

**CORRIGENDUM TO: “CONSUMER-BASED BRAND
EQUITY: DO BRAND RELATIONSHIPS MATTER?”
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Abstract

We regret that the Table 1 (pp 194-195), published in “CONSUMER-BASED BRAND EQUITY: DO BRAND RELATIONSHIPS MATTER?”, is incomplete. The corrected Table 1 is included into this corrigendum.

Keywords: *consumer-based brand equity, brand management, brand relationship, brand loyalty, brand awareness, brand image, perceived quality*

We regret that the Table 1 (pp 194-195), published in “CONSUMER-BASED BRAND EQUITY: DO BRAND RELATIONSHIPS MATTER?”, is incomplete.

The corrected Table 1 is below:

Table 1. Literature review of CBBE models and dimensions

Author(s) (Year)	Study traits	CBBE dimensions						Other dimensions
		BA	BAss	BI	PQ	BL	BR	
Farquar (1989)	ThS			✓				Evaluation, attitudes

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Biel (1992)	ThS		(Sub)	✓				Market behaviour measures
Aaker (1991, 1996)	ThS	✓	✓	(Sub)	✓	✓		Market behaviour measures
Keller (1993)	ThS	✓	(Sub)	✓	(Sub)	(Con)		
Cobb-Walgren et al. (1995)	QnS, Ant & Con	✓	✓		✓			
Berry (2000)	ThS, Ant	✓						Meaning
Eagle & Kitchen (2000)	QIS, Ant, Con	✓	✓		✓	✓		Market behaviour measures
Yoo et al. (2000)	QnS, Ant	✓	(Sub)		✓	✓		Overall brand equity
Keller (2001)	ThS, Ant	(Sub)			(Sub)	(Sub)		Feelings, imagery, judgements, performance, resonance, salience
Lemon et al. (2001)	ThS	(Sub)			(Sub)	(Sub)	✓	Brand equity, relationship equity, value equity
Yoo & Donthu (2001)	QnS, MD, Con	✓	✓		✓	✓		Overall brand equity
Kim, Sharma & Setzekorn (2002)	ThS, OnlS, Ant, Con	✓						Knowledge
Page & Lepkowska-White (2002)	ThS, OnlS, Ant, Con	✓		✓		(Con)		
Christodoulides & de Chernatony (2004)	ThS, OnlS	✓	✓		✓	✓	✓	10 internet specific measures, market behaviour measures
Altigan et al. (2005)	QnS	✓	✓		✓	✓		
Madhavaram et al. (2005)	ThS, Ant	✓		✓				
Na & Marshall (2005)	ThS, OnlS, MD, Con	✓	(Sub)	✓				Attitudes

Villarejo-Ramos & Sances-Franco (2005)	QnS, Ant	✓		✓	✓	✓		
Chang & Chieng (2006)	QnS, MD, Ant		✓	✓		✓		Brand attitude, brand personality
Christodoulides et al. (2006)	QnS, OnIS					✓		5 online retail/ service brand measures
Konecnik & Gartner (2007)	QnS, MD	✓		✓	✓	✓		
Rios & Riquelme (2008)	QnS, OnIS, MD	✓	(Sub)			✓		Trust associations, value associations
Cattopadhyay et al. (2009)	QnS, Ant	✓			✓			
Cattopadhyay, Dutta & Shivani (2010)	QnS, Ant	✓			✓			
Keller (2010)	ThS, Ant	✓	✓					Attitude, attachment, action
Rios & Riquelme (2010)	QnS, OnIS, Ant	✓	(Sub)			✓		Trust associations, value associations
Kim & Hyun (2011)	QnS, MD, Ant	✓	✓		✓	✓		
Kim & Ko (2012)	QnS, Ant, Con					✓		Brand equity, consumer equity, value equity
Sheng & Teo (2012)	QnS, MobS, Ant	✓	✓		✓	✓		
Buil, de Chernatony & Martínez (2013)	QnS, Ant	✓	✓		✓	✓		
Christodoulides, Cadogan & Veloutsou (2015)	QnS	✓	✓		✓	✓		

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Chatzipanagioto, Veloutsou & Christodoulides (2016)	QIS					✓		CBBE process composed of brand understanding, brand building, brand relationships
Datta et al. (2017)	QnS							Relevance, esteem, knowledge, energized differentiation
Liu et al. (2017)	QnS, Ant	✓		✓	✓	✓		Brand attitude, purchase intention, brand performance
Tasci (2018)	QnS, Ant, Con	✓		✓	✓	✓		Familiarity instead of BA, consumer value, brand value, satisfaction
Total		27	18	12	19	19	6	

Note: Study characteristics: Ant = Antecedents, Con = Consequences, MD = Measurement Development, MobS = Mobile Setting, OnS = online setting, QIS = Qualitative Study, QnS = Quantitative Study, ThS = Theoretical Study.

Dimensions of brand equity: BA = Brand Awareness, BAss = Brand Associations, BI = Brand Image, PQ = Perceived Quality, BL = Brand Loyalty, BR = Brand Relationship, (Con) = Consequence, (Sub) = Subdimension.

Related article:

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