

REFERENCES

- Aaker, D. (1991). *Managing brand equity*. Capitalizing on the value of a brand name. New York: Free Press.
- Aaker, D. (1996). *Building strong brands*. New York: The Free Press.
- Aaker, D. & Jennifer L. (1999). The malleable self: The role of self-expression in persuasion. *Journal of Marketing Research*, 36(1), 45-57.
- Aaker, D., Batra, R. and Myers, J.G. (1992). *Advertising management* (4th ed). New Jersey: Prentice Hall.
- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34 (3), 347-56.
- Ajzen, I. & Fishbein, M. (1980). *Understanding attitudes and predicting behavior*. New Jersey: Prentice-Hall.
- Alba, J. & Hutchinson, J.W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 13(4), 411-5.
- Anderson, J.C., & Gerbing, D.W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-423.
- Ang, S., Cheng, P., Lim, E. & Tambyah, S. (2001). Spot the difference: consumer responses towards counterfeits. *Journal of Consumer Marketing*, 18(3), 219-35.
- Axelrod, J.N. (1968). Attitude measures that predict purchase. *Journal of Advertising Research*, 8 (1), pp. 3-17.
- Bagozzi, Richard P. (1979). The construct validity of tripartite classification of attitudes. *Journal of Marketing Research*, 88-95.
- Baker, T., Hunt, J.B. and Scribner, L.L. (2002). The effect of introducing a new brand on consumer perceptions of current brand similarity: The roles of product knowledge and involvement. *Journal of Marketing Theory and Practice*, 10(4), 45-57.
- Barta, R., Ray, M.L. (1986). Situational effects of advertising repetition: The moderating influence of motivation, ability and opportunity to respond. *Journal of Consumer Research*, 12, 432- 45.
- Bearden, W.O., Etzel, M.J. (1982). Reference group influence on product and brand purchase decisions. *Journal of Consumer Research*, 9, 183-94.

- Belch, H.W. and Belch, M.A. (1995). *Introduction to advertising and promotion: An integrated marketing communications perspective*, (3rd ed). Boston: Irwin.
- Bentler, P.M. & Bonett, D.G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88, 588–606.
- Berger, I.E., Ratchford, B.T. & Haines, G.H. Jr (1994). Subjective product knowledge as a moderator of the relationship between attitudes and purchase intentions for a durable product. *Journal of Economic Psychology*, 15(2), 301-14.
- Bettman, J.A. & Park, C.W. (1980). Effects of prior knowledge and experience and phase of the choice process on consumer decision-making processes: a protocol analysis. *Journal of Consumer Research*, 7 (3) ,234-48.
- Bian, X. & Moutinho, L. (2009). An investigation of determinants of counterfeit purchase consideration. *Journal of Business Research*, 62, 368-78.
- Bian, X. & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: Direct and indirect effects. *European Journal of Marketing*, 45(1), 191-216.
- Bieha, G., & Chakravarti, D. (1983). Information accessibility as a moderator of consumer choice. *Journal of Consumer Research*, 10, 1–14.
- Biel, A.L. (1992). How brand image drives brand equity. *Journal of Advertising Research*, (11), 6-12
- Blackwell, R., P. Miniard and J. Engel (2006). *Consumer behavior*. South-Western: Thompson.
- Blair, M.E. and Innis, D.E. (1996). *The effects of product knowledge on the evaluation of warranted brands*. *Psychology and Marketing*, 13(5), 445-56.
- Bloch, P., Bush, R. and Campbell, L. (1993). Consumer ‘accomplices’ in product counterfeiting. *Journal of Consumer Marketing*, 10(4), 27-36.
- Bove, L.L. & Johnson, L.W. (2000). A customer-service worker relationship model. *International Journal of Service Industry Management*, 11(5), 491-511.
- Browne, B. A. & Dennis O. K (1997). Conceptualizing self-monitoring: links to materialism and product involvement. *Journal of Consumer Marketing*, 14(1), 31-44.
- Brucks, M. (1985). The effect of product class knowledge on information search behavior. *Journal of Consumer Research*, 2(1), 1-16.

- Campbell, J. P., McCloy, R. A., Oppler, S. H., & Sager, C. E. (1993). *A theory of performance*. In E. Schmitt, W. C. Borman, & Associates (Eds.). *Personnel selection in organizations* (pp. 35–70). San Francisco: Jossey-Bass.
- Celsi, R. L., & Olson, J. C. (1988). The role of involvement in attention and comprehension processes. *Journal of Consumer Research*, 15, 210-224.
- Chakravarti, A. & Janiszewski, C. (2003) The Influence of Macro-Level Motives on Consideration Set Composition in Novel Purchase Situations. *Journal of Consumer Research*, 30(2), 244-258.
- Chaudhry, P. E. & Walsh, M.G. (1996). An assessment of the impact of counterfeiting in International markets: the piracy paradox persists. *The Columbia Journal of World Business*, 31(3), 34-48.
- Cho, Y., Im, I., Hiltz, R. & Fjermestad, J. (2002). The effects of post-purchase evaluation factors on online vs offline customer complaining behavior: implications for customer loyalty. *Advances in Consumer Research*, 29(1), 318-26.
- Chung, H. & X Zhao. (2003). Humour effect on memory and attitude: moderating role of product involvement. *International Journal of Advertising*, 22(1), 117-144.
- Cohen, L. (1966). The level of consciousness: a dynamic approach to the recall technique. *Journal of Marketing Research*, 3(2), 142-8.
- Coulter, R.A., Price, L.L., & Feick, L. (2003). Rethinking the origins of involvement and brand commitment: insights from post socialist central Europe. *Journal of Consumer Research*, 30(2), 151-70.
- Cretu, A. E. & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230 - 240.
- De Chernatony, I. & McDonald, M.H.B. (1998). *Creating powerful brands in consumer, service and industrial markets*. Oxford: Butterworth-Heinemann.
- de Wulf, K., Odekerken-Schroeder, G. & Lacobucci, D. (2001). Investments in consumer relationships: a cross-country and cross-industry exploration. *Journal of Marketing*, 65(4), 33-51.
- Descriptive Statistics. (n.d). Retrieved November 13, 2017, from https://www.investopedia.com/terms/d/descriptive_statistics.asp
- Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: a foundation analysis. *Advances In Consumer Research*, 17, 110-119.

- Dodds, W. B., Monroe, K. B. & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307 - 319.
- Dodge, H.R., Edwards, E.A. & Fullerton, S. (1996). Consumer transgressions in the marketplace: consumers' perspectives. *Psychology & Marketing*, 13(8), 821-35.
- Dolich, I. (1969). Congruence relationships between self-images and product brands. *Journal of Marketing Research*, 6, 80-84.
- Eagly, A. H. & Shelly Chaiken (1993). *The psychology of attitudes*. New York: Harcourt Brace College Publishers.
- Elliott R. (1997). Existential consumption and irrational desire. *European Journal of Marketing*, 31, 285-296.
- Engel, J.F., Blackwell, R.D. & Miniard, P.W. (1993). *Consumer behavior* (7th ed). Chicago: Dryden Press.
- Enrico, A., Aron, R. & Oktavia, W. (2014). The Factors that influence consumptive behavior: A survey of university students in jakarta. *International Journal of Scientific and Research Publication*, 4(1), 1-6.
- Faircloth, J.B., Capella, L.M., & Alford, B.L., (2001). The effect of brand attitude and brand image on brand equity. *Journal of Marketing Theory and Practice*, 9(3), 61-75.
- Fazio, R. H. (1990). Multiple processes by which attitudes guide behavior: The MODE model as an integrative framework. In M. P. Zanna (Ed.), *Advances in experimental social psychology* (Vol. 23, pp. 75-109). New York: Academic Press.
- Fill, C. (1999). *Marketing Communication, context, contents and strategies 2nd ed*. Singapore: Prectice Hall.
- Fishbein, M. (1967). A behavior theory approach to the relations between beliefs about an object and the attitude toward the object. In M. Fishbein (Ed.). *Readings in attitude theory and measurement* (pp. 389-400). New York: Wiley.
- Freling, T.H & Forbes, L.P (2005). An empirical analysis of the brand personality effect, *Journal of Product & Brand Management*, 14(7), 404-413.
- Friedman, M.L. & Smith, L. (1993). Consumer evaluation process in a service setting. *Journal of Service Marketing*, 7(2), 47-61.

- Gardner, B. B. & Levy, S. J. (1955). The product and the brand. *Harvard Business Review*, 33(1), 33–39.
- Ghozali, Imam, & Fuad. (2008). *Structural equation modeling; teori, konsep dan aplikasi dengan program Lisrel 8.80 (edisi 2)* . Semarang: Badan Penerbit Universitas Diponegoro.
- Goldsmith, R.E. & Emmert, J. (1991). Measuring product category involvement: a multitrait-multimethod study. *Journal of Business Research*, 23(4), 363-71.
- Greenwald, A.G. & Leavitt, C. (1984). Audience involvement in advertising: four levels. *Journal of Consumer Research*, 11(1), 581-92.
- Greenwald, A.G. & Leavitt, C. (1984). Audience Involvement in Advertising: Four Levels. *Journal of Consumer Research*, 31, 11-32.
- Grossman, G.M. & Shapiro, C., (1988). Foreign counterfeiting of status goods. *Journal of Economics*, 103(1), 79-100.
- Haryono, S. & Wardoyo, P. (2012). *Structural Equation Modeling (SEM) Untuk Penelitian Manajemen dengan AMOS 18.00*. Jakarta: PT Intermedia Personalia Utama.
- Haryono, S., & Wardoyo, P. (2012). *Structural equation modeling: Untuk penelitian manajemen menggunakan amos 18.00*. Bekasi: PT. Intermedia Personalia Utama.
- Hem, L.E. & N.M. Iversen, 2009. Effects of different types of perceived similarity and subjective knowledge in evaluations of brand extensions. *International Journal of Market Research*, 51, 797-818.
- Holden, S.J.S. (1993). Understanding brand awareness: let me give you a clue. *Advances in Consumer Research*, 20(1), 383-8.
- Huddleston, P. & Minahan, S. (2011). *Consumer behavior: Women and shopping*. New York: Business Expert Press.
- Johnson, M.D. & Puto, C.P. (1987). A review of consumer judgment and choice. Review of Marketing. *American Marketing Association*: 236-292.
- Kapferer, J. N. (1995). Brand confusion: empirical study of a legal concept. *Psychology & Marketing*, 12 (3), 551-68.
- Kapferer, J., Laurent, G. (1986). Consumer involvement profiles: a new practical approach to consumer involvement. *Journal of Advertising Research* 25(6), 48-57.

- Keller, K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing* 57(1), 1-22.
- Keller, K. L. (2008). *Strategic brand management: Building, measuring, and managing brand equity, third edition*. New Jersey: Pearson Education, Inc.
- Keller, K.L., (2001). Building customer-based brand equity. *Marketing Science Institute*. 10(2), 14-19.
- Kempf, D.S. & Smith, R.E. (1998). Consumer processing of product trial and the influence of prior advertising: a structural modelling approach. *Journal of Marketing Research*, 35(3), 325-38.
- Kevin, L.K. (1998), *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. New Jersey: Prentice Hall
- Kleine, Robert E., III, Susan Schultz Kleine, and Jerome B. Kernan (1993). Mundane consumption and the self: a social identity perspective. *Journal of Consumer Psychology*, 2 (3), 209-235.
- Kotler, P. (1999) *Marketing Management: Analysis, planning, implementation, and control*. New Jersey: Prentice Hall.
- Kotler, P. (2002). *Marketing management* (11th ed). New Jersey: Prentice Hall.
- Kotler, P. & Gary, A. (1996). *Principles of marketing, seventh edition international edition*. New Jersey: Prentice Hall.
- Krugman, H.E. (1965). The impact of television advertising learning without involvement. *Public Opinion Quarterly*, 29, 349-56.
- Larkin, J., McDermott, J., Simon, D.P. & Simon, H.A. (1980). Expert and novice performance in solving physics problem. *Science*. 208(14). 335-42.
- Laroche, M., Bergeron, J. and Goutaland, C. (2003). How intangibility affects perceived risk: the moderating role of knowledge and involvement. *Journal of Services Marketing*, 17(2), 122-40.
- Lefkoff-Hagius, R. & Mason, C. (1993). Characteristics, beneficial, and image attributes in consumer judgements of similarity and preference. *Journal of Consumer Research*, 20(1), 100-10.
- Lin, L. Y. & Zhen, J. H. (2005). Extrinsic product performance signaling, product knowledge and customer satisfaction: An integrated analysis an example of

- notebook consumer behavior in taipei city. *Fu Jen Management Review*, 12(1), 65-91.
- Loudon, D. L. & Bitta, A. J. (1988). Marketing strategy: New directions for theory and research. *Journal of Marketing*, 47(2), 12 - 25.
- Loudon, David Y. & Delia Bitta, Albert J. (1988). *Consumer behavior: Concepts and applications, 3th. ed.*, New York: McGraw-Hill Book Company.
- Low, G. & Lamb, C. (2000). The measurement and dimensionality of brand associations. *Journal of Product and Brand Management*, 9(6), 350 - 368.
- Low, George S., Lamb Jr, Charles W. 2000. The measurement and dimensionality of brand associations, *Journal of Product and Brand Management*, 9(6).
- Lutz, R.J., Mackenzie, S.B., Belch, G.E. (1983). Attitude toward the ad as a mediator of advertising effectiveness: Determinants and consequences. *Association for Consumer Research*, Pages: 532-539.
- Lynch, J. G., Jr., Marmorstein, H., & Weigold, M. F. (1988). Choices from sets including remembered brands: Use of recall. *Journal of Consumer Research*, 15, 169–184.
- Mai, L.-W. & Ness, M. (1997), Consumers' perceptions of mail-order speciality foods, *Journal of Marketing Management*, 13(7), 705-24.
- Malhotra, N.K. (1988). Self-concept and product choice: an integrated perspective. *Journal of Economic Psychology*, 9(1), 1-28.
- Marks, L. J., & Olson, J. C. (1981). Towards a cognitive structure conceptualization of product familiarity. *Association for Consumer Research*, 145-150.
- Mathur, A. (1998). Incorporating Choice into an Attitudinal Framework: Cross-Cultural Extension and Additional Findings. *Journal of International Consumer Marketing* 10 (4): 93-110.
- McDonald, R.P. & Marsh, H.W. (1990). Choosing a multivariate model: Noncentrality and goodness of fit. *Psychological Bulletin*, 107, 247-255.
- Mehta A. (1999). Using self-concept to assess advertising effectiveness. *Journal of Advertising Research*, 39, 81-89.
- Mowen, J.C. (1993). *Consumer Behavior, 3rd ed.* New York: Macmillan.
- Myers, J. & Shocker, A. (1981). The nature of product-related attributes. *Research in Marketing*, 5, 211-36.

- Nedungadi, P. (1990). Recall and consumer consideration sets: influencing choice without altering brand evaluations. *Journal of Consumer Research*, Vol. 17 No. 3, December, pp. 263-76.
- Neese, W.T. & Taylor, R.D. (1994). Verbal strategies for indirect comparative advertising. *Journal of Advertising Research*, 34(2) 56-69.
- Nia, A. & Zaichkowsky, J. (2000). Do counterfeits devalue the ownership of luxury brands?. *Journal of Product & Brand Management*, 9(7), 485-97.
- Ostrom, T.M. (1969). The Relationship Between the Affective, Behavioral, and Cognitive Components of Attitude. *Journal of Experimental Social Psychology*, 5, 12-30.
- Penz, E. & Stoettinger, B. (2003). Original brands and counterfeit brands - do they have anything in common?. *Journal of Consumer Behaviour*, 7, 146 - 163.
- Peter, P.J. & Olson, J.C. (1994). *Understanding consumer behavior*. New York: McGraw-Hill.
- Petty, R.E. & Cacioppo, J.T. (1981). *Attitude and persuasion: Classic and contemporary approaches*. Hillsdale, NJ: Erlbaum.
- Petty, R.E., Cacioppo, J.T. & David, S. (1983). Central and peripheral routes to advertisements effectiveness: The moderating role of involvement. *Journal of Consumer Research*, 10(2), 135-46.
- Plummer, J.T. (2000). How personality makes a difference. *Journal of Advertising Research*, 40 (6)
- Puth, G., Mostert, P. & Ewing, M. (1999). Consumer perceptions of mentioned product and brand attributes in magazine advertising. *Journal of Product & Brand Management*, 8(1), 38-49.
- Quester, P.G. & Smart, J. (1996). Product involvement in consumer wine purchases: Its demographic determinants and influence on choice attributes. *International Journal of Wine*, 8(3/4), 37-57.
- Rao, A.R. & Monroe, K.B. (1988). The moderating effect of prior knowledge on cue utilization in product evaluation. *Journal of Consumer Research*, 15(2), 253-64.
- Rao, A.R. & Sieben, W.A. (1992). The effect of prior knowledge on price acceptability and the type of information examined. *Journal of Consumer Research*, 19(2), 256-70.

- Reynolds, T. J., & Gutman, J. (1984). Advertising is image management. *Journal of Advertising Research*, 24(1), 27-36.
- Romaniuk, J & Sharp, B., 2004. Conceptualising and measuring brand salience. *Marketing Theory* 4, 327- 342.
- Romaniuk, J. (2003). Brand attributes 'distribution outlets' in the mind. *Journal of Marketing Communications*, 9(2), 73-92.
- Salma, M.E. & Tashchian, A. (1985) Selected socioeconomic and demographic characteristics associated with purchasing involvement. *Journal of Marketing*, 49(1), 72-82.
- Schermelleh-Engel, K., Moosbrugger, H., & Müller, H. (2003). Evaluating the fit of structural equation models: Tests of significance and descriptive goodness-of-fit measures. *Methods of psychological research online*, 8(2), 23-74.
- Schiffman, L. & Kanuk, L. (2007). *Consumer Behavior. 9th ed.* New Jersey: Prentice Hall.
- Schiffman, L. & Kanuk, L. (2004). *Consumer behavior.* New Jersey: Prentice Hall.
- Schreiber, J., Nora, A., Stage, F., Barlow, E., & King, J. (2006). Reporting structural equation modeling and confirmatory factor analysis results: A review. *The Journal of Educational Research*, 99(6).
- Sekaran, U. (2000). *Research method for business: A skill build in approach (3th edition)*. New York: John Wiley & Sons, Inc.
- Soloman, S.Y. (1985). Do Managers Believe the Efficient Market Hypothesis? Additional Evidence. *Accounting and Business Research*, 15(58), 67-79.
- Spears, N. & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 54-66.
- Stokmans, M. (1991). *The relative importance of product attributes: Consumer decision theories in new product development.* Delft: Delft University Press.
- Te'eni-Harari, T. (2009). The importance of product involvement for predicting advertising effectiveness among young people. *International Journal of Advertising*, 28(2), 203–229.
- Tom, G., Garibaldi, B., Zeng, Y. & Pilcher, J. (1998). Consumer demand for counterfeit goods. *Psychology & Marketing*, 15(5), 405-21.

- Traylor, M.B. (1981). Product involvement and brand commitment. *Journal of Advertising Research*, 21(6), 51-6.
- Xiao, L. & Lin, D. K. J. (2012). Constructing definitive screening designs using conference matrices. *Journal of Quality Technology*, 44, 1-7.
- Zaichkowsky, J.L. (1986). Conceptualizing involvement. *Journal of Advertising*, 15(2), 4-14.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing* 52 (3), 2-22.