

## Systematic Literature Review (SLR): Exploring Theories, Methods, Contexts, and Measurement in Brand Equity Studies

**Dhika Amalia Kurniawan**

Universitas Darussalam Gontor

[dhika.amalia@unida.gontor.ac.id](mailto:dhika.amalia@unida.gontor.ac.id)

### Abstract

This study is a Systematic Literature Review (SLR) that aims to explore the development of theories, methods, contexts, and measurement approaches in brand equity studies during the period 2016–2025. This study responds to the need for a more adaptive and relevant brand equity measurement model amid digital transformation, globalization, and shifts in consumer behavior. Using the PRISMA protocol and analyzing 17 selected articles from reputable journals, this study identifies dominant trends in the use of theories such as Customer-Based Brand Equity (CBBE) and its integration with new approaches such as Firm-Based Brand Equity (FBBE), personal branding, and digital metrics. Methodologically, quantitative approaches still dominate, but are increasingly being combined with mixed methods to capture the complexity of cultural and industrial contexts. The synthesis results show that traditional brand equity dimensions such as awareness, association, perceived quality, and loyalty are still relevant, but have been expanded with new elements such as sustainability, social responsibility, and digital presence. This study also reveals research gaps related to cross-context validation and limitations in the generalizability of existing scales. As a contribution, this SLR offers an updated classification map of brand equity measurement approaches and recommendations for a more integrative, multidisciplinary, and contextual future research agenda.

**Keywords:** *brand equity, systematic literature review, measurement, CBBE, FBBE.*

### 1. Introduction

Brand equity is a fundamental concept in global marketing because it reflects the value and perception of a brand in the eyes of consumers, which can influence loyalty, competitiveness, and business sustainability (Aaker, 1991; Keller, 1993). With technological developments and digital shifts, measuring and developing brand equity scales has become increasingly important for understanding a brand's position in a dynamic and culturally diverse market (France et al., 2025; Oliveira et al., 2023). Early research by Baalbaki and Guzmán (2016) in the US paved the way for measuring consumer perception-based brand equity across various industries. Cho et al. (2015) emphasized the role of emotions in brands through the Lovemarks theory. Subsequent studies such as Christodoulides et al. (2015) and Lieven & Hildebrand (2016) tested the model in various countries. Recent research by Oliveira et al. (2023) and Porto et al. (2024) expanded the understanding of brand equity in the digital era. Overall, frameworks like CBBE and Keller's Pyramid continue to be refined, underscoring the importance of brand equity measurement in global marketing strategies.

Developments in brand equity research show a significant shift from traditional approaches based on factors such as awareness, quality, and loyalty towards a more complex and multi-dimensional recognition, partly influenced by technological advances and paradigm shifts in the world of modern marketing. Previously, classical models such as those developed by Aaker (2015) emphasized the importance of key dimensions such as awareness and loyalty as the main indicators of brand success (Aaker, 2015). However, over time, learning about digitalization and AI technology has expanded the scope of brand equity measurement, as evidenced by Franc et al. (2025), who emphasize the importance of utilizing digital metrics and their influence on brand performance in an increasingly digitally connected world (Franc et al., 2025). In addition, there is a growing understanding that social

and cultural factors also play a vital role in shaping brand perception. Research by Guha et al. (2022) shows that culture plays an important role in moderating perceptions of quality and customer loyalty in emerging markets. Victoria-Mas et al. (2018) emphasize the importance of experience-based and symbolic brand equity, where emotional and social associations most influence brand perception. Meanwhile, Yousaf et al. (2017) and Chokpitakkul & Anantachart (2020) developed a simpler and more adaptive brand equity measurement scale for various contexts. Finally, Oliveira et al. (2023) proposed the integration of the CBBE and FBBE models to understand brand strength more comprehensively. Overall, this shift reflects that the understanding of brand equity no longer relies solely on conventional quantitative indicators, but now includes digital, social, cultural, and emotional aspects, all of which are important factors in the context of modern business and marketing (Troiville, 2019; Oliveira et al., 2023; Guha et al., 2022; Franc et al., 2025).

A number of review studies in the field of brand and brand equity research have gradually developed, with approaches focusing on various methodologies and thematic contexts. In an early study, Oliveira et al. (2023) conducted a systematic literature review (SLR) that confirmed the fragmentation and non-uniformity in brand equity measurement and proposed a holistic model that integrates Customer-Based Brand Equity (CBBE) and Financial-Based Brand Equity (FBBE). This approach marks the first step toward an integrative conceptual synthesis, but it does not include empirical validation of the proposed model. Furthermore, the evolving literature shows a trend toward the use of meta-analysis and bibliometrics. For example, Guha et al. (2022) point out the lack of systematic studies comparing multiple cross-cultural and industrial brand measurements, and place more emphasis on the development of scales and contextual factors. These Stages studies have not yet fully integrated empirical field findings, such as the role of different cultures and industries, into a comprehensive and cross-disciplinary synthesis framework. On the other hand, Chokpitakkul and Anantachart (2020) and Szántó et al. (2025) offer a review approach.

Which is more thematic and descriptive, emphasizes that the interpretation of research results is still highly dependent on specific contexts, such as geographical location and industrial sector, which limits generalization and makes it difficult to develop a classification that can address contemporary issues globally. The main weakness of all these review studies lies in the lack of effort to develop a model classification that is capable of explicitly compiling both dimensional and contextual dimensions, as well as the lack of integrative analysis capable of linking empirical findings with dynamic global phenomena. In fact, much of the review literature tends to be limited to synthesizing previous research results without incorporating the latest empirical data showing strong trends in the digital industry and personal branding, resulting in a gap between empirical trends from field studies, such as the research by Cho et al. (2015) and Guha et al. (2022), which show significant developments in the measurement and construction of digital and culture-based brand equity, and the lack of reflection on this in the classification and synthesis frameworks of previous review studies. Therefore, the SLR study that I will conduct offers a contribution by introducing a new classification structure that not only covers conceptual and contextual dimensions but also pays attention to the dynamics of developing technology and culture and integrates the latest empirical results. This approach is expected to provide a more comprehensive, systematic, and adaptive synthesis of contemporary issues, while enriching the understanding of research developments in the field of brand equity and branding globally, which has so far been limited to certain thematic and geographical frameworks.

In the current scientific and industrial context, measuring and managing brand equity has become a crucial aspect that determines the long-term success of a brand and its competitive position in the global market. With the development of digital technology, significant changes in consumer behavior, and the increasing complexity of cultural and industrial conflicts, the need for reliable and valid brand equity measurement models and scales is becoming increasingly urgent to understand in depth. How do recent developments in the literature show trends toward diversification of approaches

and integration of new dimensions, such as social aspects, sustainability, and social media, which challenge conventional methodologies in brand equity studies? Furthermore, what are the gaps and challenges that still exist in developing a theoretical and practical framework that can accommodate these dynamics in a comprehensive and adaptive manner? Therefore, it is important to conduct a systematic review of the relevant literature to identify trends, challenges, and opportunities for developing relevant and innovative brand equity measurement models in this era of digital and social transformation.

The scope and purpose of this Systematic Literature Review (SLR) study is to identify, analyze, and synthesize various models, dimensions, and the latest approaches in measuring and developing brand equity from various contexts, including digital, cultural, industrial, social, and personal. The main focus is to examine innovations and convergence of concepts in the available literature, as well as to identify gaps for the development of models that are

more adaptive and comprehensive models in line with current market dynamics and technological developments. Through this SLR, it is hoped that an integrative theoretical framework and strategic and methodological recommendations can be produced for academics and practitioners in managing and enhancing brand equity more effectively in the era of digital and social transformation. The main contribution of this research is to provide a clear roadmap of the latest trends, challenges, and opportunities in brand equity studies, while enriching insights into brand measurement and management in various multidimensional and interdisciplinary contexts.

## 2. Literature Review

In brand and brand identity studies, core concepts such as brand equity serve as performance indicators that reflect the perception and strategic strength of a brand in the eyes of consumers and the market. Brand equity has been defined in various ways by experts depending on the perspective used. According to Aaker (1991), brand equity is a collection of brand assets and liabilities associated with a brand, name, and symbol, which can add to or detract from the value that a product or service provides to a company or consumer. Meanwhile, Keller (1993) defines customer-based brand equity (CBBE) as the differential impact that brand knowledge has on consumer responses to brand marketing. Keller's approach focuses on how consumers perceive and react to a brand, making perception the core of brand value.

In general, brand equity is divided into customer-based brand equity (CBBE) and financial brand equity (FBBE), which examine brand value from the perspective of consumers and company financial performance (Oliveira et al., 2023). The CBBE perspective places greater emphasis on psychological and behavioral aspects of consumers, while FBBE focuses on the financial value generated from brand strength, such as price premiums, consumer loyalty, and market share.

This concept has evolved since the initial approach that focused on dimensions such as awareness and loyalty, as formulated by Aaker (1991), and has since been expanded to various industrial and cultural contexts (Christodoulides et al., 2015; Cho et al., 2015). As thinking has evolved, researchers have emphasized the development of valid and reliable measurement tools to measure both subjective and objective dimensions of brand equity, including aspects such as quality perception, symbolic associations, and consumer experience (Guha et al., 2022; Victoria-Mas et al., 2018).

Furthermore, the emergence of a new paradigm that combines digital and personal branding aspects shows that brand equity is no longer limited to corporate attributes alone, but also includes the contextual influence of digital media, culture, and personal identity (Baalbaki & Guzmán, 2016; Gorbatov et al., 2020). Additionally, brand equity can also be understood as the result of dynamic interactions between consumers and brands that occur within an ever-evolving communication ecosystem, including social media, online communities, and other digital platforms.

Recent studies show that a multidimensional and integrative approach is essential in understanding the complexity of brand equity at various levels of analysis from the perspective of consumers, companies, and other stakeholders. Thus, the development of a comprehensive conceptual and methodological framework for brand equity continues, enriching theoretical understanding while expanding its practical application (Oliveira et al., 2023; Szántó et al., 2025).

Classical approaches or theories in brand research are often based on models and concepts developed by Aaker (1991) and Keller (1993), which emphasize the importance of dimensions such as brand awareness, brand associations, perceived quality, and consumer loyalty as key indicators of brand value and strength. This approach has the strength of providing a comprehensive and standardized framework for consistently measuring brand equity across different contexts and industries. For example, Aaker (1991) proposed that brand equity is formed from elements that can be identified and measured quantitatively, such as brand awareness and loyalty, thereby facilitating measurement and analysis.

However, the main challenge of this theory lies in its applicability, which is not fully capable of capturing modern dynamics, including the rapidly changing influence of digital and social media. In addition, research shows that there are problems in ensuring the validity and reliability of cross-cultural and cross-industry measurements, as well as issues related to discrimination between different contexts (Choi et al., 2017; Oliveira et al., 2023). Therefore, although classical theories and concepts provide a strong foundation, further development is needed to accommodate the complexity and uniqueness of contemporary contexts in brand equity measurement (Gorbatov et al., 2020).

### 3. Research Methods

This study uses the Systematic Literature Review (SLR) method with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines from Moher et al. (2009) to ensure transparency, reliability, and replication of the process. This approach has been widely recognized in various disciplines (Panic et al., 2013; Siddaway et al., 2019; ter Huurne et al., 2017). The literature search was conducted systematically through the Scopus database, which was chosen for its high-quality index and broad multidisciplinary coverage (Lasda Bergman, 2012; Rocha et al., 2020).

#### Time Frame

To capture the latest developments and conceptual dynamics in studies on brand equity and its measurement methods, the literature review focuses on the period from 2016 to 2025. This time frame was chosen to include the latest research reflecting the evolution of consumer perceptions, digital transformation, and changes in marketing strategies in the modern era (Christodoulides et al., 2015; Iglesias et al., 2019). In this decade, new challenges have emerged, such as shifts in brand loyalty in the digital environment, the integration of cultural values in brand positioning, and the need for more adaptive and holistic measurement models. Therefore, this period is considered representative for observing the transition of theoretical and practical approaches in understanding brand equity and its relationship with long-term business value (Keller & Swaminathan, 2020).

#### Article Classification

The selected articles were analyzed using *Watase Uake* software, referring to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) systematic protocol to ensure transparency and consistency in the literature screening and selection process (Tranfield et al., 2003). This process included the elimination of duplicates and screening based on a number of inclusion criteria, namely:

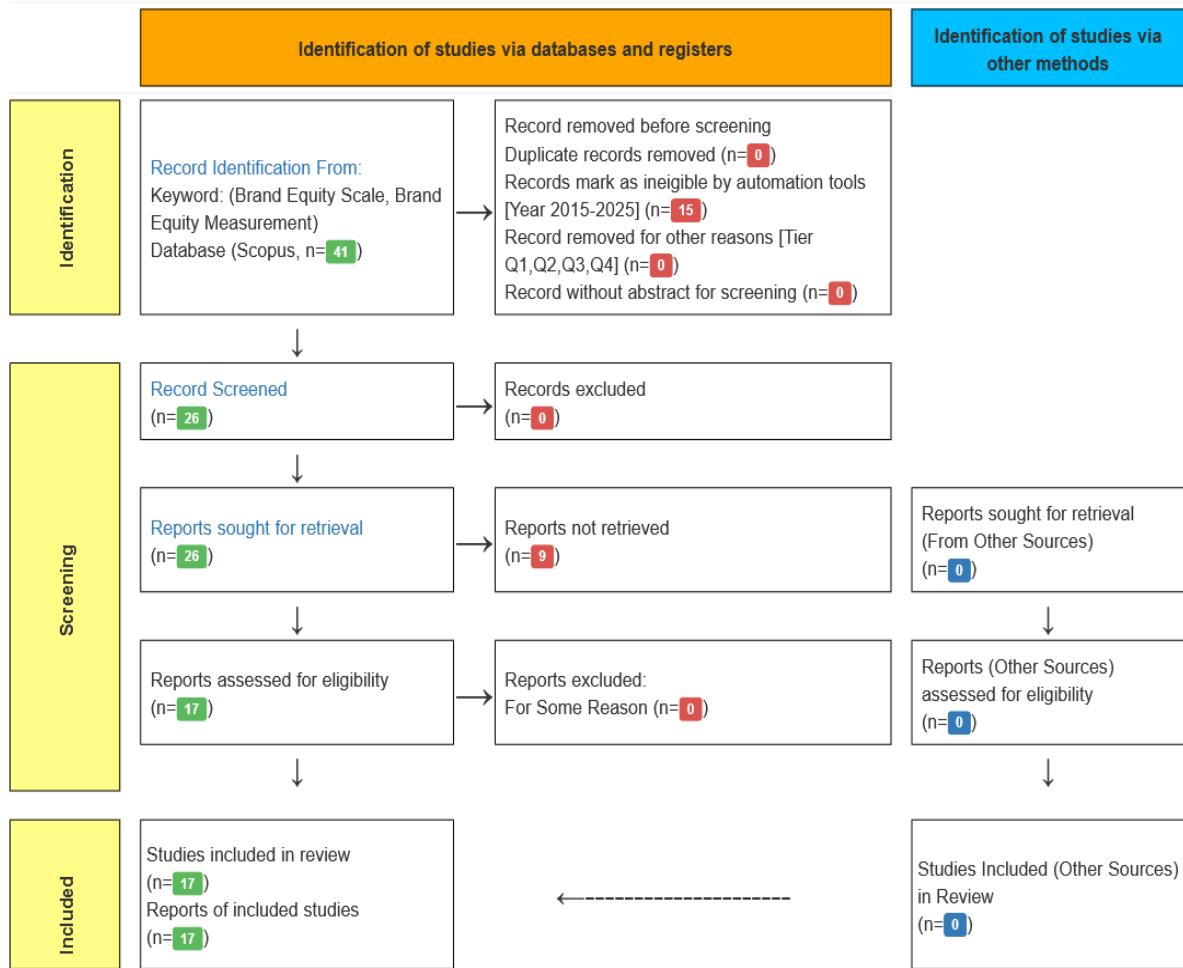
- Articles published in indexed journals that have undergone *peer review* and are available in full text, so that sources such as books, book chapters, reports, and scientific works not published (theses and dissertations) are excluded.
- The content of the article must focus on *brand equity* and its measurement approaches in

various organizational, industrial, or cultural contexts.

- Articles published between 2016 and 2025 and classified as reputable journals (Q1–Q4).

After the selection process, descriptive analysis and literature mapping were conducted using visualization features in the *Watase Uake* system to identify research trends and relationships between themes or variables. The final stage involved in-depth content analysis of articles considered most relevant to answering research questions related to the evolution of brand equity concepts and measurement models.

Prisma Reporting: Brand Equity Scale



Generate From *Watase Uake* Tools, based on Prisma 2020 Reporting

Using relevant keywords related to brand equity and its measurement methods, 41 initial articles were obtained. After the selection process, 15 articles were eliminated because they were irrelevant or outside the year range (2015–2025), leaving 17 articles that met the inclusion criteria. These articles were then analyzed thematically following the PRISMA protocol and supported by the *Watase Uake* system (Wahyudi, 2024) to identify themes, patterns, and main categories. This approach ensures a systematic, valid, and applicable literature review process in various interdisciplinary studies. The reviewable data results are as follows:

No	Author (Year)	Journal	Tier	Country	Context	Method	Novelty	Theory	Purpose	Key Results	Future Recommendations
1	Cho et al. (2015)	Psychology & Marketing	Q1	United States	Fashion brand marketing and consumer brand perception	Mixed Methods	New fashion brand image scale (mystery, sensuality, intimacy)	Lovemarks Theory; Keller Brand Equity Model	Develop and validate fashion brand image scale	Brand image dimensions predict brand love, loyalty, and equity	Replicate across cultures and diverse samples
2	France et al. (2025)	Journal of Business Research	Q1	Global	Digital marketing and social media branding	Qualitative	Digital Brand Equity using digital metrics	Brand Equity Theory (Aaker, Keller)	Develop framework for measuring digital brand equity	Digital metrics effectively capture brand equity	Refine metrics and test across industries
3	Troiville et al. (2019)	Journal of Retailing and Consumer Services	Q1	Europe	Grocery retail consumer experience	Mixed Methods	Retailer brand equity conceptualization	Brand Equity Theory (Aaker, Keller)	Develop retailer brand equity framework	Atmosphere, quality, and value drive loyalty	Test in other retail and B2B contexts
4	Baalbaki & Guzmán (2016)	Journal of Brand Management	Q1	USA	Smartphone brands	Quantitative	New CBBE scale with four dimensions	CBBE	Develop consumer-based brand equity scale	21-item scale valid across samples	Test across cultures and categories

5	Evans et al. (2016)	Journal of Health Communication	Q1	USA	Tobacco countermarketing campaign	Mixed Methods	Campaign-specific brand equity scale	Prospect Theory; Branding Theory	Validate anti-smoking brand equity scale	Higher equity linked to anti-smoking beliefs	Longitudinal behavioral studies
6	Victoria-Mas et al. (2018)	Journal of Media Business Studies	Q1	Spain	News media brands	Quantitative	Third-order CBBE scale for journalism	Brand Equity Theory	Measure journalistic brand equity	Functional, experiential, symbolic associations dominate	Test across media platforms
7	Guha et al. (2022)	International Journal of Emerging Markets	Q2	India	Medical tourism	Mixed Methods	CBBE including culture and infrastructure	CBBE (Aaker)	Validate medical tourism brand equity	Culture moderates perceived quality	Expand hospitals and demographics
8	Lieven & Hildebrand (2016)	International Marketing Review	Q1	Multi-country	Brand gender across cultures	Quantitative	Cross-national test of brand gender	Gender Schema Theory	Test brand gender impact on equity	Androgynous brands show higher equity	Study repositioning strategies
9	Christodoulides et al. (2015)	International Marketing Review	Q1	UK, Germany, Greece	Cross-national brand equity study	Quantitative	Test Aaker model invariance	CBBE	Evaluate brand equity dimensions	Differences across nations and categories	Context-specific BE measures
10	Yousaf et al. (2017)	Journal of Indian Business Research	Q2	India	IPL sport teams	Qualitative	Formative Sport Team Brand Equity index	CBBE; Social Interaction Theory	Develop parsimonious STBE index	Recognition and rivalry most influential	Apply to other sports and countries

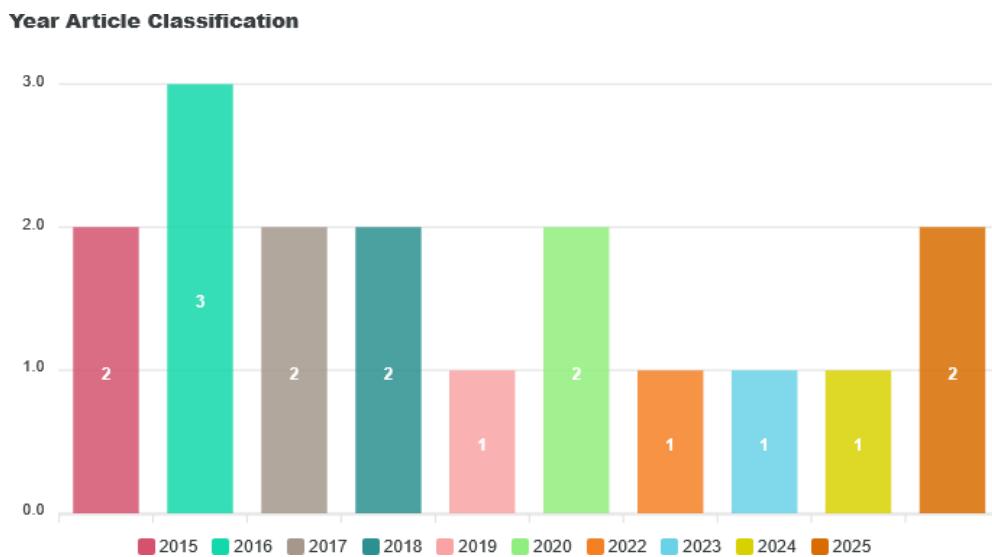
11	Porto et al. (2024)	Journal of Modeling in Management	Q2	Brazil	Corporate brands	Quantitative	New Corporate Brand Equity scale	Theory of the Marketing Firm	Develop consumer-based CBE model	Presence, management, responsibility key	Link CBE to financial performance
12	Chokpitakkul & Anantachart (2020)	Journal of Small Business and Enterprise Development	Q1	Thailand	SMEs across sectors	Quantitative	SME brand equity scale	Keller Brand Equity Pyramid	Develop generalizable SME BE scale	Five dimensions influence loyalty	Replicate internationally
13	Oliveira et al. (2023)	Marketing Intelligence & Planning	Q2	Brazil	Systematic literature review	Qualitative	Integrated Brand Equity Chain model	Brand Equity Theory	Propose holistic BE framework	CBBE and FBBE are complementary	Empirical validation needed
14	Gorbatov et al. (2020)	Personnel Psychology	Q1	Multi-country	Personal branding	Quantitative	Personal Brand Equity scale	Brand Equity; Career Theory	Measure PBE	PBE predicts career success	Study antecedents and long-term effects
15	Choi et al. (2017)	Tourism Economics	Q1	USA	Restaurant firms	Quantitative	Financial-based brand equity model	Efficient Market Hypotheses	Measure restaurant brand equity	Advertising impacts brand equity	Use stable economic data
16	Szántó et al. (2025)	Administrative Sciences	Q2	Hungary	Professionals across industries	Mixed Methods	Standardized PBES	Brand Equity; Impression Management	Quantify personal brand equity	PBE linked to salary and promotion	Longitudinal studies

Source: researcher's analysis using Watase Tools

**Table 1:** Brand Equity and Measurement Article Data

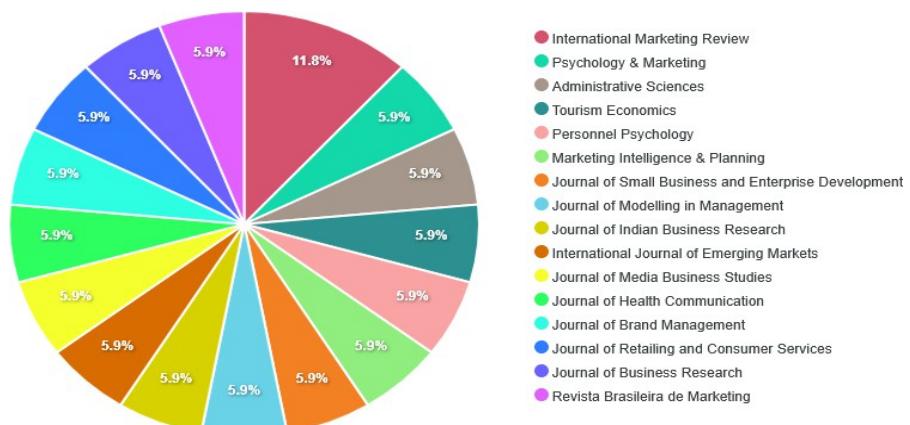
## 4. Result and Discussion

### Evolution of Brand Equity Models and Measurement Dimensions (2016–2025)



The distribution of articles in the 2015 to 2025 time frame shows a relatively stable trend, although not entirely linear. It can be seen that 2016 was the most productive period with the highest number of publications (3 articles), followed by several other years such as 2015, 2017, 2018, and 2020, which each produced two articles. Meanwhile, publications in recent years, such as 2022 to 2024, were relatively low, each contributing only one article. However, in 2025, there was an increase again with two articles included in the analysis. This pattern reflects that the issue of brand equity and its approaches continues to receive academic attention, especially in the early stages of digital transition. The decline in publications in recent years may be due to a shift in research focus or limited access to publication data that has not been fully indexed. However, the increase in 2025 indicates a resurgence of interest in brand equity studies, particularly in response to the need for measurement models that are more adaptive to the digital context, cross-cultural, and dynamic industrial landscape.

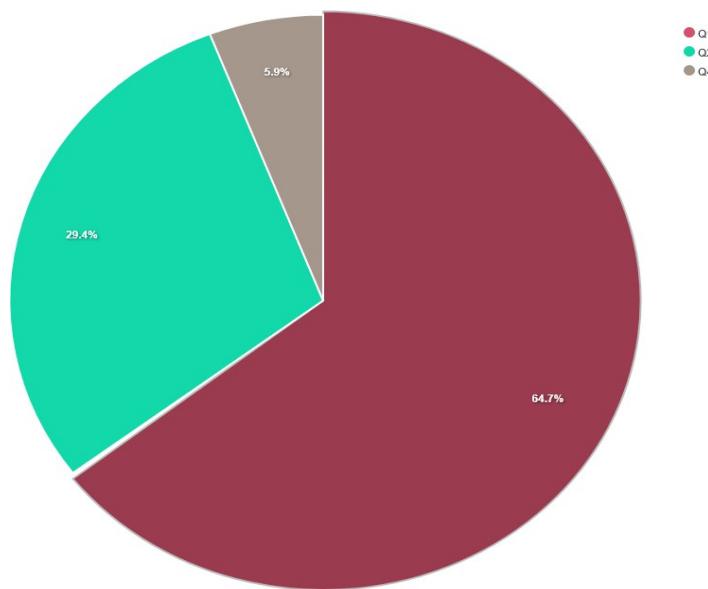
### Journal Classification



Based on the distribution of journals analyzed, International Marketing Review ranks first with a contribution of 11.8% of the total articles reviewed. This shows the strong influence of this journal in the development of theories and models for measuring brand equity across countries and digital contexts. Meanwhile, other journals such as Psychology & Marketing, Journal of Business Research, and

Journal of Retailing and Consumer Services each contributed 5.9%, indicating their significant role in supporting the validation of brand equity scales in various industries, including fashion, retail, and services. All other journals—including Personnel Psychology, Journal of Brand Management, Journal of Health Communication, and Tourism Economics—also contributed equally (5.9% each), reflecting the diversity of approaches and contexts used. This relatively balanced composition confirms that the topic of brand equity measurement attracts widespread attention from various disciplines, with quantitative approaches such as SEM still being the dominant method. Going forward, research opportunities are open for the development of more contextual, cross-cultural scales that are integrated with digital transformation.

#### Tier Journal Classification

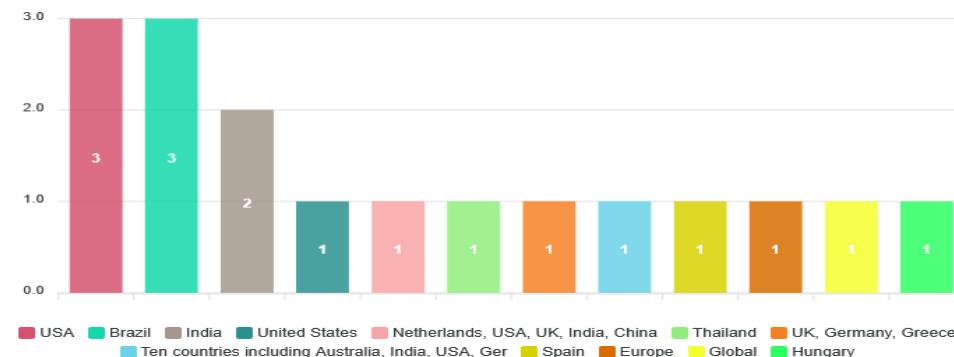


Analysis of journal tier classification and citations shows that the majority of the 17 articles reviewed were published in Q1 category journals, namely 64.7% (11 articles). This reflects that most research on brand equity is published in reputable journals and has a significant influence in the field. In addition, 29.4% (5 articles) were published in Q2 journals, and only 5.9% (1 article) appeared in Q4 journals. Thus, it can be concluded that the development of brand equity models and measurements in the literature tends to be carried out in academic circles with high quality standards, although there is still room for exploration in lower tier journals.

This trend indicates that the field of research on brand equity measurement is strongly supported by leading journals, given the importance of branding in global and digital marketing strategies (Keller, 1993; Aaker, 1991; Goffman, 1959). Future challenges related to the sustainability and innovation of brand equity development, especially in a dynamic and globally competitive digital era, require researchers to further integrate theories from high-tier journals while exploring practical applications relevant to contemporary economic and social conditions. Opportunities exist for the development of more adaptive and integrative models, as well as the use of big data and advanced analytics to improve the validity and relevance of brand equity measurement in the future.

## Country of study

Country Classification



Analysis of the geographical distribution shows that the United States (USA) and Brazil are the countries with the highest number of studies on *brand equity*, each contributing three studies. This indicates the dominance of the USA as the main center for the development of *brand equity* theory and measurement models, particularly in the digital and consumer-based contexts, as reflected in the studies by Baalbaki & Guzmán (2016) and Evans et al. (2016). Brazil also shows significant contributions, focusing on socio-cultural aspects and the local corporate sector (Oliveira et al., 2023; Porto et al., 2024).

India follows with two studies, reflecting the growing attention to brand equity measurement in the context of developing countries. Other countries such as Thailand, Spain, Hungary, as well as regional classifications such as Europe, Global, and multinational collaborative studies (e.g., a combination of 10 countries including Australia, India, Germany, and the USA) each contributed one article. This indicates a growing global interest in adapting cultural and industrial contexts in brand equity measurement. In addition, cross-country studies have emerged, such as one involving the Netherlands, the UK, India, and China, showing that comparative approaches between countries are now gaining ground. Although the dominance of the US remains strong, this graph shows a trend of geographical diversification and an increasing need for brand equity measurement instruments that are globally and contextually relevant. Going forward, cross-cultural and cross-country collaborative approaches are expected to be an important direction in enriching the understanding and practice of brand equity.

## The Role of Methodology, Theoretical Contributions, and Context in the Formation of a Brand Equity Measurement Framework

Researchers conducted a systematic literature review (SLR) to examine how methodology, theory, and context play a role in forming a brand equity measurement framework. These three aspects are important foundations that influence the validity, relevance, and generalization of measurement models developed in various previous studies. This section presents a synthesis of findings from the relevant literature to identify patterns, differences, and the main contributions of each aspect.

## Methods Classification



Based on the classification of methods in brand equity studies, the quantitative approach is the most dominant, used in 9 of the 17 articles analyzed. This method is widely applied because it is able to produce measurable data through statistical techniques such as EFA, CFA, and SEM to test the validity and reliability of brand equity measurement scales. Furthermore, there were 5 studies that used mixed methods, namely a combination of quantitative and qualitative approaches, to obtain a more comprehensive understanding of consumer perceptions and brand dynamics in various contexts. Meanwhile, only 3 studies adopted purely qualitative methods, which generally focused on exploring concepts and consumer experiences through interviews or thematic analysis. This pattern shows that although quantitative approaches are still dominant, there is a growing trend toward integrating methods to address the complexity of brand equity measurement in the digital and cross-cultural era.

## Contribution Theory

No	Theory	Citation	Total Articles	Authors
1	Brand Equity Theory (Aaker; Keller)	56	3	France et al., 2025; Troiville et al., 2019; Victoria-Mas et al., 2018
2	Brand Equity Pyramid (Keller, 2001)	8	1	Chokpitakkul and Anantachart, 2020
3	Brand Equity Theory (Aaker; Keller); Firm-Based Brand Equity Frameworks	19	1	Oliveira et al., 2023
4	Brand Equity Theory (Aaker; Keller); Impression Management Theory (Goffman); Social Capital Theory (Bourdieu); Career Construction Theory (Arthur et al.)	0	1	Szántó et al., 2025
5	Brand Equity Theory (Keller, 1993); Competency-Based View of Careers	40	1	Gorbatov et al., 2020
6	Consumer-Based Brand Equity (CBBE)	126	1	Christodoulides et al., 2015
7	Consumer-Based Brand Equity Theory (Keller, 1993); Operant Behavioral Economics	16	1	Porto, 2018
8	Customer-Based Brand Equity (CBBE)	153	1	Baalbaki and Guzmán, 2016
9	Customer-Based Brand Equity (CBBE) – Aaker (1991)	7	1	Guha et al., 2022
10	Customer-Based Brand Equity (CBBE); Social Interaction Theory	10	1	Yousaf et al., 2017
11	Efficient Market Hypothesis; Brand Equity Theory (Aaker; Keller)	5	1	Choi et al., 2017
12	Gender Schema Theory	54	1	Lieven and Hildebrand, 2016

13	Lovemarks Theory (Kevin Roberts); Extension of Keller's Brand Equity Model	86	1	Cho et al., 2015
14	Prospect Theory; Branding Theory	11	1	Evans et al., 2016
15	Theory of the Marketing Firm (Foxall, 2021)	4	1	Porto et al., 2024

An analysis of the classification of theories used in previous studies shows that the most dominant theories are the Customer-Based Brand Equity (CBBE) Model and the Brand Equity Model developed by Keller and Aaker. For example, a number of studies such as Baalbaki and Guzmán (2016), Victoria-Mas et al. (2018), Guha et al. (2022), and Porto et al. (2024) consistently refer to the CBBE theory, demonstrating the relevance and widespread recognition of this model in measuring brand equity from a consumer perspective. Meanwhile, Keller and Aaker's theory is also widely used in research focusing on factor analysis and scale development, as conducted by Chokpitakkul and Anantachart (2020), Oliveira et al. (2023), and Porto (2018). Apart from the CBBE theory, other theories such as Proposition Theory (Evans et al., 2016), Brand Equity Pyramid (Keller, 2001), and Theory of the Marketing Firm (Foxall, 2021) also play a role but proportionally smaller in number, indicating that the depth and universality of Keller and Aaker's model make them the primary choice in studies on brand equity (Cho et al., 2015; Choi et al., 2017). The distribution of citations to these theories shows that Keller and Aaker's theory dominates, with many studies citing both simultaneously in the development or testing of measurement scales.

This implies that the factors that are the main indicators of brand equity in both international and domestic contexts are still heavily influenced by the paradigm offered by this theory. This trend also implies that future research needs to involve more holistic and contextual models, given the dynamics of the global market and ongoing digitalization (France et al., 2025; Szántó et al., 2025). With increasingly fierce competition and the emergence of new technologies, the relevance of this theory remains high, but it also needs to be developed to address new variables such as social media and digital experiences (Evans et al., 2016). Therefore, future research should focus on integrating existing theories with new models that can more accurately describe the complexity of brand equity in the digital era (Oliveira et al., 2023).

#### Contexts and Focus on Research

Based on the table, analysis of the research context in brand equity studies shows diversity across sectors, covering the fashion, retail, media, and healthcare industries, as well as digital platforms and social media. The majority of studies use quantitative and mixed methods approaches to produce valid and reliable measurements of brand perception in various contexts (Baalbaki & Guzmán, 2016; Oliveira et al., 2023). Several studies also emphasize the importance of cultural factors and differences between countries, showing that brand equity perceptions are dynamic and influenced by social values and local contexts (Lieven & Hildebrand, 2016; Christodoulides et al., 2015). Not limited to traditional economic sectors, brand equity has also been studied in the fields of health, sports, and personal branding (Guha et al., 2022; Szántó et al., 2025). This trend emphasizes the need for flexible measurement models that are globally and sectorally adaptable and responsive to the influence of digitalization and technological developments such as artificial intelligence. Thus, future studies need to integrate cultural, social, and digital dimensions to produce a more comprehensive and relevant brand equity scale for the ever-changing global market challenges.

Meanwhile, a focus analysis of the research shows that most studies on brand equity are oriented towards the development and validation of measurement scales, especially in the context of consumer-based brand equity (CBBE). The main focus includes dimensions such as brand awareness, association, loyalty, and quality perception (Cho et al., 2015; Baalbaki & Guzmán, 2016; Oliveira et al., 2023). Several studies also propose frameworks that can be applied across industries and cultures, indicating the need for more flexible and universal measurement tools.

Beyond traditional sectors, attention to the digital, retail, and healthcare contexts is also increasing, in line with increasingly complex market dynamics (France et al., 2025; Guha et al., 2022). This trend indicates that brand equity measurement must not only be accurate but also adaptive to globalization, digitalization, and cultural diversity. The challenge ahead is to integrate measurement approaches that are responsive to changes in technology and consumer behavior, including through the use of AI and big data to enrich brand equity indicators.

### **Novelty of the Article**

In this SLR study, the novelty aspect of the 17 articles shows that brand equity measurement is becoming increasingly diverse and contextual. Most studies not only adapt classic models such as Aaker and Keller's CBBE, but also develop new scales tailored to specific sectors such as fashion, journalism, social media, health, medical tourism, and personal branding. Several studies introduce new approaches such as digital brand equity (France et al., 2025), corporate brand equity with a theoretical marketing approach (Porto et al., 2024), and the integration of consumer-based and firm-based brand equity in a brand equity chain (Oliveira et al., 2023). Other studies stand out for presenting cross-cultural perspectives (Lieven & Hildebrand, 2016; Gorbatov et al., 2020) or by targeting previously under-researched contexts, such as SMEs (Chokpitakkul & Anantachart, 2020) and sports teams (Yousaf et al., 2017). In general, the novelty of these articles lies in the validation of new scales, the expansion of measurement contexts, and the integration of non-traditional dimensions such as sustainability, responsibility, and infrastructure. This reflects the dynamic evolution of brand equity as a concept that continues to be expanded theoretically and methodologically in line with the needs of the evolving digital, social, and cultural contexts.

### **Research Objectives**

The main objective of the 17 articles analyzed in this study focuses on the development, validation, and consolidation of a brand equity measurement framework that is relevant to various industrial, cultural, and theoretical contexts. Most studies aim to build measurement scales that are more representative of consumer perceptions by adapting or expanding classic models such as Customer-Based Brand Equity (CBBE) from Aaker and Keller. Several studies aim to create new instruments more suitable for specific sectors, such as brand equity in the context of fashion (Cho et al., 2015), journalism (Victoria-Mas et al., 2018), medical tourism (Guha et al., 2022), and SMEs (Chokpitakkul & Anantachart, 2020). Other objectives include efforts to bridge the conceptual gap between consumer and organizational dimensions, such as through the development of a digital brand equity framework (France et al., 2025), corporate brand equity (Porto et al., 2024), to the integration of CBBE and FBBE into a more comprehensive brand equity chain model (Oliveira et al., 2023). Some studies also explicitly aim to test the influence of brand equity on specific outcomes such as consumer loyalty, anti-smoking behavior, purchase intent, and even career performance in the context of personal branding (Gorbatov et al., 2020; Szántó et al., 2025).

Furthermore, these objectives reflect efforts to address practical and theoretical challenges in measuring brand equity, which is becoming increasingly complex with the development of technology, changes in consumer behavior, and global market dynamics. Not only oriented towards the validity and reliability of measurement tools, several studies also aim to examine the causal relationship between brand equity dimensions and external variables such as financial performance, corporate social responsibility, or marketing campaign efficiency. Thus, the purpose of this article as a whole emphasizes the importance of innovation in instrument development, expansion of theoretical frameworks, and increasing the relevance of brand equity in responding to the needs of contemporary industry and society.

### **Research Findings Previous Articles**

The results of the 17 studies reviewed in this SLR show a significant contribution to the development of brand equity concepts and measurements from various perspectives, contexts, and approaches. Most studies have successfully developed and validated new measurement scales that are more specific and relevant to their industry context, such as brand equity scales for the fashion, media,

medical tourism, sports, SME, personal, and corporate branding sectors. The findings show that traditional dimensions such as brand awareness, brand association, perceived quality, and loyalty are still core elements of brand equity, but are now complemented by new dimensions such as intimacy, sustainability, infrastructure, management quality, online presence, and social capital.

Research such as that conducted by Cho et al. (2015) and Baalbaki & Guzmán (2016) confirms that consumer perceptions of the affective and social aspects of a brand significantly influence brand loyalty and love. Meanwhile, digital studies such as those by France et al. (2025) show that brand equity can now be effectively measured using digital metrics such as brand sentiment and share of search, reflecting the importance of adapting to the modern marketing landscape. Other studies show that contextual measurement approaches, such as those in the media sector (Victoria-Mas et al., 2018) and sports (Yousaf et al., 2017), are able to capture the unique characteristics of each sector in influencing consumer perceptions. On the other hand, cross-cultural and multinational studies (Lieven & Hildebrand, 2016; Gorbatov et al., 2020) highlight that brand equity perceptions are not universal, but are greatly influenced by differences in gender, culture, and demographic background. Several studies also show that brand equity not only impacts consumer attitudes and behavior but also has a direct correlation with business outcomes such as market share, purchase intent, and career advancement in the context of personal branding. In an organizational context, corporate brand equity has been shown to influence consumer perceptions of a company's reputation, management, and responsibility.

Overall, the core findings of this SLR indicate that brand equity measurement has undergone significant evolution in the last decade, with a strong trend towards a more multidimensional, digital, and contextual approach. Brand equity is no longer viewed as a static concept based solely on perception, but rather as a strategic asset closely linked to brand identity, social values, technology, and market dynamics. These findings underscore the importance of developing flexible and relevant measurement tools, as well as the need for integration between theoretical and practical approaches in order to address the challenges of branding in the modern era.

### **Future Recommendations**

Future research recommendations summarized from 17 studies in this review point to a wide variety of directions and illustrate the challenges and opportunities in developing brand equity concepts and measurements in the future. One common thread across the studies is the importance of cross-context validation, whether geographical, cultural, or industrial sector. Many articles suggest that brand equity scales that have been developed for sectors such as fashion, media, health, sports, SMEs, and corporations should be retested on a broader population, such as in various countries with different cultures, more heterogeneous consumer segments, and more varied product and service categories, including luxury brands and digital services.

In addition, there is an urgent need to conduct longitudinal research to assess the consistency and predictive power of brand equity models on consumer behavior or brand performance over a longer period of time. This is particularly important in the context of social campaigns, personal branding, and corporate brand equity, which are greatly influenced by the dynamics of reputation and public trust. Several studies also recommend combining quantitative approaches and secondary data, particularly from financial markets or digital media, to develop models that are more objective, efficient, and business-relevant.

The aspect of digitalization is another important highlight. There is a need to develop new metrics in measuring digital brand equity that involve indicators such as share of search, brand sentiment, and consumer engagement on social media. Future research is expected to not only evaluate the effectiveness of these indicators across various industries, but also delve deeper into how artificial intelligence, recommendation algorithms, and marketing automation shape brand perception and value in the digital age.

Theoretically, there is an opportunity to integrate various approaches, such as combining consumer-based brand equity (CBBE) and firm-based brand equity (FBBE), to form a more comprehensive framework that reflects the entire brand value system. In addition, contextual factors such as gender, social values, sustainability, and corporate responsibility have also been identified as new dimensions that need to be explored further in relation to brand equity.

Thus, the future research agenda not only demands the development of more adaptive and inclusive measurement tools, but also promotes a more interdisciplinary, contextual, and challenge-oriented approach to the real challenges faced by brands in an increasingly competitive and complex global market.

#### 4. Conclusion

This Systematic Literature Review study reveals that between 2016 and 2025, approaches to measuring brand equity have undergone significant evolution, marked by diversification of contexts, integration of new theories, and development of more adaptive measurement scales. Although classic models such as Aaker and Keller's Customer-Based Brand Equity (CBBE) remain the main foundation, many studies have adapted or expanded this model to various sectors such as fashion, media, health, SMEs, sports, and even personal branding. Traditional dimensions such as brand awareness, associations, perceived quality, and loyalty remain relevant, but are now increasingly complemented by new elements such as intimacy, social responsibility, sustainability, and digital metrics such as brand sentiment and share of search. The dominant methodological approach is still quantitative, but is shifting towards mixed methods to capture the complexity of cultural, social, and digital contexts. The geographical context of research is also increasingly diverse, with the United States, Brazil, and India being the most researched locations, but cross-country and cross-cultural studies are also beginning to emerge.

Theoretically, this study confirms that the dominance of CBBE needs to be further developed through integration with the organization-based approach (FBBE), as well as contemporary social and technological dimensions. On the other hand, the contribution of this study lies in its effort to classify and synthesize 17 core articles based on methodological aspects, theory, context, and novelty, which shows that brand equity literature is not yet fully uniform and still has considerable room for further exploration. Future trends indicate an urgent need for the development of measurement tools that are capable of adapting to the dynamics of digitalization, cultural differences, and industry complexity. Therefore, future brand equity research is expected to not only focus on developing new scales, but also prioritize cross-context validation, longitudinal approaches, and the use of technologies such as AI and big data analytics to address the challenges of an increasingly competitive and rapidly changing global market.

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