

A systematic review of brand equity determinants: where do we come from, where should we go?

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Abstract

This study aims to identify the attributes linked to brand equity (BE), understand the utilization of these attributes, and identify research issues in the current body of research. A systematic literature review was conducted, focusing on the most recent papers, published from January 2018 onwards, in relevant journals. 67 articles were selected. The results identified 30 determinants and attributes related to BE, how they are used, whether as dependent, independent, mediating or moderating variables. This study provides a comprehensive review of the attributes most associated with BE and how they are applied in branding research; identifies emerging issues in the branding literature, and it suggests new lines of research on BE to be addressed in future research.

Subject Areas: *Branding; Consumer Behavior*