



The Application of Brand Resonance in Brand Building: A Systematic Literature Review

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ABSTRACT

This systematic literature review examines brand resonance as a strategic tool for building strong consumer–brand relationships. Following PRISMA guidelines, extensive searches of Scopus and Web of Science yielded 992 publications, from which 446 peer-reviewed studies (2005-2025) were selected. Bibliometric analysis using CiteSpace identified 12 themes and revealed a paradigm shift from cognitive psychology to brand building after 2016. Findings indicate that brand resonance comprises four interconnected dimensions: behavioral loyalty, attitudinal attachment, sense of community, and active engagement. These elements collectively strengthen consumer loyalty and brand equity across diverse sectors including luxury products, hospitality, education, and halal markets. Emotional marketing, customer experiences, and social media marketing prove effective in cultivating brand resonance, with emotional approaches demonstrating greater potency than cognitive methods. The integration of attribution theory, brand experience theory, and the cognitive-affective-conative model provides a comprehensive theoretical framework explaining brand resonance mechanisms. This review contributes a conceptual framework linking antecedent factors—emotional value, brand experience, brand cognition, social interaction, perceived quality, and brand loyalty—to brand resonance and its behavioral outcomes, including repeat purchase intention and word-of-mouth advocacy. Research gaps regarding visual branding symbols in digital spaces are identified for future investigation.

Keywords: Brand Resonance, Brand Building, Consumer Loyalty, Customer-based Brand Equity, Systematic Literature Review

JEL Classifications: M31

1. INTRODUCTION

The reach of brands has transcended the corporate boardroom and is now largely influenced through interactions between brands and millions of customers every day in both virtual and offline interfaces. The emergence of social web platforms and advanced big data analytics and personalization technology has democratized interactions between customers and brands from one-way communication channels to dynamic and interactive two-way engagement where customers are actively participating in shaping the narrative of brands (Rosli et al., 2024). Redefined on this premise, the significance of brand resonance has recently assumed a critical position within modern brand management practice. It is defined by the ultimate trait that any given

brand-building strategy aims for. According to the Customer-Based Brand Equity (CBBE) Model, Brand Resonance can be understood to be the depth and quality resulting from a mental tie formed by consumers with a particular brand. (Keller, 2001). This multidimensional construct captures the extent to which consumers feel “in sync” with a brand and are willing to invest personal resources—including time, energy, and money—beyond mere purchase transactions (Keller, 2003).

The amount of scholarly inquiry focused on brand resonance has widened significantly over the past two decades, and a body of work comprising a number of empirical studies from a divergent set of contexts has been accrued. In terms of what precedes brand resonance, a number of antecedents include brand experience

dimensions relating to sensory, affective, behavioral, and intellectual stimulations (Brakus et al., 2009), along with corporate social responsibility activities promoting emotional engagement via brand love (Kim et al., 2020), and celebrity endorsement programs communicating positive emotions towards brand cognitions (Wang and Lin, 2021). Studies have found that brand resonance is an effective predictor of positive outcomes for marketing. Evidence from the cultural and creative industries in Taiwan has confirmed that brand resonance has a significant impact on repurchase intention, mediated by the interaction between brand equity and customer satisfaction (Huang et al., 2014). On a similar note, studies conducted within the hospitality industry suggest that brand resonance acts as a mediator of brand experience and customer loyalty, reiterating its importance in transforming investment in experiences into habitual behavior (Huang and Chen, 2022). The role of digital transformation in brand resonance has been widely noted in research, with previous research suggesting that while electronic word-of-mouth is a significant mediator of relationship marketing on brand resonance (Habib et al., 2021), other factors, including likes, shares, and comments on social media platforms, also have a strong bearing on consumer purchase intention (Rosli et al., 2024).

However, aside from the analysis on antecedents and outcomes, there have also been studies on the dynamics of brand resonance on a wide variety of business sectors and cultures. Moving on to the realm of luxurious consumption, a very significant component that influences the phenomenon of brand resonance is indeed brand experience and brand trust (Husain et al., 2022). Studies in the higher education domain suggest that the impression of being socially responsible affects the reputation associated with the corporation, which is a determinant of brand equity or loyalty among foreign students. (Rasoolimanesh et al., 2023). Within the halal brand scenario, unique elements arise because brand relationship quality, under the influences of religious and cultural beliefs, influences both utility and relational aspects (Khan et al., 2022). Research studies of millennial consumers for emerging market nations such as India and China have suggested that country-of-origin effects and country-specific preferences for native designs have a moderating influence on the formation of brand resonance (Kang et al., 2022). Such research studies point out the significance of cultural, economic, and social factors in developing brand resonance strategy.

These advances have been accompanied by developments in the theoretical foundations of research on brand resonance to incorporate other theories that provide a seamlessly fitting explanation of psychological processes involved in consumer-brand relationships. For this, one such model that helps in understanding a process view of brand resonance is that of cognitive-affective behaviors (Chen et al., 2021). The attribution theory offers explanations concerning the way consumers ascribe intentions to the brands, especially in regard to the corporate social responsibility initiatives, besides influencing the process of trust generation and brand resonance (Rasoolimanesh et al., 2023). The concept of brand experience underlines the multi-sensory process of the encounter of the consumer with the brands at various touch-points (Brakus et al., 2009), besides the symbolic interpretation approaches offering explanations in regard to the way the brands

operate as symbols, resulting in the construction of identities based on the brands (Habib et al., 2021).

Despite these major contributions, there are several major gaps inherent within the current body of research. The major emphasis in research has been on bivariate analyses that explore the relationship between brand experience and brand resonance, or between brand resonance and loyalty. There appear to be a lack of research efforts made within a cohesive framework that incorporates brand cognition, brand association, brand resonance, and outcomes. Although research has been made within a variety of cultural and industrial settings, there seems to be a lack of cross-cultural analysis on how and why brand resonance strategy varies within markets. The rise of social media platforms has radically altered the way consumers interact with brands. The role of visual symbols of brands in influencing the concept of brand resonance on social media platforms remains an ignored aspect in academic studies. Brand resonance is difficult to measure, as the existing measuring tools do not cover the dynamic concept of brand resonance (Raut et al., 2020).

The systematic literature review endeavors to fill existing gaps in the literature by integrating 446 peer-reviewed empirical articles from 2005 to 2025. The literature review applies bibliometric analysis and thematic synthesis in order to outline the intellectual foundations of brand resonance research. The literature review also consists of three research questions: What are the different influences of the emotional, cognitive, behavioral, and social foundations of brand resonance on loyalty and brand equity? How do marketing approaches, such as emotional marketing, customer experience management, and social media marketing, impact brand resonance, and to what extent must such approaches be modified based on market conditions? What appear to be the main thematic topics found within brand resonance studies, as well as the theoretical deficiencies that must be investigated? Unlike past reviews, which have predominantly focused on brand equity as well as customer experience, this research makes a novel addition to the literature by developing a framework that connects antecedent factors (emotional value, brand experience, brand cognition, social interaction, perceived quality, and brand loyalty) to brand resonance and its behavioral outcomes (repeat purchase intention and word-of-mouth advocacy), with a further focus on future research opportunities that apply symbolic interactionism to analyze the impact of social media brand symbols on brand resonance. The results help to advance brand resonance theory and also provide brand managers with pointers on maximizing brand resonance between the brand and the consumer in an ever more complex and digitalized market environment. The structure of the rest of this article is as follows. Section 2 explains the methodology used in the systematic review. Section 3 presents the results, which are organized around the development of brand resonance, its uses in marketing and theory, and cross-cultural differences. Section 4 provides a discussion on the theoretical open ends and proposes directions for further research. Finally, section 5 provides a conclusion.

2. MATERIALS AND METHODS

This is a systematic review of published research studies focusing on the use of brand resonance in research on brand building, carried

out in line with the Preferred Reporting Items for Systematic Reviews and Meta-analyses (PRISMA) guidelines. It is intended to highlight the degree to which research work on brand building involves brand resonance.

2.1. Research Questions

This study is guided by the following research questions:

- RQ1: What are the different influences of the emotional, cognitive, behavioral, and social foundations of brand resonance on loyalty and brand equity?
- RQ2: How do marketing approaches, such as emotional marketing, customer experience management, and social media marketing, impact brand resonance, and to what extent must such approaches be modified based on market conditions?
- RQ3: What are the main thematic topics found within brand resonance studies, as well as the theoretical deficiencies that must be investigated?

2.2. Data Sources

This study aims at analyzing the usage of brand resonance in branding. The research question was formed based on the central themes identified: “brand resonance” and “brand building.” The literature search was done on two major research databases: Scopus and Web of Science (WoS), between January 2005 and December 2025. The period targeted is intended to reflect the dynamic developments happening with brand resonance approaches and also allow for easy analysis of more recent theories such as symbolic interaction theory for cultural coherence, acculturation approaches on the global market, and other adjoining themes. The search query included the term “brand resonance” together with the terms “brand building,” “brand equity,” “consumer loyalty,” “brand attachment,” “brand experience,” “customer-based brand equity,” and “brand relationship.” Boolean operators such as AND and OR were used to refine the screening of the search results. The specific search string that was used is given by the expression: (“brand resonance” OR “brand building”) AND (“brand equity” OR “consumer loyalty” OR “brand experience”).

2.3. Eligibility and Exclusion Criteria

An initial search revealed 992 articles on “brand resonance” and “brand building” on both Scopus and Web of Science. In an effort to account for the recency of the material and the quality of the work while abiding by the publication trends in the industry, the following criteria were considered: (a) Material before 2005 or after 2025 was eliminated ($n = 239$); (b) Book chapters, proceedings, books, and a series publication were eliminated as the focus of the review had been on empirical material in a peer-reviewed publication ($n = 157$); (c) Articles in a language other than English had been eliminated ($n = 61$); (d) Studies outside the brand management domain that did not address the concept of brand resonance and brand building were excluded ($n = 39$); (e) To ensure the inclusion of impactful scholarly contributions while accounting for the natural variation in citation accumulation over time, articles with citation frequencies falling within the bottom 10% were excluded within each publication year cohort ($n = 50$). Specifically, articles were grouped by their publication year, and within each year group, those in the lowest 10th percentile of

citations were removed. This year-stratified approach prevents systematic exclusion of recent publications, which naturally have fewer citations due to limited time for citation accumulation. For articles published in 2023-2025, a minimum threshold of 1 citation was applied to avoid excluding newly published but potentially significant works. This citation-based quality indicator has been employed in prior systematic reviews in marketing research as a supplementary screening criterion. We acknowledge this criterion may exclude some relevant emerging research, which is addressed in the limitations section. A total of 446 articles were screened and evaluated. A flow chart detailing literature screening is illustrated in Figure 1.

2.4. Data Extraction and Bibliometric Analysis

Systematic data extraction of the included articles was done using pre-designed forms to achieve systematic collection of data. Data abstracted included information on authors, year of publications, study designs, sample information, industry context, geographical environment, underlying theoretical frameworks, variables of concern, findings, and methodological restrictions. CiteSpace software was used to perform the bibliometric technique to present the intellectual structure of brand resonance studies. These included the production of keyword co-occurrence maps, keyword clustering graphs, and keyword burst detection. Because of the variability in the design of the studies published, the theories used in the studies, as well as the contexts in which the studies had applied the theories and their outcomes, a thematic synthesis methodological approach allowed for the integration and analysis of the findings gathered from these published studies. A systematic categorization of the studies included was conducted based on the historical developments related to the theory of brand resonance, the applications of the theories within marketing strategies, the integration of theoretical approaches within the theories, the variations of the theories across cultures as well as industries, as well as the gaps found in the theories as investigated from the literature reviews conducted for the chosen studies.

In addition to the bibliometric analysis, thematic synthesis tables were developed to systematically organize and present the findings. Table 1 summarizes industry-specific applications of brand resonance in brand building, categorizing studies by sector, brand building focus, the role of brand resonance, and supporting references. Table 2 consolidates marketing strategies that contribute to brand resonance development, identifying the brand building mechanisms and their specific contributions. Table 3 presents the theoretical frameworks employed in brand resonance research, highlighting their integration with brand building concepts. These synthesis tables were constructed through iterative coding of extracted data, with categories emerging from the content analysis of included studies.

2.5. Quality Assessment

Given the heterogeneity of study designs included in this review (ranging from quantitative surveys to qualitative case studies), a formal risk of bias assessment using standardized tools such as the Newcastle-Ottawa Scale was not applicable. Instead, quality considerations were addressed through several mechanisms: (1) Inclusion of only peer-reviewed journal articles, which ensures

Figure 1: Literature screening process

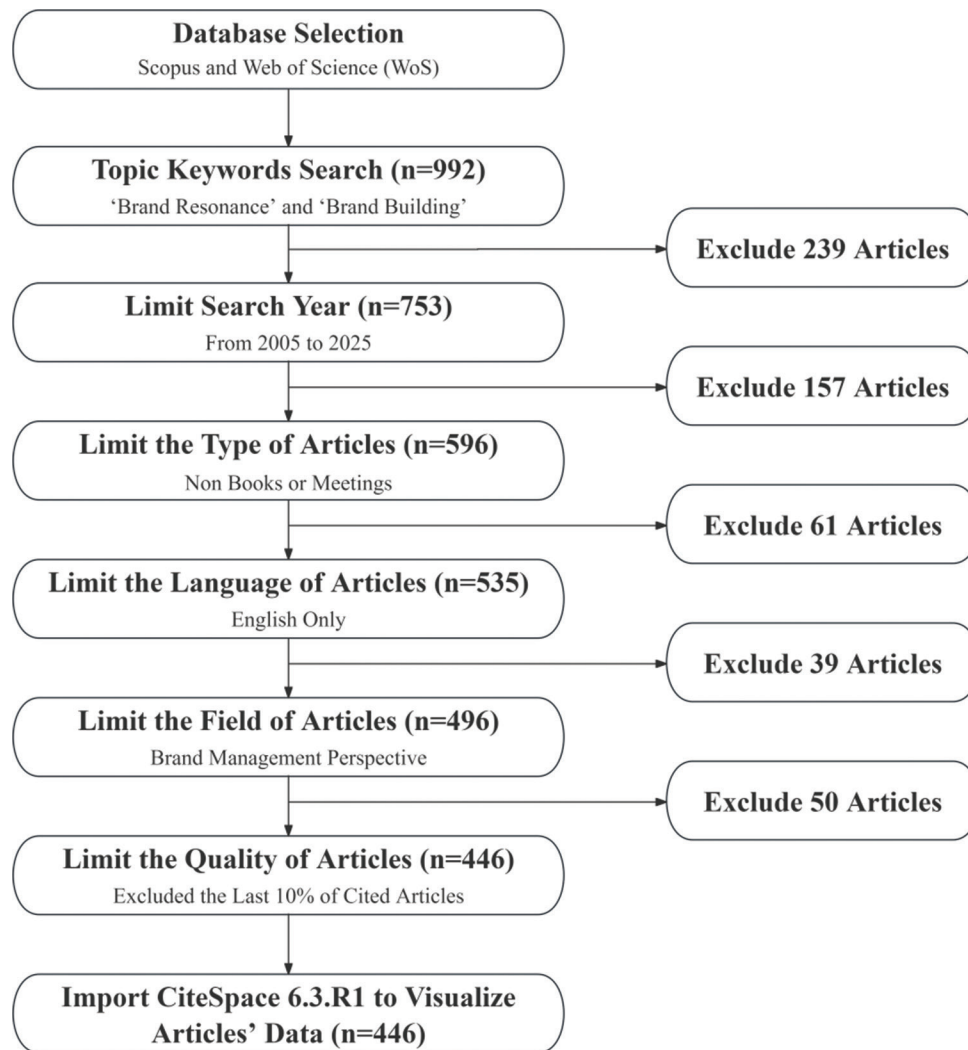


Table 1: Industry applications of brand resonance in brand building

Industry sector	Brand building focus	Role of brand resonance	References
Luxury goods	Premium brand positioning	Brand experience and trust build resonance driving luxury brand strength	(Husain et al., 2022)
Hospitality and tourism	Destination brand development	Affective factors in brand building contribute more to resonance than cognitive factors	(Duman et al., 2018; Tang et al., 2023)
Higher education	Institutional brand building	CSR-driven brand building impacts resonance through reputation and trust	(Rasoolimanesh et al., 2023)
Fast-moving consumer goods	Mass market brand building	CBBE dimensions systematically build toward brand resonance	(Ishrak and Al-Mamun, 2022)
Halal products	Faith-based brand building	Religious values integration strengthens brand resonance	(Khan et al., 2022)
Fashion retail	Omnichannel brand building	Multichannel experience consistency builds brand resonance	(Huang et al., 2015)

a baseline level of methodological rigor through the peer review process; (2) The citation-based screening criterion, which favors studies that have demonstrated scholarly impact; and (3) Extraction of methodological information including sample characteristics, analytical approaches, and study limitations for each included study. The quality and rigor of individual studies are considered in the interpretation of findings, with particular attention paid to sample representativeness and analytical robustness when synthesizing evidence across studies. We acknowledge that the absence of a formal quality appraisal tool represents a limitation of this review.

3. RESULTS

3.1. Overview of Included Studies

A thorough search of the Scopus and Web of Science databases yielded 992 published papers. After the application of the eligibility and exclusion criteria, 446 studies on the application of brand resonance in brand building processes were considered for this systematic review. These studies include papers published since the year 2005 up to the year 2025, though it was observed that after 2016, the published papers increased noticeably, forming

Table 2: Marketing strategies for building brand resonance

Marketing strategy	Brand building mechanism	Contribution to brand resonance	References
Emotional marketing	Emotional connection cultivation	Strengthens attitudinal attachment and behavioral loyalty	(Duman et al., 2018; Kim et al., 2020)
Customer experience management	Touchpoint optimization	Enhances engagement and builds resonance across channels	(Huang et al., 2015; Suh and Moradi, 2023)
Social media marketing	Digital relationship building	Drives engagement and builds brand resonance through trust	(Oktavenia and Martini, 2024; Safeer, 2024)
Celebrity endorsement	Credibility transfer	Builds brand resonance through attractiveness and expertise	(Rosli et al., 2025; Wang and Lin, 2021)

Table 3: Theoretical frameworks for brand resonance in brand building

Theoretical framework	Brand building integration	Contribution to understanding brand resonance	References
Attribution theory	Explains consumer interpretation of brand building motives	Shows how CSR brand building influences resonance through trust attribution	(Rasoolimanesh et al., 2023)
Brand experience theory	Identifies experiential pathways in brand building	Reveals which experience dimensions most effectively build resonance	(Brakus et al., 2009; Gunduzyeli, 2022)
CAC Model	Maps cognitive-affective-conative brand building sequence	Demonstrates how brand knowledge builds to emotional response and resonance	(Chen et al., 2021)
CBBE model	Structures hierarchical brand building process	Positions brand resonance as the pinnacle outcome of brand building	(Bandyopadhyay et al., 2024; Keller, 2001)
Symbolic interaction theory	Explains meaning creation in brand building	Shows how brands build resonance through identity and community formation	(Habib et al., 2021)

part of the growing literature on brand resonance as a strategic tool in brand building processes. Geographical-wise, brand building studies on brand resonance include North America, Europe, Asia, and the Middle East regions. The research environments include a number of sectors, such as luxury products, hospitality, higher education institutions, FMCG products, and halal products, which reflect the relevance of brand resonance in brand-building processes in widely different market milieus. The CiteSpace software-based bibliometric study yielded graphs of the clustering of keywords or the studies on brand resonance in the field of brand building.

3.2. Thematic Structure and Research Trends

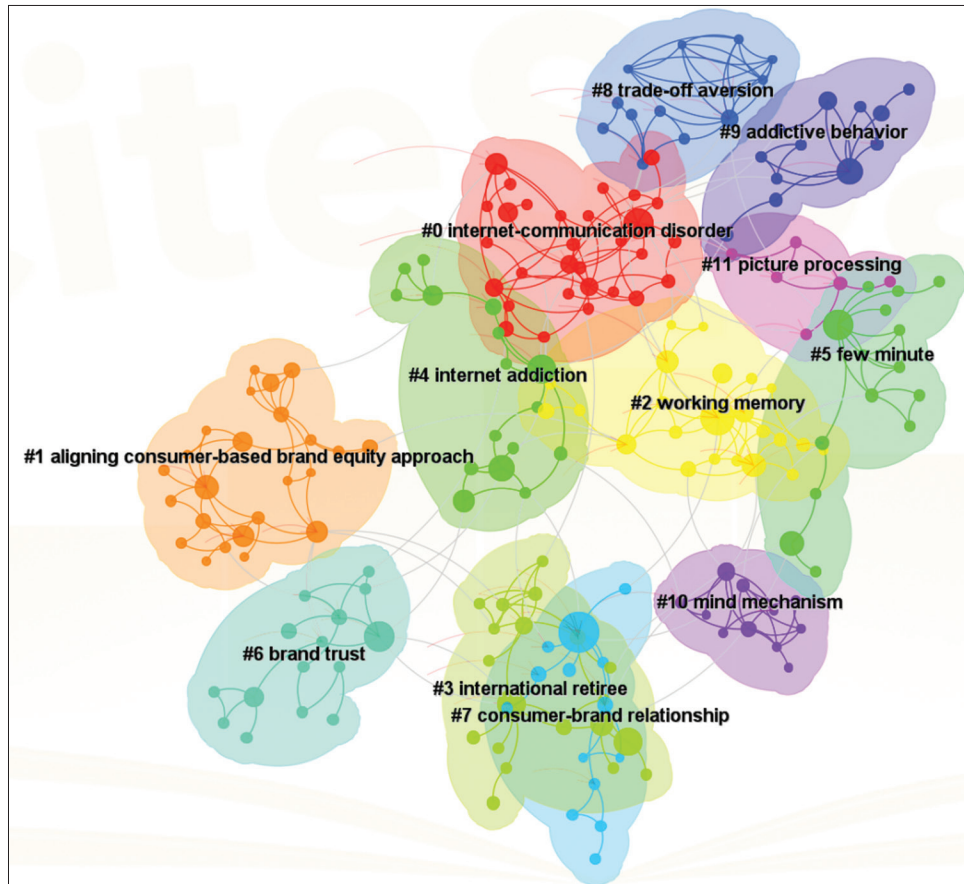
The keyword clustering analysis identifies 12 distinctive thematic categories relevant to the research on brand resonance based on brand building, which is illustrated in Figure 2. Due to space constraints, we focus on the six clusters most directly relevant to brand building applications. The thematic group “Aligning Consumer-Based Brand Equity Approach” signifies scientific research on consumer-oriented brand equity approaches for enhanced resonance within the framework of brand building. The thematic categories “Brand Trust” and “Consumer Brand Relationship” imply the importance of trust building and relationship building. “Working Memory” refers to potential uses of cognitive psychology to explain how consumers are able to process brand information in brand-building interactions, considering that “Internet Addiction” emphasizes recognition of changes in consumer behavior online in creating brand resonance. Technical words such as “Picture Processing” signal that there is greater emphasis on how visual elements in branding are processed, despite there being limited research on brand-visual symbols as tools for creating brand resonance.

The chronological study of the concept of brand resonance in the field of brand-building has been divided into two periods,

which not only vary in terms of theme intensity, as revealed in Figure 3, but also help in establishing the advent of new ideas in the field. The initial period, from 2006 to 2015, highlighted keywords including “executive functions,” “decision making,” “working memory,” and “prefrontal cortex,” indicating the early foundation of cognitive psychology and neuroscience approaches to understanding brand-related consumer processing. As shown in Figure 3, keywords such as “executive functions” (burst period: 2010-2018) and “working memory” (burst period: 2011-2015) demonstrated strong citation bursts during this phase. The later periods, from 2016 to 2025, highlighted keywords including “brand resonance,” “loyalty,” “impact,” and “satisfaction,” establishing the significant transition of ideas from understanding the impact of the concept of brand resonance to its role as the end result of effective brand-building activities.

3.3. The Origin and Development of Brand Resonance in Brand Building

Brand resonance represents the concept that brand equity comes from the extent to which the brand resonates with the consumer, and it represents the end goal of brand-building exercises. Keller (2001) states that the power of the brand lies in the collective learning, feelings, perceptions, and communications about the brand felt by the consumer over time, thus turning the traditional model of brand-building on its head to shift from brand focus to consumer focus. The Customer-Based Brand Equity (CBBE) model is based on a conceptual framework that is fundamental to the explanation of brand resonance and brand building. It is postulated that a strong brand is created through brand identity, brand meaning, brand response, and brand relationships. Brand resonance is the culmination of brand building efforts and is achieved when all brand building factors are aligned with the needs of the target consumer. From the psychological perspective, brand resonance in brand development involves the emotional

Figure 2: Keyword co-occurrence clustering graph

tie and identification between the target audience and brands in achieving their desired behaviors, attitudes, commitment, and involvement. As illustrated in Figure 4, the framework supports the understanding of the role of brand resonance in effectively building a brand.

Brand resonance as a concept has developed immensely as a brand-building approach ever since it came into existence, with various aspects explored as opportunities for creating strong brands. Raut et al. (2020) have developed a scale for brand resonance, providing various research tools to measure the effectiveness of brand-building strategies to strengthen consumer-brand bonds. The application of brand resonance principle in brand building activities transcends business sectors, as presented in Table 1. The results indicate that brand resonance makes a significant contribution to success in brand building activities such as luxury consumption (Husain et al., 2022), higher education (Rasoolimanesh et al., 2023), and hospitality (Tang et al., 2023). The application of brand resonance in brand development processes further includes cultural and religious integration, as empirical studies have indicated that the blending of brand resonance and Islamic values is more effective for developing halal products (Setyarini and Sodikin, 2023).

3.4. Marketing Strategies for Building Brand Resonance

Emotional marketing is important in creating brand resonance because of its role in engaging the emotional part of the consumer-

brand relationship, which is key in developing brands. Brand perceptions in terms of emotional value, brand symbols, and experiences have a positive impact on creating brand resonance and influencing repeated visit behavior by consumers on the brand (Tang et al., 2023). The corporate social responsibility program acts as an effective tool for brand building by promoting brand love as a mediating variable and ultimately producing a positive effect on the brand (Kim et al., 2020). Conclusions from emotional assessments play a more crucial role in building brand resonance than cognitive conclusions within the destination brand framework because the emotional pathways to brand resonance in the tourist perceptions are stronger than the cognitive pathways (Duman et al., 2018). According to industry practices, campaigns for building brands through emphasizing the innovator type and personalized relations help in building brand resonance effectively.

Customer experience management is highly relevant in building brand resonance because it influences the behavior of customers through various touch-points in the entire branding process. Brand experiences drive high engagement levels in both online and offline platforms, leading to brand resonance, which manifests in attitudinal commitment and engagement, which are essential in effective brand-building efforts (Huang et al., 2015). Customer-driven channel design is beneficial for increased brand resonance and co-creation in an omnichannel platform, whereas service quality and product quality play an essential role in the formation of brand resonance on shopping destinations (Xu et al., 2025).

Figure 3: Keyword burst detection graph

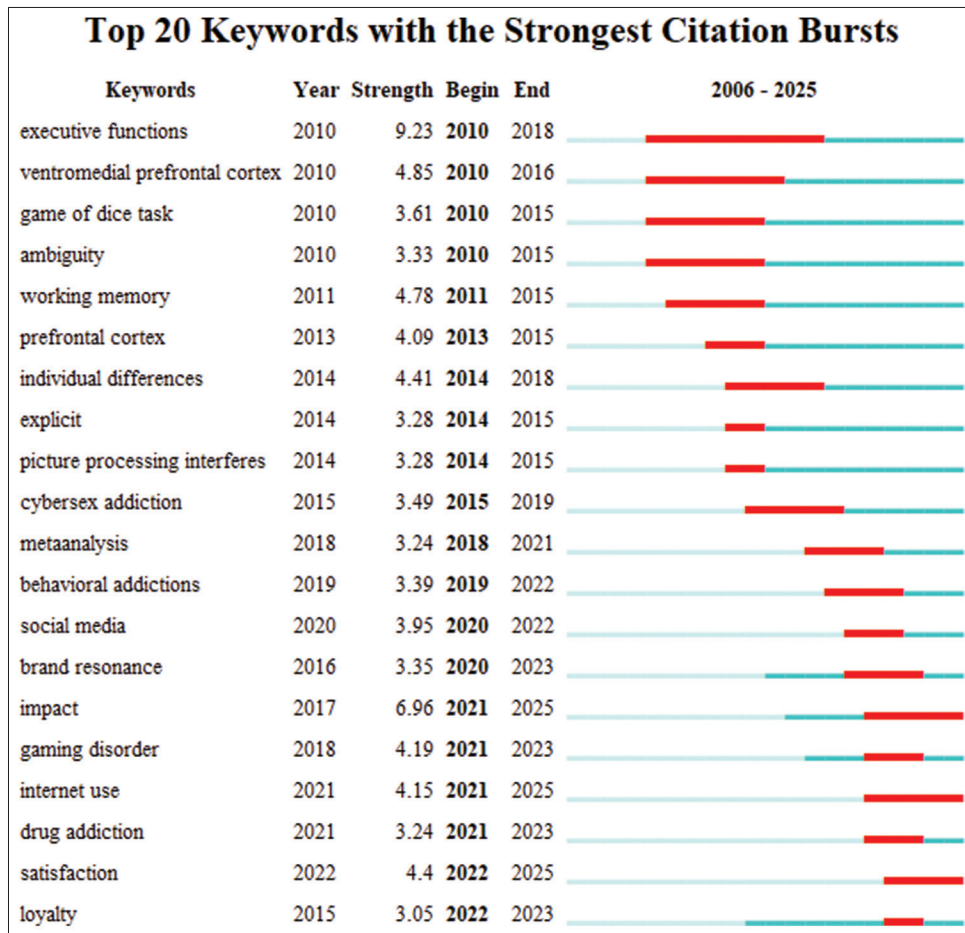
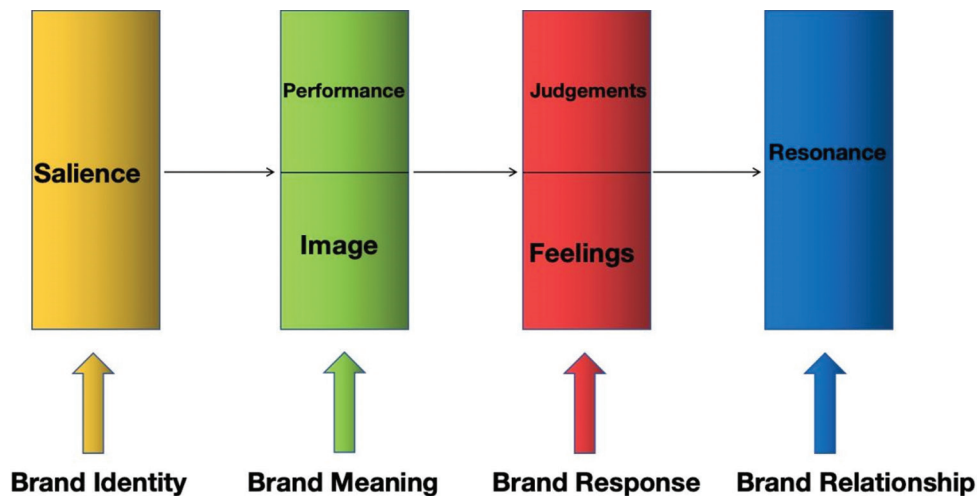


Figure 4: Brand resonance model (Adapted from Keller, 2001)



Social media marketing has been found to have a strong impact on brand resonance creation, which becomes increasingly pertinent to consumer behavior and choice-making processes in digital brand creation. Social media campaigns influence the impulse purchasing intentions of consumers through brand resonance and emotional response (Safeer, 2024). Consumer trust acts as a moderating variable while establishing brands on social media platforms, and social media marketing increases the credibility

of products and loyalty to brands (Oktavenia and Martini, 2024). Table 2 summarizes how different marketing variables are involved in shaping brands and resonance. In all of these areas of marketing strategies, emotional engagement is a thread that links all efforts in brand resonance creation, with successful brand strategies always favoring emotional engagement rather than rational persuasion. Interactive characteristics of modern marketing transform consumers from passive recipients to active

co-creators of meaning, which brings a fundamentally enhancing impact to the development of brand resonance during the process of brand building.

3.5. Theoretical Frameworks for Understanding Brand Resonance in Brand Building

The merger of brand resonance and attribution theory provides a thorough framework of interpretation for deciphering consumer reactions to brand-building efforts. Some empirical studies on corporate social responsibility in higher education branding have suggested that CSR attitudes have a significant influence on brand reputation, which further impacts brand equity and brand resonance (Rasoolimanesh et al., 2023). In accordance with attribution theories, consumers attribute brand-building efforts to deeper motivations such that CSR efforts lead to brand resonance if consumers view them as genuine social expressions and not merely as attempts to improve image.

The combination of theory on brand resonance and brand experience results in a comprehensive theory that explains how experiential brand building influences the formation of customer-brand relationships. As a result, the importance of experiential aspects takes a prominent place during brand building when it comes to loyalty between the customer and the brand. Studies have found positive effects of emotional, behavioral, and intellectual experiences on the value of brand resonance, while the modest contribution of sensory experience dimensions to the outcomes of branding is direct (Gunduzyeli, 2022). The cognitive-affective-conative (CAC) framework explanation of consumer behavior shows that the power of branding has effects on visitor engagement in combinations of enjoyment and brand engagement (Chen et al., 2021). Knowledge, differentiation, relevance, and esteem dimensions of brand building play a positive role in playfulness, which has an impact on brand resonance and active engagement. Table 3 introduces the frameworks to understand the role of brand resonance in the processes of brand-building.

3.6. Cross-cultural Variations in Applying Brand Resonance for Brand Building

The study of the application of brand resonance in brand building in different countries and regions has unveiled specific strategies in accordance with diverse environments. Internal brand management along with intrinsic motivation plays a crucial role in the branding efforts to develop the quality of employee-brand associations in different cultures (Ahmed and Hashim, 2022). Halal brand resonance becomes very important in terms of branding concepts in Islamic markets, as the level of brand relations and resonance is largely impacted by Islamic values and culture (Khan et al., 2022).

Based on the analysis of literature on the development of luxury brands, there exist knowledge gaps with regard to understanding millennial brand resonance for developing economies, as the research focuses mainly on developed economies. The millennial population in China demonstrates growing brand knowledge and behavior for luxury spending, and thus there is a great need to design brand-building approaches to induce brand resonance, taking into account the country-of-origin influences and design preferences for China (Kang et al., 2022). Malaysian

youth perception of a brand is considerably strengthened by the attractiveness and competence of Korean celebrities, emphasizing that cultural adaptation is a critical factor for brand-building programs with a vision for brand resonance.

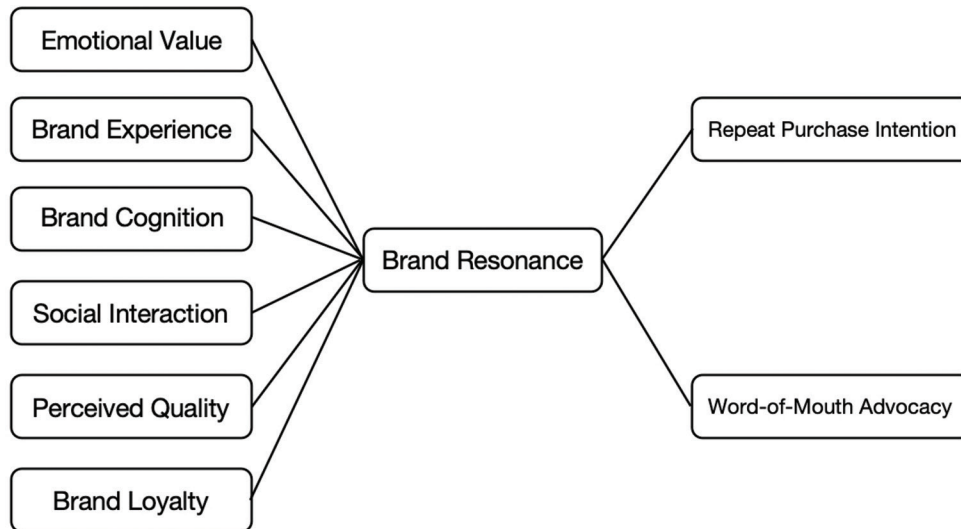
On the variations of the use of brand resonance for the purpose of brand-building across cultures, there are three main factors. In terms of market development stages, market development for brand-building involves differentiation and resonance on the experiential level for developed markets, while emerging market development for brand-building requires a mix of prestige and local culture for brand resonance. Based on cultural value orientation, for a collectivist culture, brand-building efforts must focus on the resonance aspects of brand community and feeling a sense of belonging, whereas for an individualist culture, brand-building must focus on facilitating self-expression. As regards digital ecosystem maturity and brand-building in markets that are accessed via high penetrations of social media, there is greater emphasis on resonance effects owing to endorsement by digital influencers.

3.7. Strategic Framework for Applying Brand Resonance in Brand Building

The creation of brand resonance strategy based on the CBBE framework is extremely useful in implementing the principles of brand resonance in the process of brand building. This involves building and strengthening brand resonance through the creation of core drivers, including brand love, brand attitude, emotional customer value, and symbolic brand reputation, as the basic components for the success of brand development (Saputra et al., 2021). The CBBE framework has a great predictive strength for brand-building strategy, thereby making it useful in the creation of brand resonance strategy for engaging the consumer at multiple levels.

Brand resonance is built through market analysis, development of brand goals, choice of the marketing medium, and the communication of brand meaning. Electronic word-of-mouth is a mediator that links relationship marketing with brand resonance, suggesting that effective communication strategies have a significant role to play in brand development programs that aim to enhance brand resonance (Habib et al., 2021). While building brands, it is important to consider the application of brand resonance based on the cultural, economic, and social factors specific to the markets being served. The inherent properties of institutional assets have significant effects on the experience of the service as well as the brand resonance (Imbayani et al., 2023).

During the process of brand building, the use of brand resonance is a multi-dimensional process that involves the recognition of the perception of the target audience and the consequent behaviors in brand building. This is achieved, as illustrated in Figure 5, by a variety of interrelated key variables that include emotional value, brand experience, brand cognition, social interaction, perceived quality, and brand loyalty. These variables interactively play their part in shaping the phenomenon of brand resonance, which leads to behavioral outcomes including repeat purchase intention and word-of-mouth advocacy, which serves as the primary measure

Figure 5: Conceptualize the important variables that affect brand resonance in brand building

of success in the process of brand building. The model, therefore, provides a strategic tool for the practical implementation of the principles of brand resonance in the process of brand building. The conceptual framework illustrated in Figure 5 represents an extension of the original CBBE model proposed by Keller by considering the antecedents of brand cognition and brand associations, as well as the mediating roles of emotional value and brand experience. By bringing together these various elements in a comprehensive and structured way, it bridges an important gap in existing literature on branding and represents a more complete and integrated understanding of branding compared with existing fragmented literature.

4. DISCUSSION

This systematic literature review addresses three research questions regarding the application of brand resonance in the process of building brands. In relation to the first question about the role of the different dimensions of brand resonance in fostering loyalty and overall brand equity, the results show that overall brand resonance consists of four overarching dimensions: behavioral loyalty, attitudinal attachment, sense of community, and active engagement, which collectively drive consumer loyalty and strengthen brand equity through differentiated pathways (Keller, 2001, 2013). The emotional and behavioral aspects show especially strong phenomena in hedonic consumption contexts, such as luxury products and services, and the social aspect concerning community belonging appears especially relevant for digital-native brands and youth-targeted markets (Husain et al., 2022; Tang et al., 2023). These work together synergistically in brand-building processes, where emotional engagement builds community involvement, which in turns aids behavioral loyalty and eventually leads to brand resonance as the pinnacle of brand-building achievements.

In regards to the second research question about how marketing practices amplify the effects of brand resonance in brand-building activities, this literature review has found that emotional marketing practices, customer experience management practices, and social

media marketing practices create complementary outcomes. Emotional marketing creates a foundation for affective bonds between brands and their public, and emotional evaluations of marketing practices weigh more in brand-building than cognitive evaluations (Kim et al., 2020). Customer experience management reinforces these ties through the systematic coordination of touchpoints, where emotional, behavioral, and cognitive experiences have a great positive impact on shaping brand resonance (Brakus et al., 2009; Gunduzyeli, 2022). Social media marketing as a marketing discipline reinforces brand resonance through engagement and electronic word-of-mouth communication, which helps to move consumers from a passive to an active position in co-creating meanings of brands (Habib et al., 2021; Safer, 2024). This underscores that brand resonance has consistently emphasized emotional engagement rather than purely cognitive persuasion in all aspects of marketing practices.

In regard to the third research question, related to important thematic clusters and theoretical gaps, a bibliometric analysis indicates that a shift has occurred from a focus on orientations to cognitive psychology to branding and consumer behavior approaches post-2016. The integration of the concept of brand resonance with various theories, including the attribution theory, the theory of brand experience, the cognitive-affective-conative model, and the theory of symbolic interaction, improves the comprehension of the role of brand resonance in the process of brand construction (Chen et al., 2021; Rasoolimanesh et al., 2023). Attribution theory explains how consumers are able to make sense of the motivations driving brand building activities, focusing on corporate social responsibility initiatives. One theoretical framework that offers a process-based explanation of how brand knowledge influences affect, which drives behavioral engagement in brand building activities, is the cognitive-affective-conative model. It can be seen that through this integration of various theoretical frameworks, a complete explanation of brand resonance as the ultimate outcome of successful brand building activities can be formulated.

Relative to previous reviews, which mostly focused on the measurement of brand equity or the construct of customer

experience (Waqas et al., 2021), this review provides a clearer and more expansive interpretation of the role of brand resonance in both the means and measure of successful brand building. Whereas past investigations examined discrete correlations between brand experience and brand resonance or between brand resonance and loyalty, the combination of these investigations from the literature review helps explain the interrelated roles of brand cognition, association, and resonance in determining repeat purchase intentions. The cross-cultural study extends existing knowledge by providing evidence to prove that the strategies of brand-building aimed at developing brand resonance must be specific to certain market settings, as the effects in collectivist societies are stronger on the community-based aspect, and individualist societies value the element of personal expression (Khan et al., 2022).

The results provide significant implications for practitioners on the task of developing brands. Practitioners who manage brands to achieve resonance will need to build integrated approaches to deal with all aspects of resonance, instead of focusing on incremental measures. Emotional marketing programs need to be centered on value alignment and individual connections to the consumers' self-identity (Saputra et al., 2021). Managing customer experience should ensure consistency between offline and online channels to cater to emotional as well as cognitive aspects of customer experience that have been found to positively impact brand resonance (Suh and Moradi, 2023). Social media planning should aim to create a community where customers are encouraged to participate in co-creating brand meaning since a transition from being a passive customer to a member of a community is a key approach to enhance brand resonance (Zhao et al., 2021). In cross-cultural brand building contexts, approaches have to align the imperatives of worldwide consistency in branding together with the need for local adaptation in accordance with market developments, cultural value systems, and digital ecosystem maturity.

In spite of these contributions, there are certain limitations which require acknowledgment. First, the literature search was confined to Scopus and Web of Science databases and English-language publications only, which may exclude relevant research published in other languages or indexed in regional databases such as CNKI (China), SciELO (Latin America), or J-Stage (Japan). Given that brand resonance strategies may vary significantly across cultures, this linguistic limitation may underrepresent insights from non-Western markets. Second, the citation-based exclusion criterion, while intended to ensure scholarly impact, may systematically exclude emerging research trends and innovative perspectives that have not yet accumulated citations. This is particularly relevant for studies published between 2023 and 2025, where citation patterns may not fully reflect scholarly significance. Third, the absence of a formal risk of bias assessment tool limits our ability to weight findings based on methodological quality. Fourth, this review did not include grey literature, conference proceedings, or dissertations, which may contain valuable insights not yet published in peer-reviewed journals. Finally, the rapid evolution of digital marketing practices means that some current developments in brand resonance application may not yet be reflected in the peer-reviewed literature indexed at the time of our search.

Future research should aim at closing these gaps in theoretical understanding to enhance comprehension of brand resonance application in processes of brand building. Research that focuses on an integrated approach to understand brand cognition, brand association, brand resonance, and outcome behaviors would provide a comprehensive approach to brand building (Huang et al., 2014; Ishrak and Al-Mamun, 2022). The role of visual symbols of brands in creating brand resonance on social media platforms is also deserving of study, since there is a lack of research on how visual factors in particular create brand resonance in digital contexts. Longitudinal studies on the development and course of brand resonance during the relationship life cycle between the consumer and brand would help to significantly better understand the dynamic process of brand-building. International comparative studies using standardized procedures would help to explore universal and culture-specific factors for brand resonance creation (Rosli et al., 2025; Yağız and Özer, 2023). Research on the concept of brand resonance in new environments, including AI-assisted brand interactions and sustainable brand-building practices, would serve to ensure that research on brand resonance remains relevant in modern brand-building practices.

5. CONCLUSION

This systematic literature review synthesizes 446 peer-reviewed studies published between 2005 and 2025 to examine the application of brand resonance in brand building. The findings reveal that brand resonance serves as the ultimate objective in brand building processes, encompassing four interconnected dimensions—behavioral loyalty, attitudinal attachment, sense of community, and active engagement—that collectively drive consumer loyalty and strengthen brand equity. The review demonstrates that emotional marketing, customer experience management, and social media marketing represent effective strategies for building brand resonance, with emotional engagement consistently outperforming cognitive approaches across diverse industry contexts including luxury goods, hospitality, higher education, and halal products. The integration of brand resonance with attribution theory, brand experience theory, and the cognitive-affective-conative model provides comprehensive theoretical frameworks for understanding brand building mechanisms. Cross-cultural analysis indicates that brand resonance strategies require adaptation to market development levels, cultural value orientations, and digital ecosystem maturity. This review contributes to brand management scholarship by developing a coherent framework linking brand cognition, brand association, and brand resonance to behavioral outcomes, while identifying future research directions concerning brand visual symbols in digital environments and longitudinal dynamics of brand resonance formation.

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