practitioners, brand equity research does not yet have a paradigm. Most research measures brand equity from the perspective of the company or the customer. On the one hand, some scholars believe that consumers' subjective perceptions of the brand—such as their attitude, satisfaction, and so forth—are the key to brand equity. Even if brand attributes and qualities will have an impact, consumers' deeper perception of the brand image ultimately affects their decision to buy. This is the primary impact element on consumption decisions. However, some academics contend that market share, market value, and cash flow should all be taken into account when assessing brand equity.

Moreover, existing research regards both monetary and non-monetary achievements as markers of brand equity. Examples of non-financial performance include brand awareness, association, loyalty, and reputation; examples of financial performance include market share and brand premium. In order to assess the relationship between brand image and brand equity, this study looks at consumers' attitudes and purchase intentions. It does this by analysing brand equity from both the consumer's and the non-financial performance perspective.

## 3. Methodology

As part of the current investigation, an SLR was conducted. SLR is a controlled, transparent, and standardised review process that is carried out in accordance with defined standards and recorded procedures (Gough et al., 2012). In an attempt to characterise the current state of the emerging or established research area, SLR describes the knowledge that is currently accessible, identifies research gaps, and outlines anticipated future research objectives (Petticrew and ER, 2019; Huddinah and Roberts, 2006).

SLR was first used in medical research (Cochrane Library, 2018), but it has since been expanded to other disciplines where thorough reviews can yield explicit information (Briner and Denyer, 2012). Its emphasis on transparency and rigour sets it apart from expert reviews and other non-systematic literature studies (Gough et

al., 2012). Additionally, it demonstrates that no pertinent study is purposefully disregarded or omitted for enigmatic reasons (Pereira et al., 2014). As a result, there is a body of knowledge on supply chain intersecting—a relatively new and developing topic—and brand with consumer behaviour that can be located through SLR.

Furthermore, the Branding technique of consumer behaviour context SLR was used in later study reviews by Abidi et al. (2014), Dubey and Ali (2015), Thomé et al. (2016), Dubey et al. (2017), Bastas and Liyanage (2018), Friday et al. (2018), and Kamble et al. (2020). Therefore, we used the SLR technique in this work as per the recommendations of Behera et al. (2019), Tranfield et al. (2003), and Denyer and Tranfield (2009). There are three general steps in the review process:

- (1) Planning the review,
- (2) Performing the review and
- (3) Reporting the review outcomes

1. Planning the review	2. Performing	3. Reporting
Determining the Research Questions	Identifying search Syntax	organizing data to demonstrate the Finding
Identifying inclusion and exclusion criteria	Meta synthesis and monitoring of data	Reporting the Finding
specifying the Digital data base		
Developing the review Protocol		
Evaluating Review protocol		

Figure 1 SLR Methodology: Planning, Performing and Reporting [Adapted from Behera et al., 2019]

### 3.1 Planning the Review

This stage has been further subdivided into five steps (see Figure 1)

#### 3.1.1 Determine the research Questions

The formulation of research questions to direct the investigation is the first step in the review's planning process. To acquire knowledge about the use, approaches, procedures, and prospects of brand in Consumer behaviour, the body of research on Branding –consumer behaviour intersections is gathered. By looking into the aforementioned study topics, comprehensive details about the Branding-consumer behaviour in the domain can be achieved.

#### 3.1.2 Identifying inclusion and exclusion criteria

The data gathering process is improved by the application of inclusion criteria (IC) and exclusion criteria (EC). The current article could be included in the review or excluded based on six inclusion and three exclusion criteria. Table 2 displays the study's considerations for inclusion and exclusion criteria.

#### 3.1.3 Specifying the Digital Data base

Scopus, Emerald, Springer, Sage, Wiley Online Library, JSTOR, Taylor & Francis, Science Direct, and IEEE Xplore are among the online repositories that were used to gather the papers that were taken into consideration for review in this investigation. According to Abrizah et al. (2013) and Mongeon and Paul-Hus (2016), Scopus is one of the biggest and most used databases for searching the body of literature. According to Centobelli et al. (2018), it offers access to multiple prestigious journals and has a vast assortment of scientific papers. Moreover, this database has been extensively utilized in the creation of SLR publications related to CRM (Moreno-Camacho et al., 2019; Govindan and Hasanagic, 2018; Centobelli et al., 2018; Chen et al., 2017; Cerchione and

Esposito, 2016). Other top databases, such as IEEE Xplore, Taylor Francis, Springer, Sage, Wiley Online Library, Science Direct, Emerald, and were used.

Table 2 Inclusion and Exclusion Criteria

IC1: Used keywords: "social media" AND ("supply chain" OR "customer relation management"	EC1: Duplicate studies/ or studies with the same digital identifier
IC2: Research articles published until September 2021	EC2: Type of studies i.e., editorial, unpublished article, book chapter, short survey and notes are excluded from the review
IC3: Articles written in the English language	EC3: Exclude the studies based on quality evaluation questions (discussed in the review protocol assessment stage)
IC4: Full-text-based studies; used keywords are present in title/abstract/author keywords	
IC5: Published in peer-reviewed journals	
IC6: Research article, review article, conference proceeding and article in press	

### 3.1.4 Developing the review Protocol

According to Davies and Crombie (1998), a review methodology is outlined that gives details about the search approach that was utilised to find pertinent papers based on the inclusion and exclusion criteria. In order to find relevant research, the databases (Scopus, Emerald, Science Direct, Wiley Online Library, Springer, Sage, IEEE Xplore, Taylor Francis, and JSTOR) are first searched for published publications. Second, citation chaining was used to incorporate publications that met the study's objectives but were not present in the aforementioned databases. To make sure that every pertinent publication is included in the study; both forward and backward chaining are used.

### 3.1.5 Evaluating Review Protocol

The quality of chosen research must be evaluated and assessed in order to facilitate the data search process. As stated by Ouhbi et al. (2015), the goal of quality evaluation is, in fact, to ensure that the study's findings are impartial and accepted. In order to enhance the study, quality evaluation (QE) questions are thus identified. The study's scope has been expanded with the creation of five QE questions. These were the following: QE1: Does the manuscript under consideration for review specifically state what kind of analysis technique was employed? "Quantitative (+2)," "Qualitative (+1.5)," and "No evidence (+0)" are the anticipated responses; QE2: Did the study specifically assess how SM affected CRM in the supply chain? The responses "yes (+2)," "no (+0)," and "partial (+1)" are anticipated; QE3: Can the paper's conclusions be justified? The responses "yes (+2)," "partial (+1)," and "no (+0)" are anticipated. If there is not a detailed description of the techniques, the score is considered incomplete. QE4: Does the paper appear in a reputable source? The anticipated responses are: +2 in the event that the total of the H index and citation number exceeds 100; +1.5 when the total of the citation number and the H index falls between 50 and 100; +1 when the total falls between 1 and 49; and +0 when the total of the citation number and the H index falls between 0; and QE5: Is there a comparison between the suggested method in the paper and other methods? "Yes+1" and "no" are the anticipated responses.

EC3 is the quality score that has been used as an exclusion criterion. Studies included for this evaluation have at least 50% of the possible 9 points, which is the highest possible score. The quality score of the chosen studies was determined by compiling the citation number and H index of those studies in Table A1 of Appendix A. The quality score of the chosen studies and the format of the evaluation questions are shown in Appendix A, Table

A2. The many stages of the article selection process are depicted in Figure 3. It also emphasises the inclusion and exclusion standards taken into account at every turn during the article selection procedure.

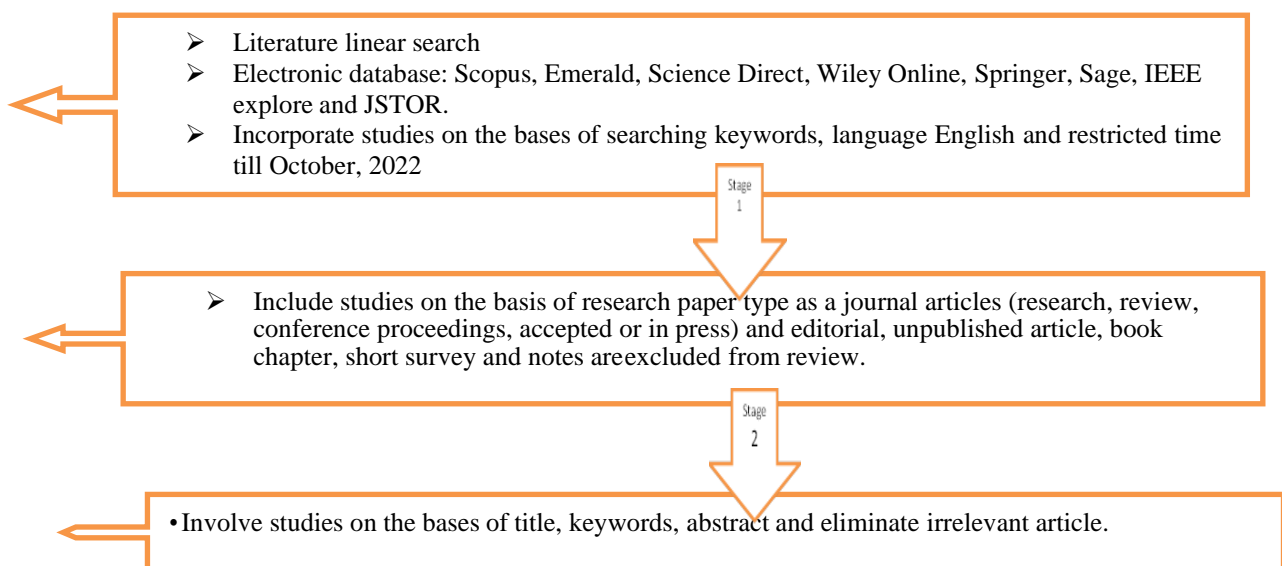
### 3.2 Performing the Review

#### 3.2.1 Identification of search syntax

Table 3 displays the syntax used to search published articles in the various databases. While perusing the datasets, the Boolean operators "AND" and "OR" were both used. When two keywords are used together, the "AND" operator guarantees that both terms appear in the search term, while the "OR" operator indicates that at least one keyword should appear in the search results. The "TITLE-ABS-KEY" search syntax in Scopus indicates that the terms and words are searched in the research paper's author keywords, abstract, and title. The study article should be written in English, as LIMIT-TO (LANGUAGE, "English") shows. Journal articles that meet the LIMIT-TO (DOCTYPE) threshold are evaluated for SLR. In this case, "ar" denotes the journal article and "cp" denotes the conference. The given keywords were used to search all fields in JSTOR; the results were restricted to "articles," and the published articles could only be found in English. In contrast, every field was searched in the other databases. Table 3 displays the search syntax for each database. The most commonly used keywords in Branding evaluations are Brand Image, Customer Equity, Consumer Behaviour (Quieroz et al., 2019; Moreno-Camacho et al., 2019).

#### 3.2.2. Meta-synthesis and Monitoring of Data

To gain a comprehensive grasp of the goals, approaches, applications, results, advantages, and limits of the papers under consideration for review, the meta-synthesis technique makes use of citation chaining, inclusion and exclusion criteria, and linear search processes. Using the identified keywords, conduct a linear search in the identified databases as the initial stage in the meta-synthesis process. 201 studies total—35 from Scopus, 22 from Emerald, 57 from Springer, 32 from Science Direct, 18 from Taylor & Francis, 45 from JSTOR, 11 from Wiley, 47 from Sage, and 29 from IEEE Xplore—were found by the linear search procedure. The application of the filtration procedure, which entails evaluating the published article for review in accordance with the inclusion and exclusion criteria indicated in Table 2, comes next. Citation chaining comes next, which is followed once more by the filtering procedure. It relative procedures are used in the filtration process, which involves inclusion and exclusion criteria. These standards are used to evaluate each research paper, and the cycle comes to an end when the final list of articles to be reviewed is produced. After the meta-synthesis was completed, fifty-one (51) articles were produced. These are displayed in Table A1 of Appendix A, and the reference section contains the bibliographic information for each article.



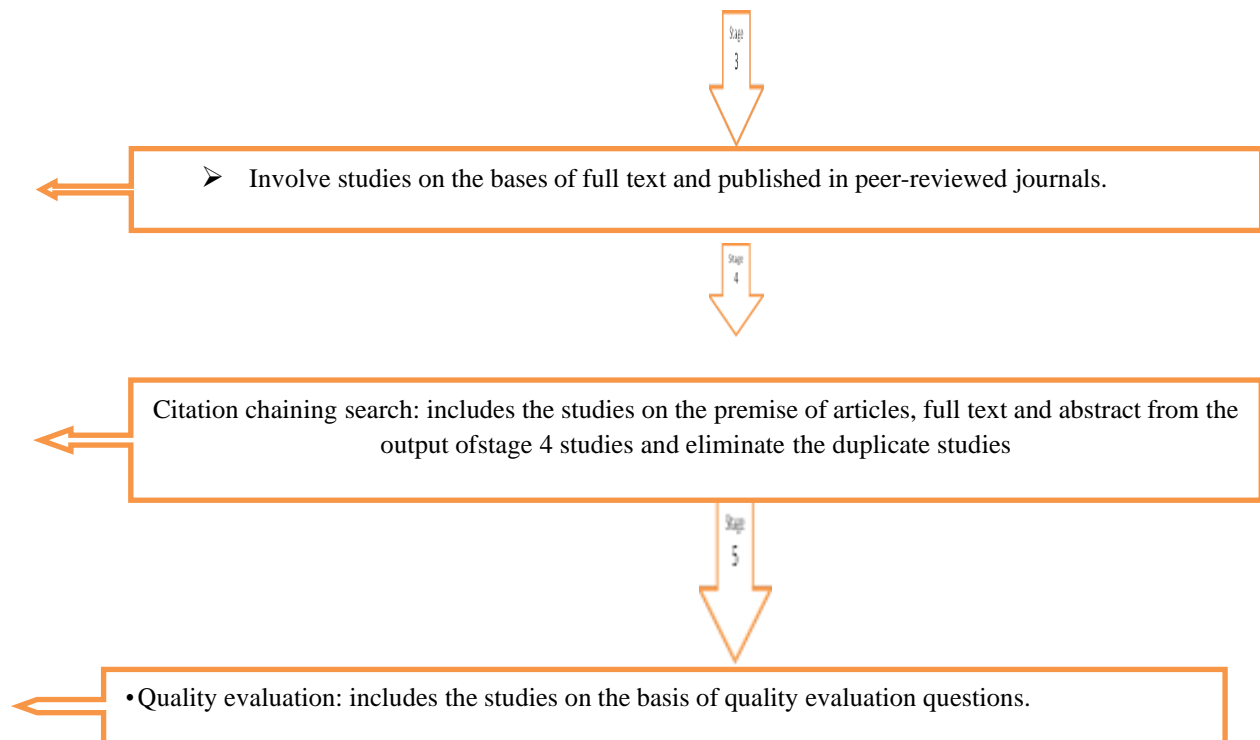


Figure 1 Review protocol and article selection process

Table 3 Identifying the Search syntax

Digital Databases	Search syntax
Scopus	TITLE-ABS-KEY ((“social media” AND (“supply chain” OR “Management Relation Management” OR (LANGUAGE, “English”)))
Science Direct	Title, abstract, keywords: “social media” AND (“supply chain” OR “customer relation management” Limit to: Research articles
JSTOR	“social media” AND (“supply chain” OR “customer relation management” Limit to: Articles Limit to: Language - English
Emerald, Taylor Francis, Springer link, Wiley Online Library, Sage	“social media” AND (“supply chain” OR “customer relation management”)

### 3.3. Reporting the Review

#### 3.3.1 Data Organization to Disseminate the Findings

The rigorous inclusion and exclusion criteria, combined with a thorough search strategy that involved hand-checking articles for duplication and redundancy, produced 51 research publications that met the study's objectives. To share the results, these 51 papers that were up for evaluation were arranged, categorized, and examined.

#### 3.3.2 Reporting the Finding

Reporting the review's findings is the last stage of the process, which may also entail using visualization tools. Figures 3(a) and 3(b) display the word cloud based on the "author keywords" and "article title" of the chosen research. The terms that appear most frequently in author keywords and article titles are supply chain, social

media, and customer relationship management (Figures 3(a) and 3(b)). This demonstrates that the articles taken into consideration for the review have bearing on the goal of the investigation. The terms performance, analytics, customer, knowledge, and Twitter are also commonly used. The study also provides the statistical dimensions of the data, which are computed as the number of publications by year and papers published by country, documents published by journals/conferences, and employed research methods in the reviewed studies, which are discussed in the next section. Moreover, we provide insights into the application of Branding on consumer behaviour in supply chain for practitioners and researches interested in gaining a deeper understanding of the topic.

#### 4. Dissection and Result

##### 4.1 Number of Publications by Year

Most of the article are recent the literature is on Branding-consumer behavior in consumer behaviour interaction. The subject was covered in its earliest article in 2011. There was only one research paper released in 2011 and one in 2012, 2013 saw the publication of three papers, followed by four in 2014, two in 2015, six in 2017, seven in 2018, thirteen in 2019, and eleven in 2022 (up to October). This demonstrates that there is a good chance that companies will utilize SM to enhance CRM in their supply chain performance as its use grows. In the past, the research concentrated on emphasizing possible branding application domains for consumer behavior information. However, the majority of the study in recent years has concentrated on the application and effects of consumer behavior in branding across industries.

##### 4.2 Brand Image and consumer behaviour

Since the 20th century, brand image has been the subject of much research because of how crucial it is to developing brand equity. To create successful marketing strategies in the fiercely competitive global marketplace, businesses must have a deeper understanding of customer behaviour and brand education. We shall talk about the connection between consumers' behaviour and their perception of a brand in the paragraph that follows.

##### 4.3 Impact of Brand Image on consumers Attitude to Ward the Brand.

In 1993, Keller coined the term "customer-based brand equity (CBBE)" to describe the range of responses to the branding effort from customers with differing levels of brand understanding. Stated differently, brand equity originates from and is based on brand image and brand awareness. Positive brand image could be created, according to Keller (1993), by linking the distinctive and potent brand association with marketing initiatives' impact on consumers' recollections of the brand (Keller, K.L., 2003). In this sense, before consumers could react favourably to the branding campaign, brand knowledge needed to be developed and understood. A corporation may be able to increase sales while spending less on brand extension if its customers are familiar with the brand (Smith, D.C. and Whan Park, C. 1992).

I.D	Perspective	Source	Definition of Brand Image
1	Blanket Definition	Herzog (1963)	Consumers 'general perception and impression of a brand
		Newman (1985)	Consumers 'perception of a product's total attributes
		Dichter (1985)	Consumers 'general impression of the product or service
2	Meanings and	Noth (1988)	The symbolic meaning embedded in the product or service
		Sommers (1964)	Consumers 'perception and recognition of a product's symbolic attribute
			The symbolic meaning of purchasing the product or



	messages	Levy (1973)	service
3	Personification	Martineau (1957)	Brand image reflects consumers 'characteristics, and they purchase the brand to express themselves
		Bettinger (1979)	The personification of a product, which can be manifested as "adult" and "children"
		Sirgy (1985)	Image of the brand resembles human personality
4	Cognitive or psychological elements	Gardner & Levy (1955)	Brand image is consisted of consumers 'opinion, attitude and emotion toward a brand, which reflects the cognitive or psychological elements of the brand
		Levy (1978)	Consumers 'overall impression about a brand or product, which includes recognition, feeling and attitude toward it
		Bullmore (1984)	Consumers 'general perception and opinion of a brand's total attributes
		Kapferer (1994)	Consumers 'general perception about the brand feature's association

Source; Researcher composition 2024

Lassar et al. (1995) shared Keller (1993) in believing that consumer trust in a brand was the source of brand equity. They are more likely to be willing to pay a premium for a brand if they have greater faith in it, Lassar, W., Mittal, B. and Sharma, A. (1995). This confidence is specifically derived from five key factors: first, the brand works as intended; second, owning or purchasing the brand is associated with a positive social image; third, consumers recognise and have a sentimental attachment to the brand; fourth, there is a balance between the brand's value and its functionalities; and fifth, consumers have faith in the brand. The dominant impact of brand equity on customer response to the branding strategy was likewise approved by Netemeyer et al. (2004).

Because there are so many brands available, buyers are more likely to base their decisions on the perception of a brand than the actual product. Furthermore, customers would favour a brand when its image aligns with their perception of themselves, Martineau, P. (1957). As per the self-concept idea, an individual's self-concept comprises their perception of themselves, which includes aspects like their abilities, traits, weaknesses, looks, and personality, Rosenberg, M. (1979). Examining the alignment between consumers' self-concept and the brand image is crucial for marketers since different consumers may present different self-concepts depending on the social setting. However, regardless of the situation, customers will view a brand more favourably if it aligns with their self-concept, Graeff, T.R. (1997).

#### 4.4 Impact of Brand Image on Consumer's Behavioural Intention

Based on existing research, it can be seen that customer happiness and customer loyalty are the most commonly utilised indicators of consumers' behavioural intentions. Customer satisfaction is the general assessment made by customers of their complete buying experience with a certain good or service, Fornell, C. (1992). Oliver (1980) asserts that the primary measures of customer satisfaction are the performance-specific expectations of the customer and the disconfirmation of those expectations, Oliver, R.L. (1980). Customer satisfaction specifically rises when product performance surpasses expectations and falls when expectations surpass product performance. Companies could deduce the possible impact of brand image on customer satisfaction by determining the difference in perceptions of a brand between current consumers and non-users, as product performance is a crucial aspect of brand image, Bird, M., Channon, C. and Ehrenberg, A.S.C. (1970).

Customer satisfaction is greatly impacted by brand image, particularly in the e-banking, landline, mobile phone, bank, and grocery sectors, Gronholdt, L., Martensen, A. and Kristensen, K. (2000). The four components of a store's image, according to Chang et al. (2005), are its infrastructure, convenience, service, and sales activities.



All four have a direct impact on customer satisfaction, Chang, C.H. and Tu, C.Y. (2005) . Additionally, Chitty et al.'s 2007 study provided empirical evidence for the importance of brand image in predicting consumer happiness in the hospitality sector Chitty, B., Ward, S. and Chua, C. (2007). Additionally, customers' preference for the brand and their level of happiness would both increase if their perception of the brand and themselves aligned, Jamal, A. and Goode, M.M. (2001).

One could argue that customer happiness extends to customer loyalty. According to previous research, customer loyalty is limited to recurring purchase behaviours. Customer loyalty typically results from consumers' approval of a brand, which encourages them to keep buying it and increases revenue for the business, Keller, K.L. (1993). According to the literature on brand image, client loyalty is significantly influenced by a company's reputation. Positive shop perception is crucial for the grocery industry to cultivate customer loyalty , Kunkel, J.H. and Berry, L.L. (1968),Koo, D.-M. (2003). The influence of brand image on consumer loyalty is nevertheless significant even in a virtual environment, Da Silva, R.V. and Alwi, S.F.S. (2006), [Merrilees, B. and Fry, M.-L. (2002). Merrilees & Fry (2002) confirmed this link by conducting surveys at e-commerce enterprises.

## **5. Suggestions for Future Study**

### **5.1 Enrich the Connotation of Brand Image**

Over the past ten years, emotional branding has emerged as a highly significant approach to brand management, Gobe, M. (2011), Zaltman, G. (2013). According to Roberts (2014), brand emotion is the cultural connotation that a brand embodies. Emotional branding is a very powerful tool for evoking feelings and emotions in consumers, which leads to the formation of a connection and brand loyalty, Roberts, K. (2014) . Even the conventional model of brand management, which is centred on customer perception now includes emotive branding in its design. Brand emotion is the link between the brand and the customer in the incredibly competitive marketplace and the key to growing the market. Subsequent research endeavours may delve into the correlation between brand image and customer conduct, but from an entirely different angle—that of brand emotion.

### **5.2 Brand Image, Customer Satisfaction and Customer Loyalty**

Numerous studies have been conducted on the connection between brand satisfaction and brand image. Nonetheless, the majority of these studies were carried out in service-related industries like banks, supermarkets, and hotels. It needs to be seen if the findings from the service sector can be applied to other industries (such as the manufacturing, banking, or real estate sectors, among others).

Furthermore, despite the overwhelming evidence supporting the beneficial effects of brand image on consumer satisfaction and loyalty, there are still a few small discrepancies between studies. In particular, research indicates that brand image affects customer loyalty through a variety of mediating mechanisms in addition to its direct influence. Nevertheless, some study findings show that while brand image can affect consumer pleasure, it does not directly affect customer loyalty. Subsequent research endeavours ought to go deeper into the intricate connections between brand image, customer pleasure, and customer loyalty, as well as pinpoint a more all-encompassing metric for consumer behaviour.

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