

The Influence of Point of Purchase Advertising and Service Quality on Purchase Intention of Store Brand

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Abstract

Based on the inference theory and planned behavior theory, this paper explores the direct effect of two central elements of sale situations—point of purchase advertising and service quality on consumers' purchase intention for store brands. To examine our hypotheses, we distributed survey questionnaires to 501 consumers in Waston, China. The results show that point of purchase advertising, attitude towards the point of purchase advertising, and service quality are positively related to consumers' purchase intention on store brand. Store brand image and perceived value mediate the abovementioned relationships. Moreover, the moderating effect of purchase involvement is examined.

Keywords: point of purchase advertising, service quality, store brand image, perceived value, purchase involvement

1. Introduction

Information asymmetry has been a normal market phenomenon where the consumer can't really understand or master seller's product or service information. Therefore, in regarding with store brand with which Chinese people are unfamiliar, it is inevitable to strengthen the uncertainty of consumers. In recent years, the development of store brands in China is not ideal. In terms of the domestic market of store brand, its sales accounted for less than 3% on average level. However, it is strange that Chinese consumers have a relatively positive attitude to personal care category of store brand. What is the reason to cause such a difference?

Nowadays, using price promotion is not the best way for retailers. As Reichheld (1996) said, such as coupons and promotional marketing tool is not only the lowest effect, but also could attract the wrong customers. Richardson *et al.* (1994) pointed out that the price of store brand was lower than national brand, which could reduce the consumer's perception of the quality of store brand. The advent of experience marketing era provides a new development opportunity for retailers, and focus marketing can improve the consumer shopping experience gradually. Since then, most scholars conducted the research from the shopping place for internal and external decoration, commodity display, lighting, sound, smell, color, personnel services, and other situational factors, in order to verify the effect between situational factors and customer satisfaction or purchase intention (Curren & Harich 1994; Gulas & Bloch 1995; Baker, 1994).

Most scholars primarily tend to study the controllable factors of store situation in the existing literature, such as personnel service, display, and lighting. However, the variables those scholars have studied are rarely involved the overall quality of the service that include personnel services, environmental awareness, and actual perceived service, which precisely covers the most important situational attributes in the store. Researchers paid little attention on store brand of personal care products which have developed well relatively in Chinese market of store brand. None can explain the reasons for the unbalanced development of store brand in Chinese market. Hence, this study Introduces purchase involvement as a moderator variable to provide powerful basis for the existing research contradictions.

Accordingly, based on inference theory and planned behavior theory, this article investigates the direct effects of point of purchase advertising and service quality on store brand image and perceived value. Meanwhile, this study explores the indirect effects mediated by store brand image and perceived value. This study also then examines the regulating role of purchase involvement.

2. Literature Review and Research Hypothesis

2.1 Inference Theory and Planned Behavior Theory

Inference theory (Baker *et al.* 2002) is that people can infer unfamiliar information through the information they receive. In the face of the various uncertain factors under the store brand market, consumers can evaluate products or brands based on purchase situations of store brand. They may make judgments consciously through the product itself, the advertisement information of sale point, and the introduction of service personnel or make decisions unconsciously according to the overall shopping store atmosphere, the emotional communication of service personnel.

Planned behavior theory (Ajzen 1991; Cordano & Frieze 2000) points out that attitudes which refer to the psychological factors of consumers, subjective norm which mainly includes the interference of external factors and perceived behavior control that refers to the difficulty of the individual's to achieve a certain behavior can consciously or unconsciously affect consumer behavior intention. The theory studies more complex consumer

behavior deeply than the rational behavior from consumer unconscious level. Besides, it can help us explain individuals' behavior by analyzing the effect of internal, external and controllable factors based on individuals' difference. Combined with background of store brand, different individuals have different attitudes about store brand. Therefore, consumers will be affected by service personnel as well as point of sale advertising, purchase situations in the purchase process. Meanwhile, different degrees of purchase involvement will affect consumer information acceptance and processing degree.

2.2 Research Hypothesis

Advertising is a powerful method of delivering brand functional and emotional value (Hao 2011). For the private label retailers, in order to save advertising costs, they can directly set kinds of point of purchase advertising in store to promote store brand, such as product manuals, hanging advertising, in-store video advertising or promotional posters, etc. The effects of advertising depend on the advertising investment and the type of information communication (Wang *et al.* 2009). In addition, Buil *et al.* (2013) found that perception of advertising expense and individuals' attitude toward advertising both affected consumers' perceived quality about brand. Advertising can increase brand visibility and brand awareness, produce positive and unique brand association (Chu & Keh 2006). Keller (2007) suggested that advertising content which consumers were interested in could bring positive brand cognition and brand judgment, and then improved perceived brand image and value of store brand. Meanwhile, Moorthy and Hawkins (2005) pointed out that advertising could affect consumers' perceived quality, enhancing consumers' perceived value. Hence, the following hypotheses are advanced.

Hypothesis 1a: Perceived point of purchase advertising spend positively affects store brand image.

Hypothesis 1b: Perceived point of purchase advertising spend positively affects perceived value.

Hypothesis 2a: Individuals' attitude toward point of purchase advertising positively affects store brand image.

Hypothesis 2b: Individuals' attitude toward point of purchase advertising positively affects perceived value.

Service quality is the perceptual gap for consumers between expectations to service and actual service consumers accepted (Zeithaml & Parasuraman 2002). And it is an important factor of improving brand image and building customer satisfaction. When consumers face unfamiliar store brand, they can infer store brand according to their perception of service quality (Dhar & Hock 1997). Good service quality can increase the consumer satisfaction about the store (Carrillat *et al.* 2009), and leave good impression on store brand. Additionally, Vera *et al.* considered that the bank's good service quality could enhance consumers' perceived value and improve customer loyalty and satisfaction in the banking industry. Earlier studies have also suggested that service quality could positively promote the customer perceived value (Howat & Assaker 2013). Hence, the following hypotheses are advanced.

Hypothesis 3a: Service quality positively affects store brand image.

Hypothesis 3b: Service quality positively affects perceived value.

Store brand image is defined as shoppers' store brand association that was generated by the perception of store brand in accordance with the concept of brand image (Wu *et al.* 2011). The crucial reason for customers choosing a certain brand is that brand image can increase superimposition effect of product value, service value and personal value. Previous studies have also suggested, when consumers perceived a good brand image, they could reduce risk perception of the brand (Kotler & Keller 2008). Meanwhile, they had positive attitude to the brand, and thus increased customer perceived value, and form higher purchase intention of brand (Romaniuk & Sharp 2003; Nur Aina *et al.* 2016). In addition, good brand image can enhance consumers' awareness of store brand to make different brand positioning and strengthen positive brand perception, so that it will increase purchase intention about store brand. Hence, the following hypotheses are advanced.

Hypothesis 4: Store brand image positively affects perceived value.

Hypothesis 5: Store brand image positively affects purchase intention for the store brand.

Hypothesis 6: Perceived value positively affects purchase intention for the store brand.

Wynstra *et al.* (2001) thought purchase involvement was that consumers were willing to spend the cost and efforts in the process of purchase. Generally, this study argues that purchasing involvement is the degree of integration and attention to the purchase situation of store brand, which impacts consumers' awareness and purchase decision for the store brand. When consumers who were willing to spend time and energy to process information evaluated the rationality of the extension products, high involvement could make consumers find products and its interests in common, so as to enhance the purchase intention (Dens's, 2010). Pieniak *et al.* (2008) pointed out consumers who had high purchase involvement could change their risk perception of products and reduce the doubts about products. For consumers who have low purchase involvement, they don't pay attention to the purchase process and have no clear brand loyalty, so they are unlikely to spend time and effort to search for information related to brand or products. Meanwhile, they are not particularly concerned about point of purchase advertising and overall store environment, and personnel of service interaction. On the contrary, consumers who have high purchase involvement may try their best to search product information in the store,

focus on the point of purchase advertising and ask staff to gain more reference information actively. Hence, the following hypotheses are advanced.

Hypothesis 7a: Purchase involvement positively moderates the relationship between perception of point of purchase advertising and store brand image.

Hypothesis 7b: Purchase involvement positively moderates the relationship between perception of point of purchase advertising and perceived value.

Hypothesis 8a: Purchase involvement positively moderates the relationship between individuals' attitude toward point of purchase advertising and store brand image.

Hypothesis 8b: Purchase involvement positively moderates the relationship between individuals' attitude toward point of purchase advertising and perceived value.

Hypothesis 9a: Purchase involvement positively moderates the relationship between service quality and store brand image.

Hypothesis 9b: Purchase involvement positively moderates the relationship between service quality and perceived value.

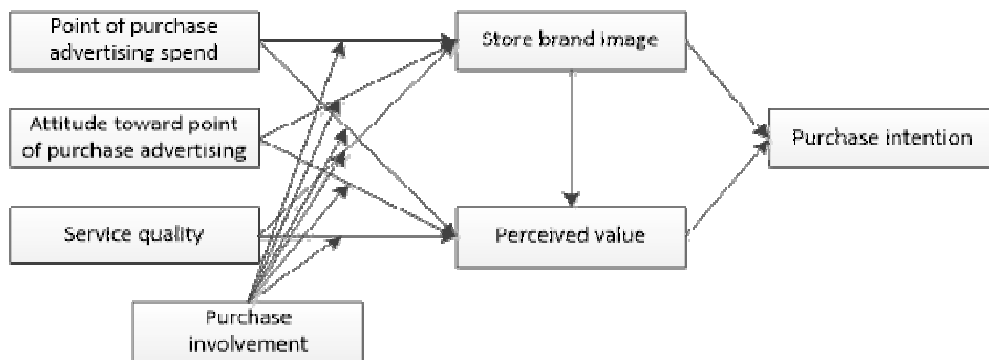


Figure 1. Design of Research Model

3. Research Method

3.1 Measurement

This study involves seven variables, including perception of point of purchase advertising spend, individuals' attitude toward the point of purchase advertising, service quality, store brand image, perceived value, purchase intention and purchase involvement. In order to better test difference in all variables on the individuals' level, the measurement scales of this study are adapted from previous studies.

All items of scales used for measuring sub-dimensions adopt seven-point Likert-type scales ranging from 1 (strongly disagree) to 7 (strongly agree). Before the formal investigation, we conduct the pretest to test the validity of questionnaire. Finally, 150 samples are collected by random sampling in the Watson chain of drugstores. The results of pretest state that questionnaires have good reliability and validity.

3.2 Sample Data Collection

The respondents for the main study consist of consumers from Watsons in Shanghai area. By the intercepting visits and online survey method to collect questionnaire, there are 501 valid questionnaires. Watson's target consumption group is the young female consumers. They usually accept good education and obtain lower-middle income. Survey sample consistently conforms to Watson's target consumers' characteristics, so the sample structure is reasonable.

Table1. Formal Investigated Sample Descriptive Statistics.

Sample Characteristics (N=501)			
Variables	Category	Frequency	Proportion %
Sex	A: Male	129	25.7
	B: Female	372	74.3
Age	A:≤25	361	72.1
	B:26-30	108	21.6
	C:31-40	28	5.6
	D:41-50	4	0.8
	E:>50	0	0
Monthly Income	A:≤2000	221	44.1
	B:2001-5000	181	36.1
	C:5001-8000	67	13.4
	D:8001-15000	18	3.6
	E:>15000	14	2.8
Education Degree	A: High school or below	21	4.2
	B: Junior college	25	5.0
	C: Undergraduate	330	65.9
	D: Master	120	24.0
	E: Dr and above	5	1.0

4. Results

4.1 Measurement Model

This study uses LISREL to examine measurement model's reliability and validity. Table 2 presents that all of the Cronbach's α of the observation variables are greater than 0.7, which reveals high reliability. Meanwhile, the factor loadings of all of sub-dimensions exceed the cut-off value of 0.5 and the average variance extracted (AVE) of latent variables are above 0.5 in magnitude. The composite reliability (CR) of the observation variables exceeds the recommended levels of 0.7 which indicates that the reliability of all constructs is good. In addition, the fit statistics of multi-item scales (in Table2) are: $\chi^2(501)/df=3.67$; NFI=0.98; CFI=0.98; IFI=0.98; RFI=0.97; RMR=0.067. Therefore, it provides acceptable fit to the data and contributes to its validity.

In summary, these results provide evidence to manifest convergent validity of scale. Moreover, Table 3 shows the means, standard deviations and correlation coefficient that indicate the causal relationship between variables.

Table2. Factor Loading, Alpha Coefficient, CR, AVE

Latent Variables	Observation Variables	Factor Loading	Cronbach α
Service Quality (sq) CR=0.92 AVE=0.67	sq1: Overall, I'd say the quality of my interaction with this store's employee is excellent.	0.85	0.92
	sq2: I would say that the quality of my interaction with this store's employee is high.	0.85	
	sq3: I would say that store's physical environment is one of the best in its industry.	0.79	
	sq4: I would rate this store's physical environment highly.	0.79	
	sq5: I always have an excellent experience when I visit this store.	0.81	
	sq6: I feel good about what this store provide to its customers.	0.81	
Point of Purchase Advertising Spend (as) CR=0.85 AVE=0.65	as1: This store brand is intensively advertised.	0.82	0.84
	as2: This store brand seems to spend a lot on its advertising compared to advertising for competing PC brands.	0.84	
	as3: The advertisements for the store brand are frequently shown.	0.75	
Attitude Toward Advertising (aa) CR=0.89 AVE=0.74	aa1: The advertisements for store brand are creative.	0.87	0.89
	aa2: The advertisements for store brand are original.	0.89	
	aa3: The advertisements for store brand are different from the advertisements for competing brand of PC.	0.81	
Store Brand Image (bi) CR=0.90 AVE=0.70	bi1: I think this store brand products are very practical.	0.76	0.90
	bi2: This store brand focuses on continuing to improve function.	0.81	
	bi3: I have deep impression on the store brand.	0.89	
	bi4: I agree with the store brand image.	0.88	
Perceived Value (pv) CR=0.90 AVE=0.68	pv1: This store brand provides valuable products and service.	0.81	0.92
	Pv2: The products of this store brand can satisfy my needs.	0.84	
	pv3: This retailer of store brand offers a good economic value.	0.79	
	pv4: Making a purchase totally absorbs me.	0.86	
	pv5: This retailer of store brand doesn't just sell product or services — it entertains me.	0.84	
Purchase Involvement (piv) CR=0.88 AVE=0.59	piv1: When buying a product, I will select carefully.	0.82	0.88
	piv2: I will focus on advertising information that I want to buy products.	0.75	
	piv3: Before buying products, I am willing to spend time to search for product information.	0.68	
	piv4: Before buying products, it's worthy of spending more time on the purchase decision.	0.84	
	piv5: When buying a product, I will carefully make purchasing decisions.	0.75	
Purchase Intention(pi) CR=0.94 AVE=0.84	pi1: The possibility of purchasing this store brand is very high for me.	0.91	0.94
	pi2: I think the products of store brand X worth buying.	0.91	
	pi3: In general, I'd like to buy the products of store brand W.	0.93	
X ² /df=3.67, NFI=0.98; CFI=0.98; IFI=0.98; RFI=0.97; RMR=0.067			

Table3. Construct Means, Standard Deviations, Intercorrelations

	Mean	SD	sq	as	aa	bi	pv	piv	pi
sq	4.68	1.31	1						
as	4.51	1.20	.563**	1					
aa	4.76	1.33	.669**	.642**	1				
bi	5.30	1.30	.679**	.578**	.683**	1			
pv	4.71	1.27	.708**	.587**	.751**	.867**	1		
piv	4.51	1.19	.564**	.571**	.495**	.553**	.576**	1	
pi	4.66	1.41	.619**	.619**	.619**	.792**	.799**	.502**	1

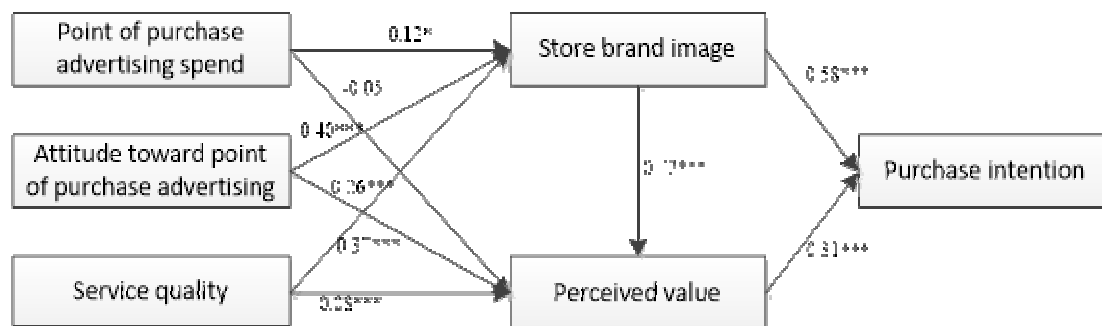
** .P < .01.

4.2 Equation Model and Hypothesis Testing

To further validate the causal relationship between variables, this study adopts structural equation modeling (SEM) to examine the hypothesized relationship, using the software LISREL. Value of Goodness of Fit obtained measurement model in this research is: AGFI=0.83>0.8; IFI=0.98>0.9; CFI=0.98>0.9; RMSEA=0.078<0.08; RMR=0.063<0.08. So comprehensive indicators show good model fitting effects.

Fig.2 presents the ultimate path results of the structural model. Table.4 shows the corresponding results. It can clearly be seen, perceived point of purchase advertising spend has a positive influence on store brand image (parameter estimate=.12, p<.05), thus supporting H1a. However, the direct effect of perceived point of purchase advertising spend and perceived value is not proved (p>.05) which imply that H1b is not supported. Namely, the results suggest that store brand image fully mediates perceived point of purchase advertising spend and perceived value.

With respect to the effect of individuals' attitude toward the point of purchase advertising on the store brand image and perceived value, the results both support H2a and H2b(p<.001). Store brand image and perceived value are also notably dependent on service quality, which support H3a and H3b (p<.001). Thus, store brand image plays the partial mediating role between individuals' attitude toward the point of purchase advertising, service quality and perceived value. Furthermore, the findings show that store brand image has a significant and positive impact on perceived value (parameter estimate=.72, p<.001), in support of H4. Similarity, store brand image and perceived value both positively relate to purchase intention to store brand, supporting H5 and H6.



* p < .05, ** p < .01, *** P<.001.

Figure 2. Path Coefficients of the Hypothesized Model

Table 4. The Results of Hypothesis Testing

Hypothesis	Standardized path coefficient	T-value	Results
H1a: as→bi	0.12*	2.06	Accepted
H1b: as→pv	-0.05	-1.17	Rejected
H2a: aa→bi	0.40***	5.92	Accepted
H2b: aa→pv	0.26***	5.47	Accepted
H3a: sq→bi	0.37***	6.72	Accepted
H3b: sq→pv	0.08***	2.08	Accepted
H4: bi→pv	0.72***	13.58	Accepted
H5: bi→pi	0.58***	4.38	Accepted
H6: pv→pi	0.31*	2.36	Accepted

4.3 The Analyses of the Moderating Effects of Purchase Involvement

The significance of moderating effects

This article adopts the method of hierarchical regression to test the moderating effect of consumers' purchase involvement of perceived point of purchase advertising spend, individuals' attitude toward point of purchase advertising and service quality on store brand image, as well as individuals' attitude toward point of purchase advertising and service quality on perceived value. Table 5 summarizes the results of hierarchical regression analyses.

Taking store brand image as the dependent variable in the hierarchical regression, we find that the interaction coefficient between purchase involvement and three independent variables are significant ($\beta_{se} = -0.148$, $p < .05$; $\beta_{as} = 0.080$, $p < .01$; $\beta_{aa} = 0.087$, $p < .001$). As well, this interaction term accounts for 1% of the explained variance in store brand image ($\Delta R^2 = .01$, $\Delta F = 4.52$, $p < .01$). Therefore, purchase involvement mediates the relationship between three independent variables and store brand image.

On the other hand, given the perceived value as the dependent variable, Table 6 depicts the significant interaction between purchase involvement and individuals' attitude toward point of purchase advertising, service quality ($\beta_{aa} = 0.116$, $p < .001$; $\beta_{se} = -0.087$, $p < .01$). As a result, our findings make it clear that purchase involvement has the moderating effect of individuals' attitude toward point of purchase advertising and service quality on perceived value.

Table 5. Results of hierarchical regression analyses

Variables	Store Brand Image(bi)		Perceived Value(pv)	
	Model 1	Model 2	Model 1	Model 2
as	.108	.097	----	----
aa	.318	.330	.426	.431
sq	.324	.304	.295	.277
piv	.182	.207	.201	.216
as x piv		.080**		----
aa x piv		.087**		.116***
sq x piv		-.148*		.097**
ΔR^2	.583***	.011**	.662***	.008**
R^2	.583	.594	.662	.670
ΔF	173.485	4.520	324.605	5.710

The direction of moderating effects

Fig.3(a), Fig.3(b) show high purchase involvement positively increases the effect of perceived point of purchase advertising spend and individuals' attitude toward point of purchase advertising on store brand image. At the same time, Fig. 3(d) suggests that the moderating effect consists with the predicted direction. Taken together, H7a, H8a and H8b are supported.

In contrast, as Fig.3(c) is shown, the results indicate that the relationship between service quality and store brand image is weakened when purchase involvement is high. Fig. 3(e) also shows the positive influence of service quality on perceived value recedes at a high level of purchase involvement, with the opposite of H9a and H9b.

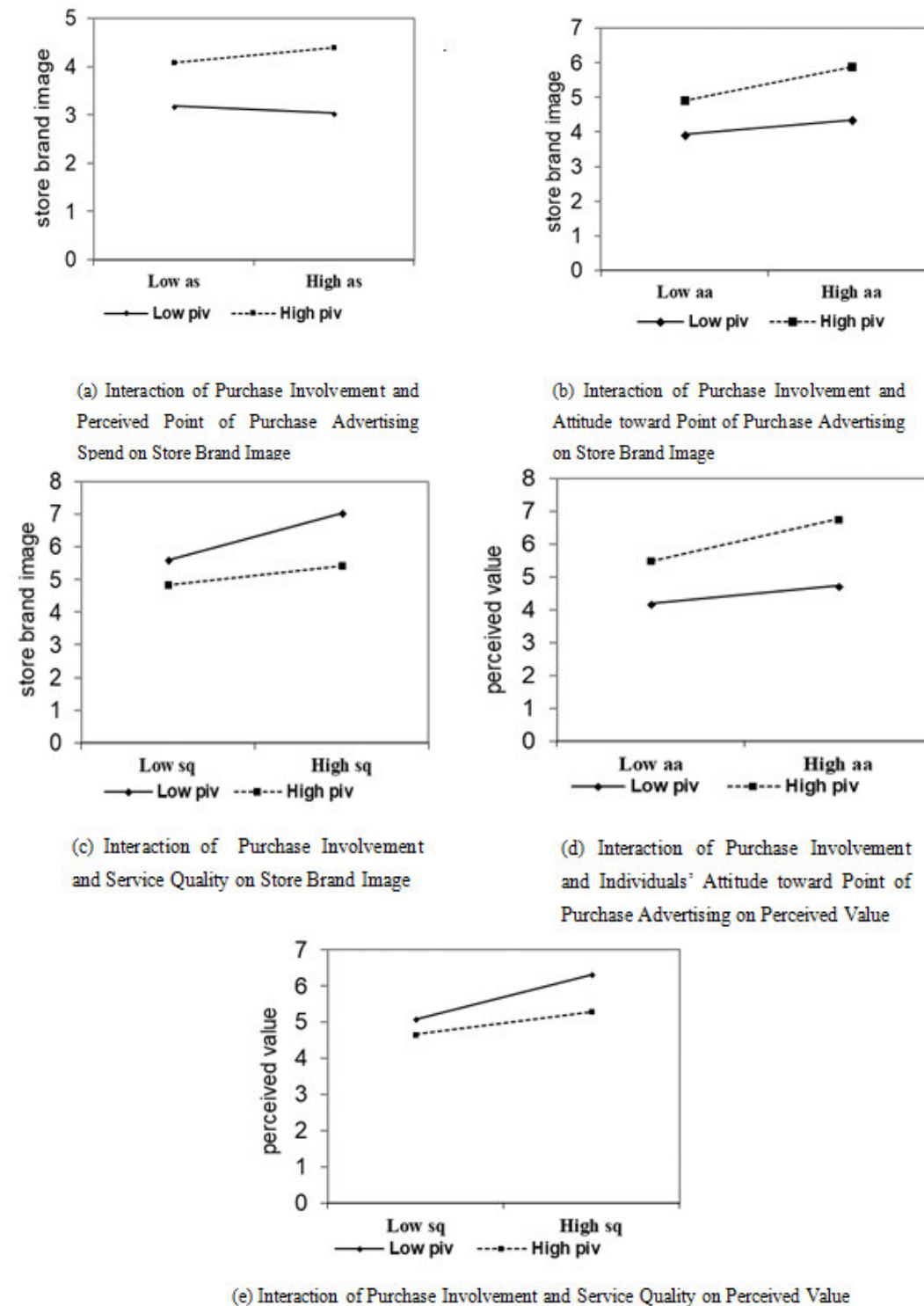


Figure.3. The Moderating Effect

5. Discussion and Conclusion

This research indicates that perception of point of purchase advertising spend has positive impact on the store brand image. But there is no significant relationship between perceived point of purchase advertising spend and perceived value. In other words, store brand image plays complete mediating role on perception of point of purchase advertising spend and perceived value. When merchants increase advertising spend that means advertising frequency and intensity enhance, it can greatly strengthen brand visibility in front of consumers. Thus, it not only can improve consumer brand awareness, but also enhance the quality awareness and brand image by feeling merchants' attention. In regarding with the effect on the perceived value, consumers may be

directly affected by product and service that really meet their needs. Nevertheless, advertising spend lacks direct and necessary association with the real quality of product or service which may not directly generate perceived value for consumers.

According to research results, we find that individuals' attitude toward point of purchase advertising positively affects store brand image and perceived value. Truly, point of purchase advertising is a carrier of store brand propaganda. Most of all, good advertising content not only can attract more consumers, but also deeply influence consumers' awareness of store brand. So it greatly increases consumers' perception of store brand image and perceived value. Additionally, this study shows that service quality has positive effect on store brand image and perceived value in accordance with previous studies (Howat & Assaker 2013). Service quality is an important cue of evaluating store brand. When consumers pay more attention on the service quality of store, their perception of brand value will be increased.

Previous studies have indicated that brand image is an antecedent of the perceived value and good brand image positively acted on the perceived value (Kotler 2001). Our finding reaches consensus with the existing literature. The higher perception of store brand image is, the higher the perceived value is. Moreover, store brand image and perceived value also have positive impact on purchase intention for the store brand, as well as the previous viewpoints.

On the other hand, our results suggest that high purchase involvement has negative effect of service quality on store brand image and perceived value, but there are still some scholars' theory to support this discovery. Furthermore, high purchase involvement has positive effect on the relationship of individuals' attitude toward point of purchase advertising on store brand image and perceived value. As well, high level of purchase involvement positively affects the relationship between individuals' perceived point of purchase advertising spend and perceived value.

The results of research, for the most part, correspond with the reality. When consumers who have high purchase involvement buy some products, they can make great effort to search for information. Especially for the product of personal care category, consumers owned high purchase involvement will judge on the basis of individuals' experience, more advertising information combined with the subjective. They are more willing to follow their own heart, less affected by service personnel and store environment.

6. Limitations and Future Research

In summary, there are some limitations to this study that we need to convey. First, we just collect data from a chain of drugstores and the sampling in this study is only conducted in Shanghai, so for further research we should collect data from other retailers and expand the region. Second, this study focuses on three main situational perceptions of point of purchase advertising spend, content of point of purchase advertising and service quality. Future research can further explore from the point of view of product or brand, such as manufacturers, brand name. Third, moderate variable is relatively single. Future research can examine the interference of product categories, taking product involvement this variable as moderate factor. As well, store brand awareness, attitude toward store brand may play the moderating effect on purchase intention for the store brand.

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