

References

- Aaker D, **Building Strong Brands**, Simon and Schuster UK Ltd, 2002.
- Brymer C., **Brands and Branding**, Profile Books Ltd., U.K., 2003
- Campbell C., **The Romantic Ethic and the Spirit of Modern Consumerism**, Oxford, Macmillan, 1987
- Claeys C., Swinnen P. and Vandeen A., "Consumers' Means - End Chains for "Think" and "Feel" Products", **International Journal of Research in Marketing**, 12, 1995
- Clifton R., **Brands and Branding**, Profile Books Ltd., U.K., 2003
- De Chernatony L. and McWilliam G, "Appreciating Brands as Assets Through Using a Two - Dimensional Model", **International Journal of Advertising**, 9, 1990
- Doyle P., **Value - Based Marketing**, John Wiley & Sons Ltd., England, 2000
- Fill L., **Marketing Communications, Contexts, Contents and Strategies**, Prentice Hall, London, 1999
- Gabriel Y and Lang T., **The Unmanaged Consumer**, Sage Publications, London, 1997
- Gengler C E and Reynolds T J, "Consumer Understanding and Advertising Strategy: Analysis and Strategic Translation of Laddering Data", **Journal of Advertising Research**, July/August 1995
- Groos R. D., **Psychology, the Science of Mind and Behaviour**, Second Edition, Hodder and Stoughton, London, 1995
- Gutmen J. "A Means End Chain Model Based on Consumer Categorization Process," **Journal of Marketing**, Spring, 1982
- Hayley R.S., "Benefit Segmentation: A Decision Oriented Research Tool", **Journal of Marketing**, July, 1963
- Hirschman E., and Holbrook, "Hedonic Consumption: Emerging Concepts, Methods and Propositions", **Journal of Marketing**, Summer, 1982
- Lavidge E. L., and Steiner G. A., "A Model for Predictive Measurements of Advertising Effectiveness", **Journal of Marketing**, October, 1961
- McCracken Grant, **Culture and Consumption, New Approaches to the Symbolic Character of Consumer Goods and Activities**, Bloomington, Indiana University Press, 1988
- Mcguire W. J., "An Information Processing Model of Advertising Effectiveness", **Management Science in Marketing**, New York, Ronald Press, 1978
- Park C., Jaworski B., and Macinnis D., "Strategic Brand Concept - Image Management", **Journal of Marketing**, 50 (Oct), 1986
- Park C.W. and Young M., "Consumer Response to Television Commercials: The Impact of Involvement and Background Music on Brand Attitude Formation, **Journal of Marketing Research**, February, 1985
- Parry M. E, **Strategic Marketing Management**, Tata McGraw Publishing Co. Ltd, New Delhi 2002

- Perrin L. A., "Goal Concepts: Themes, Issues and Questions". In: L.A. Perrin (ed) **Goal Concepts in Personality and Social Psychology**, Hillsdde, Erlbaum, 1989
- Pieters R., Baumgartuer and Allen D, "A Means - End Chain Approach to Consumer Goal Structures", **International Journal of Research in Marketing**, 12, 1995
- Pine J. and Gilmore J. H., "Welcome to the Experience Economy", **Harvard Business Review**, July / August, 1998
- Ratchford B, "New Insights about the FCB - Grid", **Journal of Advertising Research**, August / September, 1987
- Reynolds T. J. and Gutmen J., Laddering Theory, Method, Analysis and Interpretation, **Journal of Advertising Research**, February/March 1988
- Ries A. and Trout J., **The 22 Immutable Laws of Marketing**, New York, Harper Collins Publishers, 1993
- Rossiter J. and Percy "A Better Advertising Planning Grid", **Journal of Advertising Research**, October 1991
- Schein E. H., **Organizational Psychology**, Englewood Cliffs, New Jersey, Prentice Hall, 1970
- Schmitt B., **Experiential Marketing**, The Free Press, New York, 1999
- Sejwacz, D., Ajzen I . and Fishbein, M., "Predicting and Understanding Weight Loss: Intentions, Behaviours, and Outcomes," **Understanding Attitudes and Predicting Behaviour**, Englewood cliffs, Prentice Hall, 1980
- Sheth J., Newman B., and Groos B., "Why We Buy, What We Buy: A Theory of Consumption Values", **Journal of Business Research**, 1991
- Strong E. R., **The Psychology of Selling**, New York, Megaive Hill, 1925
- Zaichkowsk J. L., "Measuring the Involvement Construct", **Journal of Consumer Research**, 12, 1985
- Zojonc R. B., "Exposure, Satiation and Stimulus Discriminability," **Journal of Personality and Social Psychology**, 21, 1972