

## BIBLIOGRAPHY

- Aaker, D. A. (1991). Managing Brand Equity, New York: The Free Press.
- Aaker, D. A. (1991b). Managing Brand Equity: Capitalizing on the value of a brand name. New York, The Free Press.
- Aaker, D. A. (1996). Building Strong Brands. NY, New York.
- Aaker, D. A. and E. Joachimsthaler (2000). Brand Leadership. New York, The Free Press
- Alben, L. (1996). "Quality of experience: Defining the criteria for effective interaction design." Interactions **3**(3): 11-15.
- Ambler, T. (1997). "How much of brand equity is explained by trust?" Management Decision **35**(4): 283-92.
- Assael, H. (1992). Consumer Behavior and Marketing Action. New York, New York University Press.
- Bartlett, M. S. (1954). "A note on the multiplying factors for various chi square approximations." Journal of the Royal Statistical Society **16**: 296-298.
- Begoña Alvarez Alvarez, R. V. C. (2005). "Consumer evaluations of sales promotion: the effect on brand choice." European Journal of Marketing **39**(1/2): 54.
- Biswas, A. (1992). "The moderating role of brand familiarity in reference price perceptions." Journal of Business Research **25**(3): 251-262.
- Boulding, W., A. Dalra, et al. (1993). "A dynamic process model of service quality: from expectation to behavioral intentions." Journal of Marketing Research **30**: 7-27.
- Brandweek (1994). "Promotional influences spur buyers to try something new." Marketing Science **21**: 32-33.
- Cadogan, J. W. and B. D. Foster (2000). "Relationship selling and customer loyalty: An empirical investigation." Marketing Intelligence and Planning **18**: 185-199.
- Cohen, J. (1988). Statistical Power Analysis for the Behavioral Science. New Jersey, Lawrence Erlbaums Associates.
- Cronbach, L. J. and P. E. Meehl (1955). "Construct validity in psychological tests." Psychological Bulletin **52**(4): 281-302.
- Czerniawski, R. D. and M. W. Maloney (1999). Creating Brand Loyalty: The management of power positioning and really great advertising. New York, American Management Association.
- Day, G. S. (1969). "A two-dimensional concept of brand loyalty." Journal of Advertising Research **9**: 29-35.
- Dean, D. H. (1999). "Brand endorsement, popularity and event sponsorship as advertising cues affecting consumer prepurchase attitudes." Journal of Advertising **28**(3): 1-12.

- Deighton, J. (1984). "The interaction of advertising and evidence." Journal of Consumer Research **11**: 763-770.
- Dibb, S., L. Simkin, et al. (2001). Marketing: Concepts and Strategies. Boston, MA, Houghton Mifflin.
- Dick, A. S. and K. Basu (1994). "Customer loyalty towards and integrated framework." Journal of the Academy of Marketing Science **22**(2): 99-113.
- East, R. H., G. P. Willson, et al. (1995). "Correlates of first-brand loyalty." Journal of Marketing Management **11**(5): 487-497.
- Fornell, C. (1992). "A national satisfaction barometer: The Swedish experience." Journal of Marketing **56**: 6-21.
- Garretson, J. A. and S. Burton (2003). "Highly coupon and sale prone consumers: benefits beyond price savings." Journal of Advertising Research **43**(2): 162-72.
- Ginden, R. (1993). The name game. Cheers: 59-62.
- Gordon, G. L., Calantone R.J., et al. (1993). "Brand equity in the business-to-business sector: an exploratory study." Journal of Product & Brand Management **2**(3): 4-16.
- Gupta, A. (1993). "Reflections on 'Impact of sales promotions on when, what and how much to buy.'" Journal of Marketing Research **30**: 522-4.
- Hair et al (2003). The Abbreviated Math Anxiety Scale (AMAS): Construction, Validity and Reliability, SAGE Publication.
- Hair, J. F., R. E. Anderson, et al. (1995). Multivariate Data Analysis. Englewood Cliffs, NJ, Prentice Hall.
- Hair, J. F., B. Black, et al. (2006). Multivariate Data Analysis. NJ, Pearson Prentice Hall.
- Hair, J. F. J., R. E. Anderson, et al. (1998). Multivariate Data Analysis. Upper Saddle River, New Jersey, Prentice Hall.
- In-Stat/MDR (2002). The worldwide PDA market: The next generation of mobile computing. Research report, Available at <http://www.instat.com/press.asp?ID=364&sku=IN020003ID>. Accessed October 17.
- Jacoby, J. and R. Chestnut (1978). Brand Loyalty: Measurement and Management. New York, John Wiley & Sons.
- Jacoby, J., J. C. Olson, et al. (1971). "Price, brand name, and product composition characteristics as determinants of perceived quality. ." Journal of Applied Psychology **55**: 570-579.
- Janiszewski, C. and S. M. Van Osselaer (2000). "A connectionist model of brand-quality associations." Journal of Marketing Research **37**: 331-350.

- Javalgi, R. G. and C. R. Moberg (1997). "Service loyalty: implications for service providers." The Journal of Services Marketing **11**: 165-79.
- Jones, S. (2002). 3G launch strategies, early adopters, why & how to make them yours. Press release available at: [http://www.tarifica.com/press/view\\_release.asp?pressid=83](http://www.tarifica.com/press/view_release.asp?pressid=83). Accessed October 17.
- Kahn, B. E. and T. E. Louie (1990). "Effects of retraction of price promotions on brand choice behavior for variety-seeking and last-purchase-loyal consumers." Journal of Marketing Research **27**: 279-89.
- Kaiser, H. (1974). "An index of factorial simplicity." Psychometrika **39**: 31-36.
- Kapferer, J. N. (1997). Strategic Brand Management.
- Karjalouto, H., J. Karvonen, et al. (2005). "Factors affecting consumer choice of mobile phones: Two studies from Finland." Journal of Euromarketing **14**(3): 59-82.
- Karjalouto, H., J. Karvonen, et al. (2003a). "Exploring consumer motives in mobile phone industry: An investigation of Finnish mobile phone users." Proceedings of the 1st International Conference on Business Economics, Management, and Marketing **3**: 335-342.
- Karjalouto, H., J. Pakola, et al. (2003b). "An exploratory study on antecedents and consequences of mobile phone usage in Finland." Proceedings of the AMA Summer Marketing Educators' Conference **14**: 170-178.
- Keller, K. L. (1993). "Conceptualizing, measuring and managing customer based brand equity." Journal of Marketing **57**(1): 1-22.
- Keller, K. L. (1993). "Conceptualizing, measuring, and managing customer-based equity – use this to determine evaluative criteria and to construct questionnaire." Journal of Marketing **57**(1).
- Keller, K. L. (2003). Strategic brand management: building, measuring and managing brand equity. Upper Saddle River, New Jersey, Prentice Hall.
- Kinney, T. C. and J. R. Taylor (1996). Marketing Research: An applied approach. New York, McGraw Hill.
- Kotler, P. (2000). Marketing Management. Millenium edition, USA, Prentice-Hall.
- Laetitia Radder and W. Huang (2007). "High involvement and low involvement products- A comparison of brand awareness among students at a South African university." Journal of Fashion Marketing and Management **12**(2): 232-243.
- Lassar, W., Banwari Mittal, et al. (1995). "Measuring Customer-based Brand Equity." Journal of Consumer Marketing **12**(4): 11-19.
- Lau, M. M., M. T. Chang, et al. (2006). "The brand loyalty of sportswear in Hong Kong." Journal of Textile and Apparel, Technology and Management **5**(1): 1-13.
- Lichtenstein, D. R., R. G. Netemeyer, et al. (1990). "Distinguishing coupon proneness from value consciousness: an acquisition-transaction utility theory perspective." Journal of Marketing **54**(3): 54-67.

Lindgreen, A. (2001). "In search of relationship quality, customer retention and shareholder value: findings from an exploratory, qualitative multiple case study." Journal on Chain and Network Science **1**(1): 49-63.

Lindgreen, A. (2004). "The design, implementation, and monitoring of a CRM programme: a case study." Marketing Intelligence & Planning **22**(2): 160-186.

Lindstrom, M. (2005). Brand Sense: Build powerful brands through touch, taste, smell, sight, and sound. New York, NY, The Free Press.

Liu, C. M. (2002). "The effects of promotional activities on brand decision in the cellular telephone industry in Asia." The Journal of Product and Brand Management **11**(1): 42.

McEnally, M. R. and L. Chernatony (1999). "The evolving nature of branding: consumer and managerial considerations." Academy of Marketing Science Review **1999**(2): 1.

McNamara, S. (2005). "AdCracker.Com. (available at <http://www.adcracker.com/brand/3-0-7.htm>)."

Mellens, M., M. G. Dekimpe, et al. (1996). "A review of brand-loyalty measures in marketing." Tijdschrift voor Economie en Management **41**(4): 507-533.

Modahl, M. (2000). Now or never: How companies must change today to win the battle for internet consumers. New York, HarperBusiness.

Muller, C. C. (1998). "Endorsed branding: The next step in restaurant-brand management." Cornell Hotel & Restaurant Administration Quarterly **39**(3): 90-97.

Nunnally, J. C. (1967). Psychometric Theory. New York, McGraw-Hill.

O'Keefe, M. (2004). 2004 worldwide camera phone and photo messaging forecast, InfoTrends Research Group, Inc. Research Report.

Oliva, T. A., R. L. Oliver, et al. (1992). "A catastrophe model for developing service satisfaction strategies." Journal of Marketing **56**: 83-95.

Oliver, R. and R. Rust (1997). "Customer Delight: Foundations, findings, and managerial insight." Journal of Retailing **73**(3): 311-337.

Onkvisit, S. and J. Shaw (1987). "Self-concept and image congruence. Some research and managerial implications." Journal of Consumer Marketing **4**: 13-23.

Pallant, J. L. (2001). SPSS Survival Manual. Australia, Allen & Unwin.

Porter, S. S. and C. Claycomb (1997). "The influence of brand recognition on retail store image." Journal of Product & Brand Management **6**(6): 373-387.

Power, J. D. and Associates. (2006). "US wireless mobile phone evaluation study." from [www.idpower.com/corporate/news/releases/pdf/2006251.pdf](http://www.idpower.com/corporate/news/releases/pdf/2006251.pdf).

Raghubir, P. (2004). "Free gift with purchase: promoting or discounting the brand?" Journal of Consumer Psychology **14**(1/2): 181-186.

Raj, S. P. (1982). "The effects of advertising on high and low loyalty consumer segments." Journal of Consumer Research **9**: 77-89.

Rao, A. R. and K. B. Monroe (1989). "The effect of price, brand name, and store name on buyer's perceptions of product quality: An integrative review." Journal of Marketing Research **26**: 351-357.

Research and Markets. (2005). "Fashion and style in the mobile handset industry. From [www.researchandmarkets.com/reportinfo.asp?report\\_id=302177](http://www.researchandmarkets.com/reportinfo.asp?report_id=302177)."

Riquelme, H. (2001). "Do consumers know what they want? ." Journal of Consumer Marketing **18**(5): 437-448.

Robinson, J. P. and P. R. Shaver (1973). Measures of psychological attitudes. MI, University of Michigan.

Roth, M. S. and J. B. Romeo (1992). "Matching product category and country image perceptions: A framework for managing country-of-origin effects." Journal of International Business Studies **23**(3): 477-498.

Rothschild, M. L. and W. C. Gaidis (1981). "Behavioral learning theory: its relevance to marketing and promotions." Journal of Marketing **45**: 70-78.

Schiffman, L. G. and L. L. Kanuk (2000). Consumer Behavior. Upper Saddle River, New Jersey, Prentice Hall.

Sekaran, U. (2006). Research methods for business- A skill building approach. Singapore, John Wiley & Sons, Inc.

Selnes, F. (1993). "An examination of the effect of product performance on brand reputation, satisfaction and loyalty." European Journal of Marketing **27**: 19-35.

Shen, F. (2001). "Effects of violence and brand familiarity on responses to television commercial." International Journal of Advertising **30**: 381-397.

Sheth, J. N. and A. E. Parvatiyar (2000). Handbook of Relationship Marketing. Thousand Oaks, CA, Sage Publications.

Shimp, T. (1997). Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications. FortWorth, Dryden Press.

Smith, R. E. and W. R. Swinyard (1983). "Information response models: An integrated approach." Journal of Marketing Research **20**: 257-267.

Solomon, M. R. (1983). "The role of products in social stimuli: A symbolic interactionism perspective." Journal of Consumer Behavior **10**: 319-329.

Sudman, S. (1976). Applied Sampling. California, Academic Press Inc.

Tabachnick, B. G. and L. S. Fidell (2001). Using Multivariate Statistics. New York, HarperCollins

- Teas, R. and S. Agarwal (2000). "The effect of extrinsic product cue on consumers perceptions of quality, sacrifice, and value." Academy of Marketing Science **28**: 278-290.
- Travis, D. (2000). Emotional Branding- how successful brands gain the irrational edge. Roseville, Prima Venture.
- Uncles, M. D. and A. S. C. Ehrenberg (1990). "Brand choice among older consumers." Journal of Advertising Research **30**(4): 19-22.
- Vincent, J. (2005). Emotional attachment to mobile phones: an extraordinary relationship. London, Springer.
- Walters, C. G. and B. J. Bergiel (1989). Consumer Behavior: A decision-making approach. Cincinnati, South-Western Publishing Co.
- Wilska, T. A. (2003). "Mobile phone use as part of young people's consumption styles." Journal of Consumer Policy **26**(4): 441-463.
- Wong, F. Y. and Y. Sidek (2008). "Influence of brand loyalty on consumer sportswear." International Journal of Economics and Management **2**(2): 221-236.
- Wood, L. M. (2004). "Dimensions of brand purchasing behaviour: Consumers in the 18-24 age group." Journal of Consumer Behaviour **4**(1): 9-24.
- Yi, Y. and S. La (2004). "What influences the relationships between customer satisfaction and require intention? Investigating the effects of adjusted expectations and customer loyalty." Psychology & Marketing **21**(5): 351-373.
- Yoo, B. and N. Donthu (2001). "Developing and validating a multidimensional consumer-based brand equity scale." Journal of Business Research **52**: 1-14.
- Yoo, B., N. Donthu, et al. (2000). "An examination of selected marketing mix elements and brand equity." Journal of the Academy of Marketing Science **28**: 197-213.
- Zaltman, G. and M. Wallendorf (1979). Consumer Behavior: Basic findings and managerial implications. New York, John Wiley & Sons, Inc.
- Zeithaml, V. A. (1988). "Consumer perceptions of price, quality, and value: A mean-end model and synthesis of the evidence." Journal of Marketing **52**: 2-22.
- Zikmund, W. G. (1997). Business Research Methods. New York, Dryden Press.