
Editorial

Welcome to the sixth issue of Volume 27 of the *Journal of Product and Brand Management*. Before going into details on the content of the issue, we want to share some news related to Journal rankings and the relevant position of the *Journal of Product and Brand Management*. Both Scopus CiteScore and the Impact Factor are out, and the *Journal of Product and Brand Management* received a Scopus CiteScore 2017 of 2.71 (top 20 per cent of the Scopus indexed Journals in Marketing) and an Impact Factor of 2.757 in 2017 (number 48 of the 140 Business Journals listed in the InCites Clarivate Analytics). This is a major achievement for the Journal, attained thanks to the support of many researchers in the areas of product and brand management. The outstanding papers and reviews contributed by members of our academic community were the drivers of these objective results. We hope that the Journal will keep growing the support of the academic community and remain as successful in the future.

This particular issue contains nine contributions in total. The work published focuses on various brand management topics. We hope that you find this issue enjoyable and that these papers will contribute to your research and academic thinking. The contributions included in this issue are authored by 25 academics who work in six different countries and four continents.

Four papers in this issue focus on the ultimate goal of any company and brand manager: the creation of strong brands.

Jennifer Espinosa, David Ortinau, Nina Krey and Lisa Monahan use data collected via mixed methods (both qualitative and quantitative data) in a major southeastern market in the USA to explore the formation of behaviour intentions towards restaurants, and in particular the intentions to recommend and the intention to revisit. Their data analysis suggests that the overall restaurant image can contribute significantly in the construction of behavioural intentions, but that this contribution is mediated by overall restaurant satisfaction and overall restaurant loyalty.

Mohammed El-Adly and Amjad Abu ElSamen collected data from two samples of hotel guests in the UAE to develop a scale that measures Guest-Based Hotel Equity. The suggested multidimensional construct has nine dimensions: hotel awareness, hotel overall image, price, quality, self-gratification, aesthetics, prestige, transaction and hedonism, with the last seven suggested to be related to perceived value.

Stéphane Legendre and François Coderre use an online consumer panel and a 2×2 between-group factorial experimental design to examine high and low levels of altruistic attribution and brand equity in Quebec, Canada. Their results suggest that altruistic attribution has a direct and an indirect impact, while brand equity only an indirect impact, on purchase intention.

Based on data from Consumer Reports objective-test results of 14,476 durable products available in the USA, Peter Boyle, Hyoshin Kim and E. Scott Lathrop investigate price and objective-quality in durable product categories with

national and private-label brands. The results of this study indicate that the price of the national brands in durable products is substantially higher than the price of private labels, and that there was little to no difference in overall quality levels between the two types of brands.

The remaining five papers of the issue have as main concern tactics that companies use to develop and position their brands.

Michael Schade, Rico Piehler, Claudius Warwitz and Christoph Burmann use cross-sectional data of 1,121 actual smartphone users from Germany to examine location-based advertising. Their findings suggest that the intention to use location-based advertising is positively influenced by advertising value and negatively influenced by privacy concerns. Companies trying to reduce privacy concerns should also be aware that these can be reduced by brand trust and consumers' privacy self-efficacy.

Michelle Childs, Byoungjo Jin and William Tullar explore, through experimental design, the effect of line extensions on parent brands. Their results imply that vertical and horizontal extensions have different effects on the parent brand. More specifically, vertical extensions dilute the parent brand, which is not the case of horizontal extensions.

Naeem Gul Gilal, Jing Zhang and Faheem Gul Gilal develop a scale to measure product design and use data collected from various studies conducted in China, Pakistan and South Korea. The suggested scale has four dimensions: affective design, cognitive design, ergonomics design and reflective design. The study also examines the effect of these design dimensions on obsessive passion and harmonious passion.

Xiaoye Chen and Rong Huang use a between-subjects experimental design to examine corporate social responsibility in the context of shared-value. Their findings reveal that consumer judgments on the moral aspect of a company can spill over to product attribute evaluations, such as perceptions of product innovativeness and product social responsibility, which translate into willingness to purchase. Furthermore, corporate trustworthiness mediates the effects of corporate social responsibility and corporate ability image on the corporate evaluation and thus affects consumer product evaluations and purchase intention.

In the final paper of this issue, Ilaria Baghi and Veronica Gabrielli examine under what circumstances brand prominence disparity enhances consumers' attitudes toward cause-related marketing co-branded products and increases purchase intention. Their findings suggest that brand prominence disparity has a role in defining consumers' purchase intention toward a Cause Related Marketing co-branded product, as it mediates the consumer attitudes. They also find different effects for for-profit and non-profit firms.

For this issue, the *Journal of Product and Brand Management* relied on the help of 22 reviewers based in thirteen different countries and five continents. They are listed below in alphabetical order:

- Debra Basil, University of Lethbridge, Canada
- Carsten Baumgarth, Berlin School of Economics and Law, Germany
- Rian Beise-Zee, Ritsumeikan Asia Pacific University, Japan
- Isabel Buil, Universidad de Zaragoza, Spain
- Michael Callow, Morgan State University, USA
- Francesca Dall'Olmo Riley, Kingston University, UK

- Elif Karaosmanoglu, Istanbul Technical University, Turkey
- Daniel Korschun, Drexel University, USA
- Fuan Li, William Paterson University, USA
- Joan Llonch Andreu, Universitat Autònoma Barcelona, Spain
- Hassan Mohamed Hussein Mohamed, Cairo University, Egypt
- Emmanuel Mogaji, University of Greenwich, UK
- Stacey Morrison, Royal Institute of Technology, Sweden
- John Nadeau, Nipissing University, Canada
- Julie Stanton, The Pennsylvania State University, USA
- Dimitar Ivanov Trendaiflov, New Bulgarian University, Bulgaria

- Eiren Tuusjarvi, Aalto University, Finland
- Sebastian Ullrich, Schmalkalden University of Applied Sciences, Germany
- Cara Wrigley, Queensland University of Technology, Australia

We would like to thank all these reviewers, as well as the reviewers of papers that have been rejected based on their submitted reviews, for helping the Journal improve the quality of its content by providing their time and expertise.

We hope that you find reading this issue interesting and enjoyable.

Cleopatra Veloutsou and Francisco Guzman