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| **NO.** | **DATABASE** | **KEY TERMS** | **AUTHOR(S)** | **YEAR** | **SOURCE TITLE** | **ARTICLE TITLE** | **CONCLUSIONS** | **CONNECTION TO YOUR WORK** |
| 1 | Google Scholar. | Brand Choice; Probability Models; Internet Shopping | Peter J. Danaher • Isaac W. Wilson • Robert A. Davis | 2003 | Journal of Marketing Science | A Comparison of Online and Offline Consumer Brand Loyalty |  |  |
| 2 | Google Scholar. | Multidimensional brand equity scale  Multistep psychometric tests  Brand equity | *Walfried Lassar, Banwari Mittal and Arun Sharma* | 1995 | **Journal of Consumer Marketing** | Measuring customer-based brand equity |  |  |
| 3 | Google Scholar. | brand equity, customer satisfaction, brand loyalty. | Janghyeon Nam, Yuksel Ekinci, Georgina Whyatt | 2011 | Journal of marketing Research | BRAND EQUITY, BRAND LOYALTY AND CONSUMER SATISFACTION | This examination adds to the developing group of writing on purchaser based brand value and brand devotion in two ways. Firstly, drawing on past research, a stingy model of brand value is produced and tried for lodgings and eateries. Also, this investigation adds to the current assortment of learning by looking at the impact of consumer loyalty in foreseeing brand loyalty. |  |
| 4 | Google Scholar. | Self-image congruence; Self-congruity; Brand personality; Brand loyalty; Functional congruity; Product involvement | Frank Kressmann, M. Joseph Sirgy Andreas Herrmann Frank Huber, Stephanie Huber Dong-Jin Lee | 2004 | Journal of Business Research | Direct and indirect effects of self-image congruence on brand loyalty |  |  |
| 5 | Google Scholar. | Brands, Customer satisfaction, Brand loyalty, Higher education, Consumer behavior, Overseas students | Audhesh K. Paswan, Nancy Spears and Gopala Ganesh |  | Journal of Services Marketing | The effects of obtaining one’s preferred service  brand on consumer satisfaction and brand  loyalty | In synopsis, purchasers accomplish their favored administration mark or not has an impact on their fulfillment with benefit increase factors and the resultant sentiment unwaveringness towards the achieved target. Shoppers who perform their preferred image tend to be more happy with it and are additionally prone to be more steadfast towards it. |  |
| 6 | Google Scholar. | Virtual organizations, Brands, Trust, Customer loyalty, Computer software | Luis Casalo ́, Carlos Flavia ́n and Miguel Guinal ́ıu | 2007 | Journal of Marketing Research | The impact of participation in  virtual brand communities on  consumer trust and loyalty  The case of free software | Finally, a fascinating course to stretch out this examination is complete another approval of our model utilizing a more large specimen of purchasers, especially regarding distinctive nationalities, since people who took an interest in the investigation were Spanish-talking individuals from virtual groups. |  |
| 7 | Google Scholar. | Family, Consumers, Brand equity, Young adults | R. Bravo Gil, E. Fraj Andre ́s and E. Mart ́ınez Salinas | 2007 | Journal of Product & Brand Management | Family as a source of consumer-based brand equity | In the light of these results, the main conclusion is that positive brand information, provided by the family to the young adult via observation, has an important influence on the brand equity formation process. Furthermore, the regression coefficients of this analysis show that the effects of family information on the dimensions of awareness, associations and perceived quality are higher than those  produced by the information obtained by the consumer through their perception of marketing variables such as price, promotion or advertising spending. As a consequence, we may posit that the family determines the creation of the young consumer-based brand equity. |  |
| 8 | Google Scholar. | Personality, Brand identity, Brand loyalty | Long-Yi Lin |  | Journal of Product & Brand Management | The relationship of consumer personality trait,  brand personality and brand loyalty: an  empirical study of toys and video games buyers | Finally, the certain brands brag an interesting identity refer to as a key factor in their prosperity. A character that is predictable and continuing enables customers to better draw in with the brand applied to, and this impact is impressively upgraded when mark identity is apparently separate from similar offerings. |  |
| 9 | Google Scholar. | Customer relationship management; Brand credibility; Satisfaction; Commitment; Customer loyalty; Customer behavior | Jill Sweeneya, , Joffre Swaitb | 2008 | Journal of Retailing and Consumer Services | The effects of brand credibility on customer loyalty | Finally, our model concentrates on client devotion and maintenance. Apparently testing such a model on customers who contribute more than they cost would additionally develop comprehension on the part of brand validity with regards to CRM. |  |

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| 10 | Google Scholar. | Branding, Luxury brands, marketing. | Klaus Heine | 2011 | Journal of Luxury brand management | Concept of Luxury Brand | The paper contributes a comprehensive concept of luxury brands. As the rest of its kind, it combines a consumer-oriented research approach with a structured conceptual framework, which goes back to the basic de nation of luxury. The scope of luxury within the help of management studies was constrained step-by-step: the types of luxury relativity were di eventuated and used to determine a general perspective from which luxury should be de need, particularly with regard to the requirements within the help of luxury brand management |  |
| 11 | Google Scholar. | Luxury brands Perceived social media marketing (SMM) activities Value equity Relationship equity Brand equity Customer equity Purchase intention | Angella J. Kim, Eunju Ko. | 2011 | Journal of Business Research | Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand | Lastly, empirical findings on this study from samples of Korean luxury consumers who are innovative in use of technology and fans of luxury brands. However, western consumers mostly use luxury brand's social media due to the challenges in language. Even though Korea is a test market for luxury in Asian market, replicating this study's findings with additional samples consumers of luxury brands is necessary. |  |