

BIBLIOGRAPHIES

Bagozzi, R. P. (1994), *Structural equation model in marketing research*, Oxford: Blackwell Publishers.

Batra, R. and Ray, M. L. (1986), "Affective Responses Mediating Acceptance of Advertising", *Journal of Consumer Research*, Vol. 13.

Chowdhury, R. M. M. I, Olsen, G. D. and Pracejus, J. W. (2008), "Affective Responses to Images in Print Advertising", *Journal of Advertising*, Vol. 37, No. 3, pp. 7-18.

Coakes, S.J. and Steed, L. (2007), *SPSS 14.0 for Windows: Analysis without Anguish*, Australia: John Wiley & Sons Ltd.

Cohen, J. and Cohen, P. (1983), *Multiple Regression/Correlation for the Behavioral Sciences* 2nd ed., Hillsdale, NJ: Erlbaum Associates, 67-69, 490-497.

Crawford and Allan (1994), "The Mahalanobis Distance index of WAIS-R subtest scatter: Psychometric properties in a healthy UK sample", *British Journal of Clinical Psychology*, 33, pp. 65-69.

Culter, B. D., Thomas, E. G. and Rao, S. R. (2000), "Informational/Transformational Advertising: Differences in Usage Across Media Types, Product

Categories, and National Cultures”, *Journal of International Consumer Marketing*, Vol. 12, No. 3.

De Mooij, M. (2003), “Convergence and Divergence in Consumer Behaviour: Implications for Global Advertising”, *International Journal of Advertising*, Vol. 22, pp. 183-202.

Deng, S., Jivan, S. and Hassan, M. L. (1994), “Advertising in Malaysia – A Cultural Perspective”, *International Journal of Advertising*, Vol. 13, No. 2.

Denscombe M. (2003), *The Good Research Guide*, 2nd ed, Open University Press: Maidenhead.

Devellis, R.F. (2003), *Scale Development: Theory and Applications*, Thousand Oaks, CA: Sage Publications.

Dzwonkowska, I. (2010), “When People in Close Relationships Are Not Prepared to Listen to Emotional Disclosure”, *An International Journal on Personal Relationships*.

Gardner, M. P. (1985), “Does Attitude toward the Ad Affect Brand Attitude Under A Brand Evaluation Set?”, *Journal of Marketing Research*, Vol. 22, pp. 192-198.

Garson, G. D. (2005). *Multivariate Analysis in Public Administration*, Vol. 2005, North

Carolina: College of Humanities and Social Sciences.

Gram, M. (2007), "Whiteness and Western Values in Global Advertisements: An Exploratory Study", *Journal of Marketing Communications*, Vol. 13, No.4, pp. 291-309.

Ha, H. Y. and Perks, H. (2005), "Effects of Consumer Perceptions of Brand Experience on the Web: Brand Familiarity, Satisfaction and Brand Trust", *Journal of Consumer Behaviour*, Vol. 4, No. 6, pp. 438-452.

Hair, J. J.F., Bush, R. P. and Ortinau, D. J. (2009), *Marketing Research: In A Digital Information Environment* (4 ed.), McGraw-Hill International Edition.

Ho, R. (2006), *Handbook of Univariate and Multivariate Data Analysis and Interpretation with SPSS*, New York: CRC Press, pp. 249.

Hoy, M. G. and Wong, J. M. (2000), "Model Ethnicity and Product Congruence: White Students' Response towards Advertisements with Asian Models", *World Communication*, Vol. 29, No. 2.

Huhmann, B. A. and Mott-Stenerson, B. (2008), "Controversial Advertisement Executions and Involvement on Elaborative Processing and Comprehension", *Journal of Marketing Communications*, Vol. 14, No. 4, pp. 293-313.

Janssens, W. and De Pelsmacker, P. (2005), "Advertising for New and Existing Brands: The Impact of Media Context and Type of Advertisement", *Journal of Marketing Communications*, Vol. 11, No. 2, pp. 113-128.

Kotler, P. (2003), *Marketing Management* (11 ed.), Upper Saddle River, NJ: Prentice Hall.

Lutz, R. J., MacKenzie, S. B. and Belch, G. E. (1982), "Attitude toward the Ad as A Mediator of Advertising Effectiveness: Determinants and Consequences", *Advances in Consumer Research*.

Metha, A., (2000), "Advertising Attitudes and Advertising Effectiveness", *Journal of Advertising Research*.

Metha, A., (1994), "How Advertising Response Modeling (ARM) Can Increase Ad Effectiveness", *Journal of Advertising Research*.

Mick, D. G. and Buhl, C. (1992), "A Meaning-Based Model of Advertising Experiences", *Journal of Consumer Research*, Vol. 19, No. 3, pp. 317-338.

Miller, D. W., Hadjimarcou, J. and Miciak, A. (2000), "A scale for Measuring Advertisement-Evoked Mental Imagery", *Journal of Marketing Communications*, Vol. 6, pp. 1-20.

Mitchell, A. A. and Olson, J. C. (1981), "Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude?", *Journal of Marketing Research*, Vol. 18, pp. 318-332.

Norusis, M.J (1995), "SPSS 6.1: Guide to Data analysis", Englewood Cliffs New Jersey: Prentice-Hall, pp. 570.

Obermiller, C., Spangenberg, E. and MacLachlan, D. L. (2005), "Ad Skepticism", *Journal of Advertising*, Vol. 34, No.3, pp. 7-17.

Oliveira-Castro, J. M., Foxall, G. R., James, V. K., Pohl, R. H. B. F., Dias, M. B. and Chang, S. W. (2008), "Consumer-based Brand equity and Brand Performance", *The Service Industries Journal*, Vol. 28, No.4, pp. 445-461.

Onkvisit, S. and Shaw, J. J. (1999), "Standardized international Advertising: Some Research Issues and Implications", *Journal of Advertising Research*.

Ouellette, J. A., & Wood, W. (1998), "Habit and intention in everyday life: The multiple processes by which past behavior predicts future behavior", *Psychological Bulletin*, 124(1), 54–74.

Pae, J. H., Samiee, S. and Tai, S. (2002), "Global Advertising Strategy: The Moderating Role of Brand Familiarity and Execution Style", *International marketing Review*, Vol.19, No.2, pp. 176-189.

Pallant, J. (2001), *SPSS Survival Manual*, Chicago: Open University Press.

Petty, R. E., Cacioppo, J. T. and Schumann, D. (1983), "Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement", *Journal of Consumer Research*, Vol. 10.

Preacher, K. J. and Leonardelli, G. J. (2003), "Calculation for the Sobel Test: An Interactive Calculation Tool for Mediation Tests".

Puto, C. P. and Wells, W. D. (2001), "Informational and Transformational Advertising: The Differential Effects of Time", *Advances in Consumer Research*.

Rossiter, J. R. and Percy, L. (1991), "Emotions and Motivations in Advertising", *Advances in Consumer Research*, Vol. 18.

Tai, S. and Pae, J. H. (2002), "Effects of TV Advertising on Chinese Consumers: Local versus Foreign-Sourced Commercials", Vol.18, pp. 49-72.

Triandis, H. C. (1971). Attitude and attitude change. New York, NY: Wiley.

Van Heerden, C. H. and Brater, C. (2008), "The Role of Culture in the Determination of A Standardized or Localized Marketing Strategy", South African Journal of Business Management, Vol. 39, No. 2.

Wei, R. and Jiang, J. (2005), "Eploring Culture's Influence on Standardization Dynamics of Creative Strategy and Exectuion in International Advertising", Journalism and Mass Communication Quarterly, Vol. 82, No.4, pp. 838-856.

Yoon, S. J. (2003), "An Experimental Approach to Understanding Banner Adverts' Effectiveness", Journal of Targeting, Measurement and Analysis for Marketing, Vol. 11, No.3, pp. 255-272.

Zhou, D., Zhang, W. and Vertinsky, I. (2002), "Advertising Trends in Urban China", Journal of Advertising Research.