A Bibliometric Analysis of Consumer Brand Relationships

Faheem Ahmad Khan [1*], Amer Rajput[2], Farwa Fatima[3], and Asma Ghauri[4]

[1, 2 ,3, 4] Department of Management Sciences, COMSATS University Islamabad, Wah Campus, Pakistan
*Corresponding Author: Faheem Ahmad Khan. Email: faheemkhan@ciitwah.edu.pk

_____

Abstract: This systematic literature review precisely investigates Consumer Brand Relationship (CBR) with allied variables, and separates its complicated undercurrents in marketing frameworks. This study circumnavigates varied extents of CBR, comprising underlying theories and factors. The Scopus database was selected to gather 311 papers, which encompassed the theme of the present study, between the years 2014 and 2024. Out of these, 232 publications were selected for analysis. The study's findings culminate the critical significance of the selected variable, not only in influencing other marketing variables but also in serving as a reagent for numerous factors that play vital roles within marketing frameworks. The global setting, particularly in European and Asian countries, stresses an increasing importance of consumer brand relations, apparent through studies exploring its practical applications. The findings of the literature review advocate for an extended scope of consumer brand relations. This study not only emphasizes the importance of consumer brand relations but also offers valued discernments for imminent research on consumer brand relations

Keywords: Consumer Brand Relationship, Strategic Factors and Triangular Theory of Love

1. Introduction

After fulfillment of basic human needs, man desires for the need of love and belonging. Humans can have authentic relationships with brands, these relationships can serve as a means of making decisions, catering to consumer needs and motivating them. Brands have both physical and psychological attributes; they serve as a source to generate a unique meaning and experience for consumers by creating consumer brand connections and relationships. Consumer Brand Relationships (CBR) were conceptualized for the first time in marketing literature by Fournier (1998) [18]. The human love metaphor was applied between the consumer and the brand. This relationship was exactly similar to a dyadic relationship between two individuals. The most interesting thing about this relationship was that consumer can sense and project something about themselves like, who they are, what was their past and what they dream to be, it seems like it's a hidden guiding philosophy, ideology, or an invisible hand, directing someone. Because the human relationship metaphor has been hijacked and applied it seems quite a challenging and complicated process to understand and manage.

When we talk about relationships it is more about different processes like psychological processes, social and cultural norms and this can take many forms and shapes depending upon the type of person involved and the situation. It's an obsession that consumer carries for a brand and at times it is simply habitual. Such relationships have major emotional components based on shared values between brand and consumer and identification [14]. Marketers and researchers need to observe and monitor consumer behavioral aspects related to their purchase decisions in the context of CBR. This complex process of building CBR is quite rewarding and enduring for marketers. It can help in consumer retention and higher profit margins and revenues regarding customer lifetime value. In today's world, the competition is intense because there are many competing brands in the same product category or service category and these competing brands have optimum manufacturing capacity. The best solution to this is to work on consumer loyalty, the

greatness of any brand can be gauged through its ability to command loyalty or preference. Harley Davidson bike riders will hardly switch to another brand, the same is the case with Apple Macintosh and iPhone users. The main aim of branding is to earn extra value.

Brands aim to build consumer trust in a manner that consumer perceives convenience in buying that product or brand. They view that they save time and effort and it's worth the money they pay for the renowned brand. Once the relationship between a consumer and a brand is developed it can be nourished and can be molded. Brands try to create experiences and live up to promises made by them. They offer emotional benefits along with rational benefits. The key to success is not to advertise but to live it. Smart brands deliver more than promised or expected. Once a brand becomes a pleasant experience for a consumer the consumer wants to cherish that particular brand again and again. It becomes part of his memory and positive associations and attachments are built with the brand. These attachments and associations promise future interactions and exchanges in the relationship. The identification of the need for love and belonging has created an opportunity window for marketers and brand managers to capitalize on. Talking in terms of brands the most important brand asset to build upon is CBR. In the era of experiential marketing, smart brands connect to consumer hearts in a way that the relationship between the two is no less than soul mates. The systematic literature review is an effort to study the CBR to identify the dynamics of this relationship. Hess in 1995 studied CBR by including brand trust. Fullerton, 2005 incorporated brand commitment as a new element. Whereas, Esclas and Bettman (2003) studied brand identification [23]. These studies and others in the area of CBR clarified the concept of everlasting relationships with brands.

CBR is one of the most important topics in the field of marketing research [18]. Relationships can be like interpersonal relationships strong or weak and positive or negative. These differences do matter because the way people think, feel and act in interaction is significantly shaped by the type of relationship between them [28]. Some of the most impactful interpersonal relationship theories developed from deep insight into a specific relationship type-for instance, attachment theory emerged from a parent-child relationship [10]. In short, there is no relationship science without a deep understanding of relationship types and their operative terms [38]. Many researchers defined CBR with their peculiar perspectives. It can be defined as "consumers form relations with consumption objects (products, brands, stores, etc.), which range from feelings of antipathy to slight fondness, all the way up to what would, in person-person relations, amount to love" [36]. Several authors proposed different dimensions of CBR. Fournier's (1998) study specified seven dimensions of CBR based on the theory of animism and impression formation [18]. Fritz and Lorenz (2014) proposed nine dimensions of CBR based on theories like social exchange, investment model, interdependency theory, and equity theory [19].

Consumers hold different kinds of relationships with brands like love, hate, loyalty, attachment, engagement, resonance and others which impact customers' behaviors towards the brand. The original work characterized 15 brand relationship types and set the basis for the systematic development of a typology [18]. Years later only one type-brand love- emerged as a core construct from two reviews of brand relationship research [2] [17]. Consumer brand relationships being the major topic in the marketing field require researchers to find every possible missing facet in the field. This research uses a dimensional database to explore the data to deduce the publication trends, citation analysis, authors, top-cited articles, top journals, and countries contributing to the research topic in the study period of 10 years (i.e., 2014-2024) [32] [33]. This study provides a comprehensive systematic literature review on CBR and strategic factors affecting CBR in the long term to fill the gap in the marketing research literature. A wide range of keywords is used to gather data and certain limitations are applied in gathering data. This systematic literature review aims to answer three research questions:

- What are the publication trends in CBR?
- What are the strategic factors affecting CBR in the long run?
- What are the areas for future research?

2. Literature Review

CBR has been studied and explored in research for a long. This idea has been conceptualized by many researchers by using different sub dimensions and around many variables i.e., brand commitment, brand trust and brand identification as well [18][14][13]. The brand relationship attributes were used to understand brand loyalty [18]. Another study conducted by Palmatier et al, 2006 is of the view that brand relational construct affects brand love and brand commitment which in turn influences willingness to pay a premium product price and positive word of mouth respectively[22].

2.1 Brand Relationship Attributes

In relationship marketing different concepts have been identified to gauge the bond power relationship between the consumer and the brand, such as brand trust, satisfaction and consumer promise towards the brand. Relationship quality was conceptualized in a study based on branding and relationship marketing [14]. In relationship marketing the typology developed consists of trust, satisfaction and commitment. In branding human relationship metaphor has been applied to conceptualize the eminence of CBR. Brand relationship attributes are widely taken as mediators and commonly used constructs to measure and define relationship quality. In branding the latest construct carries six elements to conceptualize CBR that are passion, intimacy, behavioral interdependence, partnership quality satisfaction, commitment and self-concept connections [7]. The idea of brand identification emerging from social identity theory has been verified among relationships between companies and groups [13]. The researchers exploring brand relationship attributes have diversified conceptualization after variable and share less similarity while conceptualizing brand relationship attributes. The variables that have been used in research to construct CBR are trust, commitment, satisfaction, disengagement, conflict and opportunism [9] [24].

2.2 Brand Intimacy

Customer intimacy serves as a tool to gauge strong relational ties between consumer and brand and consumer insight. The study conducted by Guttena et al. (2024) states that consumer intimacy hasn't gained much attention in academia [21]. Besides the fact that brand intimacy has been highlighted by many authors. No rigorous conceptualization and assessment have been carried out regarding brand intimacy. The word intimacy is rooted in the Latin term intimates, which means closely acquainted or very familiar or a close friend. In CBR it refers to the closeness and understanding relationship between the buyer and the brand. In earlier literature, brand intimacy has been measured from the non-economic perspective and conceptualized from the same perspective [4]. Intimacy has been seen as closeness in personal relationships. These relationships carry high understanding levels and high attitudinal similarity, which involve positive approval of relationship partners.

The different types of interactions in marketing relations can be understood on the merit metaphor proposed by [5]. Many explain this through intimacy as an interaction of the informal side. Researchers identified intimacy as a content of information. Many businesses and brands are focusing and adopting strategies that consolidate relationships in terms of intimacy between the consumer and themselves, this closeness is something that they can capitalize on in the long term. A consumer who is intimate with the brand will share sincere and considerate feelings for the brand and will be its partner through thick and thin. The feeling of intimacy will ensure the development of associations with the brand that will last for a long time. Intimacy has different contexts physical, social, emotional intimacy and psychological [6]. Social intimacy is about revealing information and sharing conversations in business settings. It shows that the brand representatives are considerate of remembering information regarding consumers such as their names and personal information. These relationships exhibit social intimacy, such intimacy can be witnessed mostly in service sector brands. Consumer acknowledgment has been seen more towards brands that carry social intimacy. Consumers value organizations and brands who deal with them through representatives who know them well as compared to organizations where representatives deal with them after looking for them in company databases [25].

2.3 Brand Image

According to the Marketing Association of America (AMA), a term brand can be defined as a term, mark, design, character, or a mixture of them, for the classification of goods and services of one supplier or group of suppliers and to differentiate them from those of competition". Branding has been around for centuries as a means to differentiate the commodities of one producer from those of another [30]. Consumers consider the brand as a guarantor of the quality and reliability of the product. In addition to this, the consumers are likely to buy and utilize brands, which highlight their personality in various situations [11]. According to Kashyap and Soni (n.d.), superior brand perception is created by a strong brand image as compared to the rival brand [26]. The customer's behavior is determined by the brand image. Brand image is much more a matter of perceived meaning and cultural mythology than an aggregation of verified evidence. Brand image can be defined as the thoughts and feelings of the consumer about a particular brand [16]. It may be through a progressive sequence of contestations between the brand images promoted by the innovator and brand images promoted by other stakeholders that concrete exchange structures between producers and consumers are established and a market is created. This theoretical formulation offers a useful mechanism for exploring the legitimation strategies managers can use to combat the doppelgänger images that frequently undermine the perceived authenticity of their emotional branding story and to foster their product's congruence with prevailing norms and institutions.

2.4 Brand Commitment

Brand commitment is the degree of attachment and willingness that consumer shows towards a preferred brand that they can use, rebuy or patronize. Its human psychology that they get attached to objects is the view that individuals follow the same behavior and get attached and committed to brands. An individual desire to stay in a relationship with the brand [12]. The best part of consumer commitment towards a brand is the willingness to stay in a relationship and put efforts into maintaining and sustaining this precious relationship. Consumer-based brand equity model talks about a series of attachments to brand and brand image associations. It's about consumer positive attitude and their intentions to keep up valued relationships. Commitment comprises two parts affective and continuance commitment [25] is about economic terms and switching costs and scarcity of alternatives. The consumers are of the view that no other brand is that attractive or interesting or they have the perception that switching costs is too high. The emotional part of the commitment is the later part, which is an affective commitment that has roots in brand identification, shared values among consumers and the brand, consumer attachment to the brand and trust for the brand [14]. This emotional part of commitment affects consumer behavior in terms of customer attention, repeat purchases and generation of positive word of mouth. Brand managers generate brand loyalty through brand commitment, because of the following benefits that it provides such as customer resistance to rivalry marketing strategies [14] [20]. In addition to this, the committed consumers generate positive word of mouth and help in reducing marketing costs.

3. Methodology

This study attempts to answer the three research questions mentioned above using Bibliometric analysis tools [40] and systematic review [33] to enlighten the theme of factors affecting CBR. Lastly, the future research agenda is provided by using theory, context, and methods framework [32].

3.1 Sample

We chose Dimensions as the source of our data. It is a new source of data which includes journal articles and citation counts. Almost all Scopus articles with DOIs were found in dimensions. Thus, the scholarly database component of dimensions seems to be a plausible alternative to Scopus and the Web of Science for general citation analysis and citation data in support of some types of research evaluations [37]. A wide range of keywords is used that are relevant to the theme like "brand love", "attachment", "trust", "image", "loyalty" etc. Query consisting of the above-mentioned terms is searched in dimensions to generate relevant publications. Terms are searched in the title and abstract, but the full papers were analyzed when needed. Further limitations are applied to the data like only articles are

included avoiding other literature like conference reports and books. Only open-access articles are included in the data.

3.2 Articles Qualification

After narrowing the data according to the set limitation of the study in dimensions the data is exported/ downloaded in the form of a CSV file and an Excel file. In the Excel sheet, all the data disparities are removed and clean data is then available for analysis. The final data set contains 232 publications.

4. Results- Bibliometric Analyses

4.1. Publication Analysis Graph

Our focal period is from 2014 to the current year. The publication increased in ascending order from the start until 2019 (see figure 1). The COVID-19 breakdown affected this pace like in any other sector but later again the research emerged and 2023 became the peak year for publication on the relevant subject [37]. In the current year the publication rate is very few which provides opportunities and space for more and more researchers to come and provide their workings.
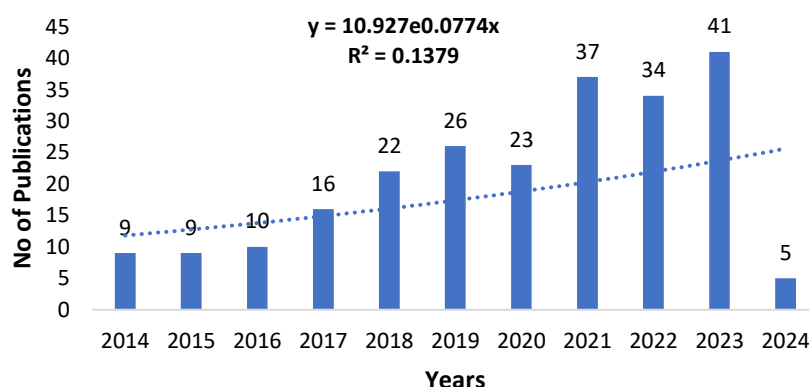

Figure 1 Publication Pattern

4.2 Citation Analysis Graph

Figure 2 shows the citations per year of the selected data. The highest number of citations were made in 2023. The pattern is like the publication trend.
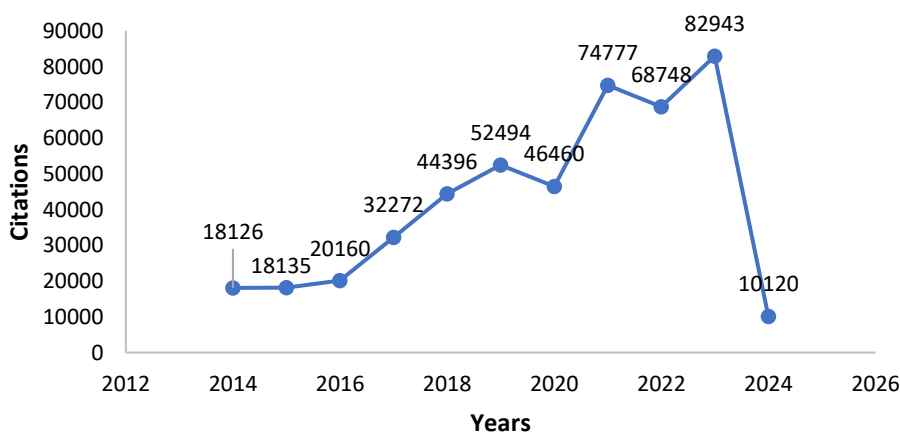

Figure 2 Citation Analysis Graph

4.3 Top Authors and Countries

VOS viewer-1.6.20 software is used to identify the number of documents by an author. A total of 557 authors are in the sample. Table shows the top 10 potential authors who contributed more than others to the research topic. This list is led by Amélia Brandão whose number of publications is highest. The list continues up to the top 10 authors along with the number of citations of their publications [40].

Table 1. Top Authors

Rank	Authors	Publications	Citations	Average Citation per Article
1	Amélia Brandão	5	126	25.20
2	Mohamed H. Elsharnouby	4	19	4.75
3	Chang-Hyun Jin	4	38	9.50
4	Mona Mrad	4	152	38.00
5	Rafael Anaya-Sánchez	3	57	19.00
6	Charles Chi Cui	3	149	49.67
7	Marc Fetscherin	3	247	82.33
8	Chanaka Jayawardhena	3	11	3.67
9	Anwar Sadat Shimul	3	41	13.67
10	Diletta Acuti	2	83	41.50

Source: Authors' Work

VOS viewer also generated a total number of documents of a country. A total of 53 countries meets the threshold according to the sample data. Table 2 shows the top 10 productive countries concerning the topic of CBR. The list is led by United Kingdom with 34 publications and France being in tenth position with 6 publications [40].

Table 2. Top Countries

Rank	Country	Publications	Citations	Average Citation per Article
1	United Kingdom	34	1517	44.62
2	United States	23	705	30.65
3	China	15	276	18.40
4	Australia	14	476	34.00
5	Portugal	12	414	34.50
6	Italy	10	232	23.20
7	Spain	10	210	21.00
8	Indonesia	9	91	10.11
9	Austria	6	238	39.67
10	France	6	162	27.00

Source: Authors' Work

4.4 Organizations:

VOS viewer software extracted data about the organizations contributing to the research. A total of 279 organizations has documents published on the topic according to our sample data [40]. Table 3 shows the top 10 organizations with several documents published. Citations and average citations per article are also provided in Table 3. The number one organization is the University of Porto with 5 publications

Table 3. Top Organization

Rank	Organizations	Publications	Citations	Average Citation per Article
1	University Of Porto	5	248	49.60
2	Cairo University	4	19	4.75
3	Curtin University	4	223	55.75
4	University Of Malaga	4	128	32.00
5	University Of Portsmouth	4	102	25.50
6	University Of Vienna	4	224	56.00
7	Griffith University	3	59	19.67
8	Kyonggi University	3	36	12.00
9	Lebanese American University	3	149	49.67
10	Rmit University	3	69	23.00

Source: Authors' Work

4.5 Top Journals:

A total of 139 sources is extracted from the data by VOSviewer software [40]. Table 4 shows the top 10 journals with their total number of publications. Journal of Business Research is at number 1 rank with 11 publications on the research topic.

Table 4. Top Journals

Ranks	Journal	Publications	Citations	Average Citation per Article
1	Journal of Business Research	11	334	30.36
2	Journal of Brand Management	10	473	47.30
3	Journal of Product & Brand Management	10	694	69.40
4	Frontiers in Psychology	8	119	14.88
5	Spanish Journal of Marketing - Esic	7	139	19.86
6	Sustainability	7	114	16.29
7	Psychology and Marketing	6	55	9.17
8	Journal of Consumer Behavior	5	88	17.60
9	Journal of Retailing and Consumer Services	5	405	81.00
10	Cogent Business & Management	4	44	11.00

Source: Authors' Work

4.6 Co-occurrence Analysis:

The Network diagram of articles in the sample is shown in Figure 3 which is based on the visualization of similarities method as implemented in VOSviewer software [40]. It shows the main clusters of keywords in the sample data. There are a total of 41 items assembled in 4 major clusters.

- Cluster 1: Brand equity, brand loyalty, company, consumer brand relationship, loyalty, positive effect, product, quality.
- Cluster 2: Brand attachment, brand trust, construct, consumer brand relationship.
- Cluster 3: Consumer behavior and willingness to purchase.
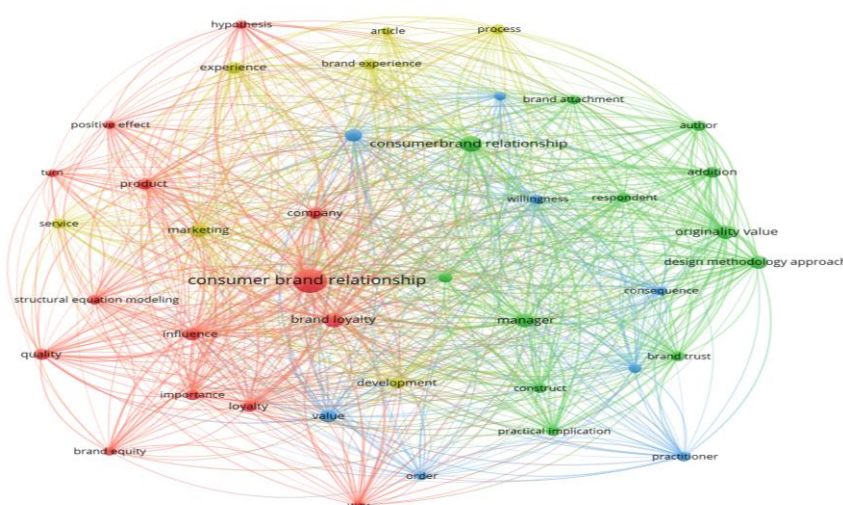- Cluster 4: Brand experience.

Figure 3. Network Diagram of Sample Articles

5. Theoretical Underpinnings

The following theories are applied in CBR studies with time:

1. Shimp and Madden (1988) used Sternberg's "Triangular Theory of Love" in their paper. It argues about the Consumer-object relations. It entails that there are three psychological processes motivation, emotion, and cognition. These three psychological components with various combinations determine the kind of relations consumers have with the objects they consume [36].

2. Kaufman et al. (1988) used Macneil's "Relational Exchange Theory" and identified three basic norms in commercial exchange 1) Reciprocity, 2) Flexibility, and 3) Solidarity relevant to consumer brand relationship [27].

3. Fajer and Schouten (1995) used interpersonal relations as the underpinning theory and explored the relevancy of interpersonal relationships with person-brand relationships. Topics include types of CBR and behavioral consumer responses [15].

4. Aggarwal used Clark and Mills's "Theory of Interpersonal relationship" and viewed brand relation as a social factor or economic factor

5. Nysveen et. (2005) used Thibaut and Kelley's "Interdependency Model" and Rusbult's "Investment Model" in their paper and explored direct and indirect investment [31] [35].

6. Fritz et al. used theories like Rusbult's "Investment Model" [35], Walster et al. "Equity Theory" [39] Homans and Blau "Social Exchange Theory" [24], and Altman and Taylor's "Social Penetration Theory"

[3]. Fritz et al. (2014) developed the constructs like brand commitment, equity, brand trust, passion, and intimacy respectively by using the aforementioned theories [19].

A wide-ranging investigation of numerous studies establishes the positive correlation between CBR and other marketing variables. The assenting impacts of CBR emphasize its broad-reaching implications. Also, an inclusive inspection revealed that the preeminent theories employed in studies in understanding the minutiae of CBR and its relationship with other variables are the Relationship Exchange Theory, Triangular Theory of Love and Theory of Interpersonal Relationship view. Additionally, numerous mediators and moderators like brand attachment, brand trust, construct, consumer brand relationship, brand experience, Brand equity, brand loyalty, company, consumer brand relationship, loyalty, positive effect, product, quality and brand equity, brand loyalty, company, consumer brand relationship, loyalty, positive effect, product, quality and many more have been identified as critical factors between CBR. Particularly, the literature review specifies heightened global awareness of the significance of CBR, with recent specific attention paid to European countries, where the importance of CBR in marketing has been recognized. Furthermore, studies straddling various industries such as manufacturing, banking services, pharmaceuticals and hospitality have been steered to evaluate the relationships. A limited number have investigated a conceptual and theoretical understanding.

6. Future Research Agenda

The SLR reveals that although the research on CBR has developed over time but still some significant gaps in the knowledge do exist. By using the TCM framework [32] we present future directions in three domains: theory, methodology, and context.

6.1. Theory

Firstly, develop a new model that entails the antecedents, dimensions, and outcomes (ADO framework) of CBR. Different kinds of relationships do have ADO framework-based studies in literature like brand love [8] brand passion [1] consumer brand engagement [29] and brand hate [34]. Still, in future an extensive and inclusive model of CBR is required. Secondly, the "dark side" of consumer brand relationships requires more focus [34]. Brand love is the most studied relationship between consumers and brands. The opposite feelings need to be discussed theoretically. Thirdly, the authors rarely refer to longitudinal perspectives on CBR yet it is the outcome of a series of interactions that a consumer and brand have with each other. Therefore, longitudinal studies on CBR can be an important future direction for researchers. Lastly, integrate group marketing theory into CBR so that the exposure to group norms and affiliation with focal groups be understood from the consumer brand relationship perspective [22].

6.2. Methods

Firstly, along with traditional self-reported measures like surveys or interviews, autonomic measurement methods such as neurometrics and biometrics should be used extensively. Integration of these methods enhances the reliability and validity of CBR research measurements and provides information that is lacking by self-reported measures. Secondly, focus on field experiments because they highlight CBR more efficiently, it provides the advantage of observing customer behavior in the natural environment. Thirdly, more qualitative research should be done to get more in-depth knowledge and understanding of CBR. Lastly, any other source of data could be used like the Web of Science, or Scopus other than the dimensions which is used in the current study.

6.3. Context

Firstly, overlooked market segments should be included like socioeconomic, educational background and ethnically diverse groups and alternatives of convenience sampling. Secondly, covering eastern countries and different nationalities, cross-border comparison can be one of the major future directions because consumer brand relationships may differ in terms of their overall interaction. Thirdly, a few domains are discussed like hotels, retail, cosmetics, and tourism. To enhance the generalizability, one may not limit itself to particular domains, thus varied studies are needed.

Lastly, the situational context of CBR must be studied like how the atmospheric conditions of public or retail spaces can affect the overall interaction which results in building consumer brand relationships.

7. Conclusions

Despite the widespread significance of CBR across different countries and industries, a noteworthy observation is made regarding the limited empirical studies conducted in Asian countries. This acknowledged gap indicates an exceptional prospect for CBR in Asian organizational contexts. Accordingly, a convincing need is highlighted for further examination and research in the Asian context to extend an understanding of the important interplay between CBR and related factors. The imperious for a more complete global approach to CBR studies is stressed

Data Availability

The research data related to this work are included within the manuscript. For more information on the data, contact the corresponding authors.

Conflicts of Interest

The authors declare no conflict of interest

References

[1] Albert, N., Merunka, D., & Valette-Florence, P. (2013). Brand passion: Antecedents and consequences. *Journal of Business Research*, *66*(7), 904-909.

[2] Albert, N., & Thomson, M. (2018). A synthesis of the consumer-brand relationship domain: using text mining to track research streams, describe their emotional associations, and identify future research priorities. *Journal of the Association for Consumer research*, *3*(2), 130-146.

[3] Altman, I., & Taylor, D. A. (1973). *Social penetration: The development of interpersonal relationships*. Holt, Rinehart & Winston.

[4] Anim-Wright, K., & Amartey, R. (2024). Examining the Effect of Brand Like and Brand Love on Brand Loyalty. *International Journal of Business and Management*, *19*(2), 51.

[5] Azad Moghddam, H., Carlson, J., Wyllie, J., & Mahmudur Rahman, S. (2024). Scroll, Stop, Shop: Decoding impulsive buying in social commerce. *Journal of Business Research*, *182*, 114776. https://doi.org/10.1016/j.jbusres.2024.114776

[6] Azhar, K. A., Wel, C. A. C., Hamid, A., & Ngayesah, S. (n.d.). *Examining loyalty of social media influencers: The effects of self-disclosure and credibility*.

[7] Banerjee, S., Shaikh, A. and Sharma, A. (2024), "The role of online retail website experience on brand happiness and willingness to share personal information: an SOR perspective", *Marketing Intelligence & Planning*, Vol. 42 No. 3, pp. 553-575.

[8] Bıçakcıoğlu, N., İpek, İ., & Bayraktaroğlu, G. (2018). Antecedents and outcomes of brand love: the mediating role of brand loyalty. *Journal of Marketing Communications*, *24*(8), 863-877.

[9] Blau, P. (2017). *Exchange and power in social life*. Routledge.

[10] Bowlby, J. (1969). Attachment and loss, t. 1: Attachment. In: Basic Books, New York.

[11] Debenedetti, A., Philippe, D., & Dion, D. (2024). Balancing exclusivity and inclusivity through the strategic domestication of the luxury retail experience. *International Journal of Research in Marketing*, S0167811624000259.

[12] El Fawal, A., Mawlawi, A., Zakhem, N. B., Baydoun, H., Yassine, D., & Kassably, C. (2024). The impact of AI marketing activities on consumer-based brand equity: The mediating role of brand experience. *Journal of Infrastructure, Policy and Development*, *8*(7), 3851. https://doi.org/10.24294/jipd.v8i7.3851

[13] Escalas, J.E. and Bettman, J.R. (2003), "You are what they eat: the influence of reference groups on consumers'connections to brands", *Journal of Consumer Psychology*, Vol. 13 No. 3, pp. 339-348.

[14] Evanschitzky, H., Yier, G., Plassmann, H., Niessing, J. and Meffert, H. (2006), "The relative strength of affective commitment in securing loyalty in service relationships", *Journal of Business Research*, Vol. 59, pp. 1207-1213.

[15] Fajer, M. T., & Schouten, J. W. (1995). Breakdown and Dissolution of Person-Brand Relationships. *Advances in Consumer Research*, *22*(1).

[16] Febrian, A., Roslina, R., Wibasuri, A., & Yopita, Y. (2024). Increasing customer equity through customer relationships on social media. *Diponegoro International Journal of Business*, *7*(1), 11–22.

[17] Fetscherin, M., & Heinrich, D. (2015). Consumer brand relationships research: A bibliometric citation meta-analysis. *Journal of Business Research*, *68*(2), 380-390.

[18] Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, *24*(4), 343-373.

[19] Fritz, W., Lorenz, B., & Kempe, M. (2014). An extended search for generic consumer–brand relationships. *Psychology & Marketing*, *31*(11), 976-991.

[20] Fullerton, G. (2005), "The impact of brand loyalty commitment on loyalty to retail service brands", *Canadian Journal of Administrative Sciences*, Vol. 22 No. 2, pp. 97-110.

[21] Guttena, R.K., Wu, C.H.-J. and Atmaja, F.T. (2024), "The influence of brand-related social media content on customer extra-role behavior: a moderated moderation model", *Journal of Product & Brand Management*, Vol. 33 No. 2, pp. 220-233.

[22] Harmeling, C. M., Palmatier, R. W., Fang, E., & Wang, D. (2017). Group marketing: Theory, mechanisms, and dynamics. *Journal of Marketing*, *81*(4), 1-24.

[23] Hess, J.S. (1995), "Construction and assessment of a scale to measure consumer trust", in Stern, B.B. and Zinkhan, G.M. (Eds), AMA Educators' Conference, Enhancing Knowledge Development in Marketing, Vol. 6, American Marketing Association, Chicago, IL, pp. 20-25.

[24] Homans, G. C. (1974). Social behavior: Its elementary forms.

[25] Hollebeek, L. D., Menidjel, C., Sarstedt, M., Jansson, J., & Urbonavicius, S. (2024). Engaging consumers through artificially intelligent technologies: Systematic review, conceptual model, and further research. *Psychology & Marketing*, *41*(4), 880–898.

[26] Kashyap, M., & Soni, D. S. (n.d.). *Examining the Role of Attachment Styles in Romantic Relationships and It's Impact on the Mental Well-being of Young Adults*.

[27] Kaufmann, P. J., & Stern, L. W. (1988). Relational exchange norms, perceptions of unfairness, and retained hostility in commercial litigation. *Journal of conflict resolution*, *32*(3), 534-552.

[28] Koerner, A. (2018). Relationship typologies.

[29] Leckie, C., Nyadzayo, M. W., & Johnson, L. W. (2016). Antecedents of consumer brand engagement and brand loyalty. *Journal of Marketing Management*, *32*(5-6), 558-578.

[30] Mossin, C., Jemaiyo, B., & Bor, G. (2024). Brand Equity and Consumer Behaviour Among Selected Outlets of Telecommunication Companies in Kenya. *British Journal of Marketing Studies*, *12*(4), 32–60.

[31] Nysveen, H., Pedersen, P. E., Thorbjørnsen, H., & Berthon, P. (2005). Mobilizing the brand: The effects of mobile services on brand relationships and main channel use. *Journal of Service Research*, *7*(3), 257-276.

[32] Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know? *International business review*, *29*(4), 101717.

[33] Paul, J., Merchant, A., Dwivedi, Y. K., & Rose, G. (2021). Writing an impactful review article: what do we know and what do we need to know? *Journal of Business Research*, *133*, 337-340.

[34] Roy, S. K., Sharma, A., Bose, S., & Singh, G. (2022). Consumer-brand relationship: A brand hate perspective. *Journal of Business Research*, *144*, 1293-1304.

[35] Rusbult, C. E. (1980). Commitment and satisfaction in romantic associations: A test of the investment model. *Journal of experimental social psychology*, *16*(2), 172-186.

[36] Shimp, T. A., & Madden, T. J. (1988). Consumer-object relations: A conceptual framework based analogously on Sternberg's triangular theory of love. *Advances in Consumer Research*, *15*(1).

[37] Thelwall, M. (2018). Dimensions: A competitor to Scopus and the Web of Science? *Journal of informetrics*, *12*(2), 430-435.

[38] VanLear, C. A., Koerner, A., & Allen, D. M. (2006). Relationship Typologies.

[39] Walster, E., Walster, G., & Berscheid, E. (1978). Equity Theory and research Boston Allyn & Bacon, 1978. *Walster6Equity: Theory and Research1978*, 6.

[40] Zupic, I., & Čater, T. (2015). Bibliometric methods in management and organization. *Organizational Research Methods*, *18*(3), 429-472.