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**Consumer-brand Relationships:
a State-of-the-Art Review and Future Research Directions**

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SUMMARY / KURZINFORMATION

Topic	Drawing upon the consumer-brand relationship literature, the overall purpose of this paper is to provide a comprehensive review of the existing works focusing on brand relationships towards consumer goods and to develop an innovative conceptual approach to consumer-brand relationships which constitutes the basis for future research.
Content	<ul style="list-style-type: none">• Presentation of the current state of the art of consumer brand relationships• Development of a theoretical framework• Discussion including managerial implications, theoretical implications and limitations as well as avenues for future research.
Character	Conceptual
Authors	<ul style="list-style-type: none">• Katharina S. Guese is research assistant and doctoral candidate at the University of Bamberg
Feedback	Is always welcome! Please address to: Dipl.-Kfr. Katharina S. Guese at the Marketing Department