UNIVERSITAS
GADJAH MADA
ANTESEDEN KESETIAAN MAHASISWA UNTUK MODE PAKAIAN CEPAT H&M
RIANA FURI INDAYANI DEVANTI, Bayu Sutikno, S.E.,M.S.M., Ph.D.
Universitas Gadjah Mada, 2021 | Diunduh dari http://etd.repository.ugm.ac.id/

DAFTAR PUSTAKA

"2019 - The State of Fashion 2019.Pdf." n.d. Accessed September 3, 2021. https://www.mckinsey.com/~/media/mckinsey/industries/retail/our%20insights/the%20state%20of%20fashion%202019%20a%20year%20of%20awakening/the-state-of-fashion-2019-final.ashx.

"AAFA Releases Twin Reports on Apparel and Footwear for 2012 – Sourcing Journal." n.d. Accessed September 3, 2021. https://sourcingjournal.com/topics/business-news/aafa-releases-twin-reports-apparel-footwear-2012-7663/.

Aaker, Jennifer L. 1997. "Dimensions of Brand Personality." *Journal of Marketing Research* 34 (3): 347–56. https://doi.org/10.2307/3151897.

Anselmsson, Johan, Steve Burt, and Burak Tunca. 2017. "An Integrated Retailer Image and Brand Equity Framework: Re-Examining, Extending, and Restructuring Retailer Brand Equity." *Journal of Retailing and Consumer Services* 38 (September): 194–203. https://doi.org/10.1016/j.jretconser.2017.06.007.

"Badan Pusat Statistik." n.d. Accessed September 3, 2021a. https://www.bps.go.id/publication/2021/06/10/d07497dba7c9de331a23bb0a/statistik-perdagangan-luar-negeri-indonesia-impor-2020-jilid-iii.html.

"Badan Pusat Statistik." n.d. Accessed September 3, 2021b. https://www.bps.go.id/pressrelease/2021/02/05/1811/ekonomi-indonesia-2020-turun-sebesar-2-07-persen--c-to-c-.html.

"Badan Pusat Statitsik." n.d. Accessed September 3, 2021c. https://www.bps.go.id/publication/2019/02/22/1fefad689bf331015b248efc/profil-pasar-tradisional-pusat-perbelanjaan-dan-toko-modern-tahun-2018.html.

Barnes, Liz, and Gaynor Lea- Greenwood. 2006. "Fast Fashioning the Supply Chain: Shaping the Research Agenda." Edited by Liz Barnes and Gaynor Lea- Greenwood. *Journal of Fashion Marketing and Management: An*

UNIVERSITAS
GADJAH MADA
ANTESEDEN KESETIAAN MAHASISWA UNTUK MODE PAKAIAN CEPAT H&M
RIANA FURI INDAYANI DEVANTI, Bayu Sutikno, S.E.,M.S.M., Ph.D.
Universitas Gadjah Mada, 2021 | Diunduh dari http://etd.repository.ugm.ac.id/

International Journal 10 (3): 259–71. https://doi.org/10.1108/13612020610679259.

Barnes, Liz, and Gaynor Lea-Greenwood. 2010. "Fast Fashion in the Retail Store Environment." *International Journal of Retail & Distribution Management* 38 (September): 760–72. https://doi.org/10.1108/09590551011076533.

Bhardwaj, Vertica, and Ann Fairhurst. 2010. "Fast Fashion: Response to Changes in the Fashion Industry." *The International Review of Retail* Distribution and Consumer Research (February): 165–73. https://doi.org/10.1080/09593960903498300.

Bianchi, Constanza, and Grete Birtwistle. 2010. "Sell, Give Away, or Donate: An Exploratory Study of Fashion Clothing Disposal Behavior in Two Countries." *The International Review of Retail* Distribution and Consumer Research (July): 353–68. https://doi.org/10.1080/09593969.2010.491213.

Bloemer, Josée, ko de ruyter, and Pascal Peeters. 1998. "Investigating Drivers of Bank Loyalty: The Complex Relationship Between Image, Service Quality and Satisfaction." *International Journal of Bank Marketing* 16 (December): 276–86. https://doi.org/10.1108/02652329810245984.

Brakus, J., B.H. Schmitt, and L. Zarantonello. 2009. "Brand Experience: What Is It? How Do We Measure It? And Does It Affect Loyalty?," January.

"Brand_finance_global_500_2020_preview.Pdf." n.d. Accessed September 3, 2021. https://brandfinance.com/wp-content/uploads/1/brand_finance_global_500_2020_preview.pdf.

Brown, Tom J., and Peter A. Dacin. 1997. "The Company and the Product: Corporate Associations and Consumer Product Responses." *Journal of Marketing* 61 (1): 68–84. https://doi.org/10.2307/1252190.

Buil, Isabel, Leslie Chernatony, and Eva Martínez. 2008. "A Cross-National Validation of the Consumer-Based Brand Equity Scale." *Journal of Product & Brand Management* 17 (September): 384–92. https://doi.org/10.1108/10610420810904121.

UNIVERSITAS
GADJAH MADA
ANTESEDEN KESETIAAN MAHASISWA UNTUK MODE PAKAIAN CEPAT H&M
RIANA FURI INDAYANI DEVANTI, Bayu Sutikno, S.E.,M.S.M., Ph.D.
Universitas Gadjah Mada, 2021 | Diunduh dari http://etd.repository.ugm.ac.id/

Buil, Isabel, Eva Martínez, and Leslie Chernatony. 2013. "The Influence of Brand Equity on Consumer Responses." *Journal of Consumer Marketing* 30 (January). https://doi.org/10.1108/07363761311290849.

Burt, Steve, and Keri Davies. 2010. "From the Retail Brand to the Retail- *Er* as a Brand: Themes and Issues in Retail Branding Research." Edited by John Fernie. *International Journal of Retail & Distribution Management* 38 (11/12): 865–78. https://doi.org/10.1108/09590551011085957.

Byun, Sang-Eun, and Brenda Sternquist. 2011. "Fast Fashion and In-Store Hoarding." *Clothing and Textiles Research Journal* 29 (September): 187–201. https://doi.org/10.1177/0887302X11411709.

Cachon, Gérard, and Robert Swinney. 2011. "The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior." *Management Science* 57 (April): 778–95. https://doi.org/10.1287/mnsc.1100.1303.

Caro, Felipe, and Victor Martínez-de-Albéniz. 2015. "Fast Fashion: Business Model Overview and Research Opportunities." In , 237–64. https://doi.org/10.1007/978-1-4899-7562-1_9.

Carpenter, Jason, Marguerite Moore, and Ann Fairhurst. 2005. "Consumer Shopping Value for Retail Brands." *Journal of Fashion Marketing and Management* 9 (March): 43–53. https://doi.org/10.1108/13612020510586398.

Chaudhuri, Arjun, and Morris Holbrook. 2001. "The Chain of Effects From Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty." *Journal of Marketing* 65 (April): 81–93. https://doi.org/10.1509/jmkg.65.2.81.18255.

Çifci, Sertaç, Yuksel Ekinci, Georgina Whyatt, Arnold Japutra, Sebastian Molinillo, and Haytham Siala. 2016. "A Cross Validation of Consumer-Based Brand Equity Models: Driving Customer Equity in Retail Brands." *Journal of Business Research* 69 (April). https://doi.org/10.1016/j.jbusres.2015.12.066.

UNIVERSITAS
GADJAH MADA
ANTESEDEN KESETIAAN MAHASISWA UNTUK MODE PAKAIAN CEPAT H&M
RIANA FURI INDAYANI DEVANTI, Bayu Sutikno, S.E.,M.S.M., Ph.D.
Universitas Gadjah Mada, 2021 | Diunduh dari http://etd.repository.ugm.ac.id/

Claudio, Luz. 2007. "Waste Couture: Environmental Impact of the Clothing Industry." *Environmental Health Perspectives* 115 (October): A448-54. https://doi.org/10.1289/ehp.115-a449.

Cobb-Walgren, Cathy, Cynthia Ruble, and Naveen Donthu. 2013. "Brand Equity, Brand Preference, and Purchase Intent." *Journal of Advertising* 24 (May): 25–40. https://doi.org/10.1080/00913367.1995.10673481.

"Conceptualizing, Measuring, and Managing Customer-Based Brand Equity - Kevin Lane Keller, 1993." n.d. Accessed September 3, 2021a. https://journals.sagepub.com/doi/10.1177/002224299305700101.

"———." n.d. Accessed September 3, 2021b. https://journals.sagepub.com/doi/10.1177/002224299305700101.

Doeringer, Peter, and Sarah Crean. 2006. "Can Fast Fashion Save the Us Apparel Industry?" *Socio-Economic Review* 4 (September). https://doi.org/10.1093/ser/mwl014.

Dolbec, Pierre-Yann, and Jean-Charles Chebat. 2013. "The Impact of a Flagship vs. a Brand Store on Brand Attitude, Brand Attachment and Brand Equity." *Journal of Retailing* 89 (4): 460–66.

Dörnyei, Zoltan. 2007. *Research Methods in Applied Linguistics: Quantitative, Qualitative, and Mixed Methodologies*. OUP Oxford.

Durvasula, Srinivas, Steven Lysonski, Subhash Mehta, and Buck Tang. 2004. "Forging Relationships with Services: The Antecedents That Have an Impact on Behavioural Outcomes in the Life Insurance Industry." *Journal of Financial Services Marketing* 8 (June): 314–26. https://doi.org/10.1057/palgrave.fsm.4770129.

Fernández, Raquel, and M. Bonillo. 2009. "Efficiency and Quality as Economic Dimensions of Perceived Value: Conceptualization, Measurement, and Effect on Satisfaction." *Journal of Retailing and Consumer Services* 16 (November): 425–33. https://doi.org/10.1016/j.jretconser.2009.06.003.

Fernie, John, Leigh Sparks, and Alan Mckinnon. 2010. "Retail Logistics in the UK: Past, Present and Future." *International Journal of Retail & Distribution Management* 38 (October). https://doi.org/10.1108/09590551011085975.

UNIVERSITAS
GADJAH MADA
ANTESEDEN KESETIAAN MAHASISWA UNTUK MODE PAKAIAN CEPAT H&M
RIANA FURI INDAYANI DEVANTI, Bayu Sutikno, S.E.,M.S.M., Ph.D.
Universitas Gadjah Mada, 2021 | Diunduh dari http://etd.repository.ugm.ac.id/

Fink, Arlene. 2003. *The Survey Handbook*. 2455 Teller Road, Thousand Oaks California 91320 United States of America: SAGE Publications, Inc. https://doi.org/10.4135/9781412986328.

Fornell, Claes, and Birger Wernerfelt. 1987. "Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Analysis." *Journal of Marketing Research* 24 (4): 337–46. https://doi.org/10.1177/002224378702400401.

Gabrielli, Veronica, Ilaria Baghi, and Vanni Codeluppi. 2013. "Consumption Practices of Fast Fashion Products: A Consumer- based Approach." Edited by Liz Barnes. *Journal of Fashion Marketing and Management: An International Journal* 17 (2): 206–24. https://doi.org/10.1108/JFMM-10-2011-0076.

"Goldberg.Big-Five-Markers-Psych.Assess.1992.Pdf." n.d. Accessed September 3, 2021. https://projects.ori.org/lrg/PDFs_papers/Goldberg.Big-Five-Markers-Psych.Assess.1992.pdf.

Han, Xiaoyun, Robert Kwortnik, and Chunxiao Wang. 2008. "Service Loyalty: An Integrative Model and Examination across Service Contexts." *Journal of Service Research - J SERV RES* 11 (June): 22–42. https://doi.org/10.1177/1094670508319094.

Hansen, Suzy. 2012. "How Zara Grew Into the World's Largest Fashion Retailer." *The New York Times*, November 9, 2012, sec. Magazine. https://www.nytimes.com/2012/11/11/magazine/how-zara-grew-into-the-worlds-largest-fashion-retailer.html.

Ilonen, Laura, Jody Wren, Mika Gabrielsson, and Markku Salimäki. 2011. "The Role of Branded Retail in Manufacturers' International Strategy." *International Journal of Retail & Distribution Management* 39 (May): 414–33. https://doi.org/10.1108/09590551111137976.

"Indonesia - Import of Goods 2020." n.d. Statista. Accessed September 3, 2021. https://www.statista.com/statistics/320102/import-of-goods-to-indonesia/.

UNIVERSITAS
GADJAH MADA
ANTESEDEN KESETIAAN MAHASISWA UNTUK MODE PAKAIAN CEPAT H&M
RIANA FURI INDAYANI DEVANTI, Bayu Sutikno, S.E.,M.S.M., Ph.D.
Universitas Gadjah Mada, 2021 | Diunduh dari http://etd.repository.ugm.ac.id/

"Interbrand Releases 2017 Best Global Brands Report." n.d. *Interbrand* (blog). Accessed September 3, 2021. https://www.interbrand.com/newsroom/bgb-report-2017/.

Jara, Magali, and Gérard Cliquet. 2012. "Retailer Brand Equity: Conceptualization and Measurement." *Journal of Retailing and Consumer Services* 19 (January). https://doi.org/10.1016/j.jretconser.2011.11.003.

Jin, Fengzhi, Hong Liu, Ping Li, Hong-Guo Yu, and Yanchang Wang. 2012. "Loss of Function of the Cik1/Kar3 Motor Complex Results in Chromosomes with Syntelic Attachment That Are Sensed by the Tension Checkpoint." *PLoS Genetics* 8 (2): e1002492. https://doi.org/10.1371/journal.pgen.1002492.

Jones, Graham, S. Hanton, and David Connaughton. 2002. "What Is This Thing Called Mental Toughness? An Investigation of Elite Sport Performers." *Journal of Applied Sport Psychology* . 14 (January): 205–18. https://doi.org/10.1080/10413200290103509.

Joung, Hyun-Mee. 2014. "Fast-Fashion Consumers' Post-Purchase Behaviours." *International Journal of Retail & Distribution Management* 42 (8): 688–97. https://doi.org/10.1108/IJRDM-03-2013-0055.

Joy, Annamma, John F. Sherry, Alladi Venkatesh, Jeff Wang, and Ricky Chan. 2012. "Fast Fashion, Sustainability, and the Ethical Appeal of Luxury Brands." *Fashion Theory* 16 (3): 273–95. https://doi.org/10.2752/175174112X13340749707123.

Keller, Kevin Lane. 2000. "The Brand Report Card." *Harvard Business Review*, January 1, 2000. https://hbr.org/2000/01/the-brand-report-card.

Kim, Jaehoon, Jung-Ae Kim, Robert K. McGinty, Uyen T. T. Nguyen, Tom W. Muir, C. David Allis, and Robert G. Roeder. 2013. "The N-SET Domain of Set1 Regulates H2B Ubiquitylation-Dependent H3K4 Methylation." *Molecular Cell* 49 (6): 1121–33. https://doi.org/10.1016/j.molcel.2013.01.034.

Liu, Matthew, Ipkin Wong, Ting-hsiang Tseng, Angela Chang, and Ian Phau. 2017. "Applying Consumer-Based Brand Equity in Luxury Hotel Branding."

UNIVERSITAS
GADJAH MADA
ANTESEDEN KESETIAAN MAHASISWA UNTUK MODE PAKAIAN CEPAT H&M
RIANA FURI INDAYANI DEVANTI, Bayu Sutikno, S.E.,M.S.M., Ph.D.
Universitas Gadjah Mada, 2021 | Diunduh dari http://etd.repository.ugm.ac.id/

Journal of Business Research, June. https://doi.org/10.1016/j.jbusres.2017.06.014.

McAfee, R., Hugo Mialon, and Michael Williams. 2004. "What Is a Barrier to Entry?" *American Economic Review* 94 (May): 461–65. https://doi.org/10.1257/0002828041302235.

Moreno, Justo, and Oscar Rojas Carrasco. 2016. "Efficiency, Internationalization and Market Positioning in Textiles Fast Fashion: The Inditex Case." *International Journal of Retail & Distribution Management* 44 (April): 397–425. https://doi.org/10.1108/IJRDM-04-2015-0064.

Morgan, Louise, and Grete Birtwistle. 2009. "An Investigation of Young Fashion Consumers' Disposal Habits." *International Journal of Consumer Studies* 33 (April): 190–98. https://doi.org/10.1111/j.1470-6431.2009.00756.x.

Netemeyer, Richard, Balaji Krishnan, Chris Pullig, Guangping Wang, Mehmet Yagci, Dwane Dean, Joe Ricks, and Ferdinand Wirth. 2004. "Developing and Validating Measures of Facets of Customer-Based Brand Equity." *Journal of Business Research* 57 (February): 209–24. https://doi.org/10.1016/S0148-2963(01)00303-4.

Pappu, Ravi, Pascale Quester, and Ray Cooksey. 2005. "Consumer-Based Brand Equity: Improving the Measurement - Empirical Evidence." *Journal of Product & Brand Management*, April. https://doi.org/10.1108/10610420510601012.

Park, Hyunhee, and Pauline Sullivan. 2009. "Market Segmentation with Respect to University Students' Clothing Benefits Sought: Shopping Orientation, Clothing Attribute Evaluation, and Brand Repatronage." *International Journal of Retail & Distribution Management* 37 (February): 182–201. https://doi.org/10.1108/09590550910934308.

Park, Youngsun, and Brenda Sternquist. 2008. "The Global Retailer's Strategic Proposition and Choice of Entry Mode." *International Journal of Retail & Distribution Management* 36 (March): 281–99. https://doi.org/10.1108/09590550810862688.

UNIVERSITAS
GADJAH MADA
ANTESEDEN KESETIAAN MAHASISWA UNTUK MODE PAKAIAN CEPAT H&M
RIANA FURI INDAYANI DEVANTI, Bayu Sutikno, S.E.,M.S.M., Ph.D.
Universitas Gadjah Mada, 2021 | Diunduh dari http://etd.repository.ugm.ac.id/

Phau, Ian, and Kong Cheen Lau. 2001. "Brand Personality and Consumer Self-Expression: Single or Dual Carriageway?" *Journal of Brand Management* 8 (July). https://doi.org/10.1057/palgrave.bm.2540042.

Roscoe, John T. 1975. *Fundamental Research Statistics for the Behavioral Sciences*. 2d ed. International Series in Decision Processes. New York: Holt, Rinehart and Winston.

Sasmita, Jumiati, and Norazah Mohd Suki. 2015. "Young Consumers' Insights on Brand Equity." *International Journal of Retail & Distribution Management* 43 (March): 276–92. https://doi.org/10.1108/IJRDM-02-2014-0024.

SEKARAN, UMA. 2006. *METODOLOGI PENELITIAN UNTUK BISNIS 1-ED.4*. SALEMBA EMPAT.

Sekaran, Uma, and Roger Bougie. 2016. *Research Methods For Business: A Skill Building Approach*. John Wiley & Sons.

Shen, Bin, Jaehee Jung, Pui Sze Chow, and Szeman Wong. 2014. "Co-Branding in Fast Fashion: The Impact of Consumers' Need for Uniqueness on Purchase Perception." In . https://doi.org/10.1007/978-1-4939-0277-4_7.

Shen, Cen, Euan Clarkson, Jie Yang, Tian Lan, Jin-Bo Hou, and Xi-Guang Zhang. 2015. "Shen et al. 2014 Scientific Reports - Development and Trunk Segmentation of Early Instars of a Ptychopariid Trilobite from Cambrian Stage 5 of China."

Su, Jin. 2016. "Examining the Relationships among the Brand Equity Dimensions: Empirical Evidence from Fast Fashion." *Asia Pacific Journal of Marketing and Logistics* 28 (3): 464–80. https://doi.org/10.1108/APJML-01-2015-0004.

Su, Jin, and Aihwa Chang. 2018. "Factors Affecting College Students' Brand Loyalty toward Fast Fashion: A Consumer-Based Brand Equity Approach." *International Journal of Retail & Distribution Management* 46 (1): 90–107. https://doi.org/10.1108/IJRDM-01-2016-0015.

Su, Jin, and Xiao Tong. 2016. "Brand Personality, Consumer Satisfaction, and Loyalty: A Perspective from Denim Jeans Brands." *Family and Consumer*

UNIVERSITAS
GADJAH MADA
ANTESEDEN KESETIAAN MAHASISWA UNTUK MODE PAKAIAN CEPAT H&M
RIANA FURI INDAYANI DEVANTI, Bayu Sutikno, S.E.,M.S.M., Ph.D.
Universitas Gadjah Mada, 2021 | Diunduh dari http://etd.repository.ugm.ac.id/

Sciences Research Journal 44 (June): 427–46. https://doi.org/10.1111/fcsr.12171.

Sung, Yongjun, and Jooyoung Kim. 2010. "Effects of Brand Personality on Brand Trust and Brand Affect." *Psychology and Marketing* 27 (July): 639–61. https://doi.org/10.1002/mar.20349.

Swoboda, Bernhard, Julia Weindel, and Frank Hälsig. 2016. "Predictors and Effects of Retail Brand Equity – A Cross-Sectoral Analysis." *Journal of Retailing and Consumer Services* 31 (July): 265–76. https://doi.org/10.1016/j.jretconser.2016.04.007.

"The Question of Value in Social Marketing - Sirgy - 1985 - American Journal of Economics and Sociology - Wiley Online Library." n.d. Accessed September 3, 2021. https://onlinelibrary.wiley.com/doi/abs/10.1111/j.1536-7150.1985.tb02336.x.

"The Wasteful Culture of Forever 21, H&M, and 'Fast Fashion' | Economic Intelligence | US News." n.d. Accessed September 3, 2021. https://www.usnews.com/opinion/blogs/economic-intelligence/2012/09/21/the-wasteful-culture-of-forever-21-hm-and-fast-fashion.

Till, Brian, Daniel Baack, and Brian Waterman. 2011. "Strategic Brand Association Maps: Developing Brand Insight." *Journal of Product & Brand Management* 20 (April): 92–100. https://doi.org/10.1108/10610421111121080.

Tokatli, Nebahat. 2008. "Global Sourcing: Insights from the Global Clothing Industry-The Case of Zara, a Fast Fashion Retailer." *Journal of Economic Geography* 8 (February): 21–38. https://doi.org/10.1093/jeg/lbm035.

Tong, Xiao, and Jana Hawley. 2009. "Measuring Customer-Based Brand Equity: Empirical Evidence from the Sportswear Market in China." *Journal of Product & Brand Management* 18 (July). https://doi.org/10.1108/10610420910972783.

Tong, Xiao, Jin Su, and Yingjiao Xu. 2017. "Brand Personality and Its Impact on Brand Trust and Brand Commitment: An Empirical Study of Luxury

UNIVERSITAS
GADJAH MADA
ANTESEDEN KESETIAAN MAHASISWA UNTUK MODE PAKAIAN CEPAT H&M
RIANA FURI INDAYANI DEVANTI, Bayu Sutikno, S.E.,M.S.M., Ph.D.
Universitas Gadjah Mada, 2021 | Diunduh dari http://etd.repository.ugm.ac.id/

Fashion Brands." *International Journal of Fashion Design, Technology and Education* 11 (October): 1–14. https://doi.org/10.1080/17543266.2017.1378732.

Veloutsou, Cleopatra, George Christodoulides, and Leslie Chernatony. 2013. "A Taxonomy of Measures for Consumer-Based Brand Equity: Drawing on the Views of Managers in Europe." *Journal of Product and Brand Management* 22 (May). https://doi.org/10.1108/JPBM-02-2013-0256.

Washburn, Judith, and Richard Plank. 2002. "Measuring Brand Equity: An Evaluation of a Consumer-Based Brand Equity Scale." *Journal of Marketing Theory and Practice* 10 (January): 46–62. https://doi.org/10.1080/10696679.2002.11501909.

"Whence Consumer Loyalty? - Richard L. Oliver, 1999." n.d. Accessed September 3, 2021. https://journals.sagepub.com/doi/10.1177/00222429990634s105.

Yang, Zhilin, and Robin Peterson. 2004. "Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs." *Psychology and Marketing* 21 (October): 799–822. https://doi.org/10.1002/mar.20030.

Yoo, Boonghee, and Naveen Donthu. 2001. "Developing and Validating a Multidimensional Consumer-Based Brand Equity Scale." *Journal of Business Research* 52 (April): 1–14. https://doi.org/10.1016/S0148-2963(99)00098-3.

Zarley Watson, Maegan, and Ruoh- Nan Yan. 2013. "An Exploratory Study of the Decision Processes of Fast versus Slow Fashion Consumers." Edited by Liz Barnes and Gaynor Lea- Greenwood. *Journal of Fashion Marketing and Management: An International Journal* 17 (2): 141–59. https://doi.org/10.1108/JFMM-02-2011-0045.

Zeithaml, Valarie. 1988. "Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence." *Journal of Marketing* 52 (July): 2–22. https://doi.org/10.1177/002224298805200302.