

Coursework Header Sheet

221067-57



UNIVERSITY
of
GREENWICH

Course	MARK1215: Inside the Customer's Mind	Course School/Level	B/PG
Coursework	Literature Review	Assessment Weight	30.00%
Tutor	KH Phairor	Submission Deadline	20/11/2014

Coursework is receipted on the understanding that it is the student's own work and that it has not, in whole or part, been presented elsewhere for assessment. Where material has been used from other sources it has been properly acknowledged in accordance with the University's Regulations regarding Cheating and Plagiarism.

000846464



Tutor's comments

--

Grade Awarded_____

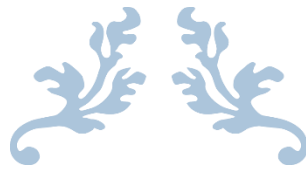
For Office Use Only_____

Final Grade_____

Moderation required: *yes/no*

Tutor_____

Date _____



IMPACT OF BRANDING ON CONSUMER PERCEPTION

ID#000846464



NOVEMBER 19, 2014

Contents

1. Introduction	04
2. Consumer Perception	04
3 The Self Concept.....	07
4. Packaging and slogans (Brand elements)	08
5. Consumer decision making	09
6. Conclusion.....	10
7. References	11

Introduction

(Lombard 2007) states in his paper that branding is not a new idea and has been used which later by the passage of time evolved to symbolize the mark itself from the act of marking something with fire. In contrast to modern times, Karadeniz (2010) states that, a brand does not reflect the firm's name, logo, color, packaging or etc. but rather it reflects the quality of the firm's product. Farhana (2012) mentions that our daily life is surrounded by the word brand and is a very essential part from the starting of our day by a branded toothpaste and finish it using branded durable and non-durable goods and services. If give a thought, we are totally surrounded with brands in all moments in our life, from our basic to higher level needs.

According to Lombard (2007) consumers are required to organize their knowledge about products which help them clarify their decision making and give value to the organization. Webster & Keller (2004) mentioned that a brand can be taken as a psychological phenomenon, while previously a brand was just recognized by a name symbol or logo, which differentiates one's services from other competitors through personal experiences, commercial communications and other means. Additionally the power of brands resides inside the consumer's mind, perception, thought, feeling, belief, attitude and behavior. In contrast, Koller (2003) cited by Lombard (2007) states that it is necessary to teach the consumers about the product using the brand elements so that they can identify and distinguish them easily in the market, as he further added that branding involves the process of creating mental structures that help consumers to organize their knowledge about the brand in a way that help them take best decisions.

Similarly Keller (2003) cited by Leone et al. (2006) defined customer based brand equity as a derivative effect that consumer knowledge about a brand has their response to marketing promotions and activities for that brand, which convinces Leone et al. (2006) to believe that it is all associated with past experience, images, thoughts and as mentioned previously, and he further concluded that information like these can be linked to the brand and associated with the consumer memory. As also favored by (Farhana, 2012) that creating brand awareness is a crucial step to achieve the right brand identity which links with the brand, its logo, its symbol and etc. which is the power of branding that children's who cannot read and recognize the golden arches of MC Donald's and correspond to the brand (Savard and Gallagher, 2011 cited by Farhana 2012).

However, all of the above information is unnecessary unless there is no brand positioning strategy, to which Bettman (2014) explained that brand positioning is an important aspect in the product category to differentiate the similarity and dissimilarity of the brand that is to be perceived in the equivalence of other brands. Therefore Young (2011) mentioned that applying perceptual maps is the best way of positioning strategies and determining where do you stand in the market and gain insights about the consumers. Hence the aim of this research is to cover the perceptions of consumers and how the major elements of brands affect or impact on their purchase decisions, and the SELF factors consumers take into consideration while searching for a product, and importantly the consumer's decision making factors pre and post purchase evaluations and also consumer's shopping buying and evaluation factors.

Consumer Perception

Batra and Ray (1986) cited by Edell (2014) states that consumers judgment of goods and services are most of the time based on the assessment of the attributes and alternative offers. Although, Sets et al. (2014) states that consumer take only a small portion of the available alternatives when making decisions. In contrast Friedmann & Zimmer (2014) mentioned that searching for information is largely a

perceptual process which involves widely distributed cognitive activities. He further elaborated that promotional information reach consumer through a complex sensory receptors as some form of sensory stimulation which carries information in some form of messages. However Chisnall (1994) the second part in a more clear perspective that sensory data is at the core of perception which then turn as a primary role in the cognitive and thinking process, furthermore because of unpredicted events, unusual and expected objects these senses are stimulated in our daily routine life, In short perception has been explained to detect through the senses as it is explained in the most simplest models given by (Young, 1961 cited by Chisnall 1994)

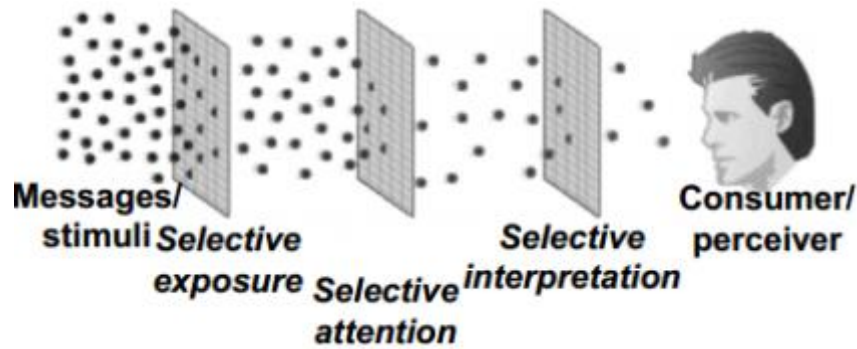
To perceive = to see, to hear, to touch, to taste, to smell, to sense internally. (Young, 1961)

Rompay et al. (2009) finds that long standing research from design, art and advertising suggest that communicative elements such as logo, shape, color, and typeface are perceived not only in terms of their conventional and technical properties but also for their symbolic and affective meaning they personify. Likewise Tom et al. (2006) states that this process of perceptual categorization happens instantly and unconsciously, which is the reason consumers are assailed with marketing stimuli all the time, therefore consumers use perception cues to recognize and give meaning to products and brands. Furthermore, the author has also illustrated an example to better understand the consumers identification of the perception cues, and mentions that brand naming and marketer choice of packaging creates powerful cues to consumers as the texture and the material of the packaging can determine the value of the product; in this case, wine bottles with shiny labels are cue to consumers that the wine is less expensive, whereas with dull labels are a cue that it is more expensive. In contrast, (Solomon et al. 2013) presented the same view but added one more point that the decisions we make based on these perception cues are broadly affected by our cultural background.

Solomon et al. (2013) broken down the perceptual process in four stages that are:

- 1) Primitive categorization: in which the underlying characteristics of a stimulus are segregated; from our above wine example, consumers who prefer quantity for money will most likely to buy the less expensive wine (shiny labelled)
- 2) Cue Check: In which the attributes are examined for the preparation and selection of a schema, additionally we use certain schemas such as color of the bottle and design to decide in which schema our wine fits.
- 3) Confirmation check: the process in which the schema is selected and the consumer may decide the choice of his brand falls in his schema.
- 4) Confirmation completion: the decision is made according to the stimulus, and the consumer decides that he has made a right choice, and then reinforce his decision by considering the overall brand identity.

In contrast, Sheth et al. (2001) states the same above perceptual process but in three different stages which are selective exposure, selective attention and selective interpretation. Briefly this means that consumers filter the stimulus based on their interest and needs, and then the customer pay attention to the stimulus based on the characteristics of the stimulus such as color, and lastly customers interpret the remaining stimuli and make positive or negative decisions for it.



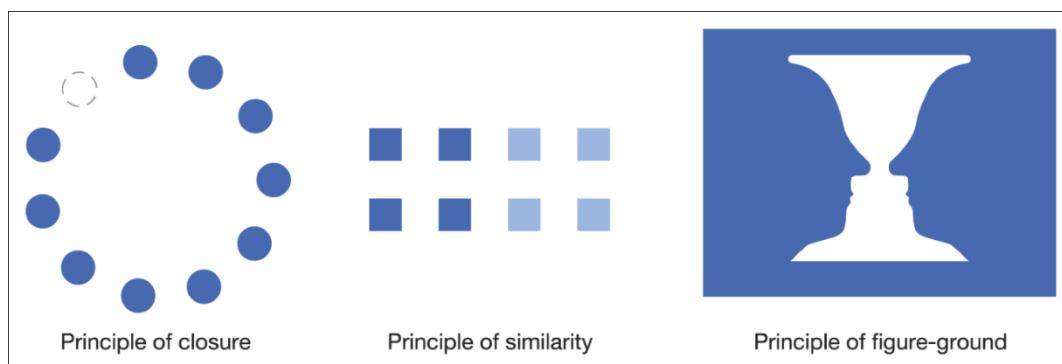
(Sheth et al. 2001)

However, Solomon et al. (2013) pp.51 mentioned that these principles are founded on work in gestalt psychology, an idea that people conclude meaning from the totality of a set of stimuli, except from the individual stimulus. additionally Moore & Fitz (1993) states that gestalt psychology is not about persuasion but is about perceiving organized structures and patterns. Furthermore, Crilly et al. (2004) explained that this natural tendency in for order in visual stimuli outcome in a number of enhanceive principles, and these principles are commonly recognized by gestalt rules. Three of these principles are, closure, similarity, figure ground.

Closure: Fisher and smith-gratto (1998-99) cited by Chang et al. (2002) finds that individual perceive the patterns of open shapes as incomplete, and because of the incomplete information, the individual finds the learning process distracting. However our minds are efficient enough to fill the gaps and open shapes itself and complete the unfinished form.

Similarity. Graham (2008) mentioned that similar visual elements like size, shape, color, proximity, direction are perceived as a part of the group, even if the items are non-spatial. Then the other side of this law of similarity is since consumers seek to group, dissimilar objects will start to become prominent.

Figure ground: Chang et al. (2002) this fundamental law of gestalt help identify the objects and figures clearly from the background, which is dependent upon certain characteristics such as contrast, images and text.



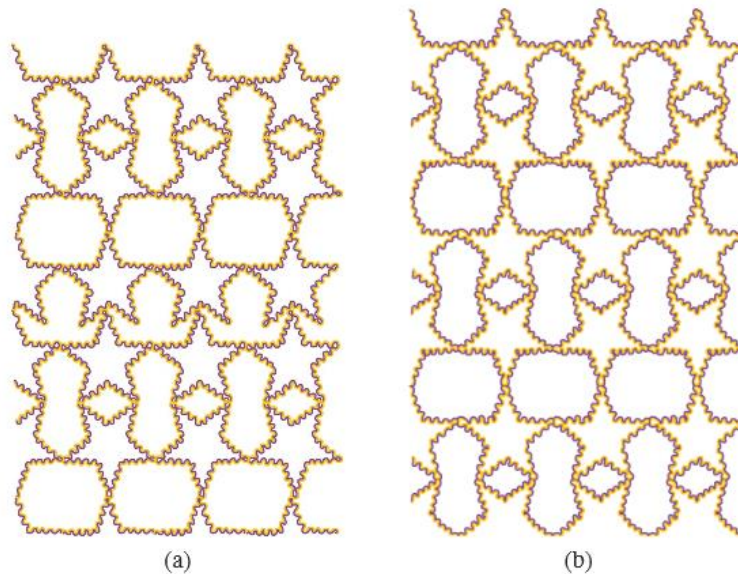
(Solomon et al. 2013, p.51)

Likewise Pinna (2005) used a water color assimilation process that segregate figure ground on large enclosed areas, because of the formation of orange edges on figure (a) geometrical shapes such as

polygons, diamond, and flower can be perceived in symmetrical manner in each different row and were evenly colored using the color spreading of orange edges. However in figure (b) the geometrical shapes are similar as (a) but the columns and rows can be detected differently. The difference in these perceptual results in both of the figures are obtained by just inverting the purple and the orange line.

186

B. Pinna



(Pinna 2005) – See the source for more examples.

The Self Concept

The self-concept as defined by Solomon et al. (2013), p.151) that relates to the beliefs of the person holds their conception, and how these qualities are evaluated based on positive and negative interpretations about the subject. Likewise (Grubb & Grathwohl 2014) states that Self is about being aware of self-attitude, feeling, perception, and evaluation of oneself as a physical entity. However George M. Zinkhan (1991) stated that the concept of self can be visualized as cognitive structure and it does not refer to knowledge of facts but only associates strong feelings and motivations. Fournier, (1998) cited by Kim et al. (2005) that the concept of consumer attachment towards a brand is a strong emotional concept, where consumers become loyal towards a brand in the process of defining their sense of self. On the contrary, The self-concept as defined by Malär et al. (2011) that it is a cognitive and affective perception of who and what we are and can be divided in two forms which are actual self and the ideal self. Thus, it can be understood that the self-concept is not only about the evaluation of our own attitudes but also it works as a cognitive structure inside our mind, and it is one of the important consideration given by marketers, furthermore the products and services are associated with self of individual

Self-esteem:

Rosenberg (1965) cited by Fredric Kropp (1995) stated that self-esteem is one's personal judgment of own worth. Solomon et al. (2013) added that people with low self-esteem have a low expectation that they will perform well in their future, whereas people with high self-esteem will be more willingly to take risks and to be the center of attention and expect to be more successful in their future. George M. Zinkhan (1991). Judge, Bono, and Locke (2000) cited by Kim et al. (2005) mentioned that self-esteem evaluate through the process of the emotions of pride and joy. Furthermore the authors added that it is an overall examination of individual's importance of values, revolves around the multidimensional perspective Feeney and Noller (1990) cited by Kim et al. (2005). The author further suggest consumer may express their own values which lead towards self-appraisal or goes from a social adjustment process which may result in reflected appraisal. (Hog, Cox and Keeling cited by Kim et al 2005)

Real, Ideal and extended self

(Solomon et al. 2013, p.209) defines it as a process where consumer similitude their actual position on some judgment's to some ideal approaches, and while doing this process the consumer might ask him/herself If I am attractive as I would like to be?, or am I making enough money as I should be? And etc. As concisely mentioned by Malär et al. (2011) that the perceived reality of own is based on actual self (i.e what is my status right now, and currently where I am standing comparing to others?). Whereas for ideal self (Solomon et al. 2013, p.209) defines that it is associated with the elements of consumer culture, like celebrities and those who are portrayed in ads, and because of their achievements the products and likely to get sold, however Malär et al. (2011) explained that the ideal self is molded by the mental imagery of ideals and to what an individual consider like to be in his/her future and tailor.

Belk (1988) cited by Fairchild et al. (2003) put forwarded the concept for extended self that the reflection to our identities are majorly contributed through our will power. Belk means that this method of extended self which included things, people, places and body parts, for which the term physical extension of oneself can also be used. In contrast (Solomon et al. 2013, p.214) mentioned four different levels of extended self that range from personal objects/places to things and facilitate people that they are involved in a large social environment. The different level as defined by the author are *Individual level* in which consumers include their personal ownership such as cars, clothing and so on. Second is *family level* and consumer residence and its furnishing are considered a part of this self which means that a house can be perceive as an emblematic body or a part of identity. The third level is *community level* in which the consumers describe themselves from the regional part they come from or the area of living they are associated with, and lastly *group level* which explains that our involvement with particular social groups can be taken as a part of our self, as an example the consumer may perceive a sport team as a part of extended self.

4. Packaging and slogans (Brand elements)

According to (Croft 1985, Keller 2003, cited by Farhana 2012) Packaging is a crucial part of brand element which revolves around the processes of designing and the creation of containers and wrappers for a product. Duncan (2004) cited by Lombard (2007) added that the brand should be identifiable through the packaging, furthermore it should convey descriptive meaning and convincing information that not only aid product transportation but also the protection of the product which also assist at home storage. However, Pas & Laar (2002) mentioned that the purpose of specific design of packaging is broadly to educate the consumer making the right choice. In contrast Gordon et al. (1994) cited by Lichtlé (2007) brand choice is influenced by the color of products packaging. Serafin (1985), Keller (2003)

cited by Farhana (2012) states that to achieve the desires of targeted consumers as well as marketing objectives, both artistic and functional elements of packaging has to be considered properly, in which the artistic components relates to the size of the package, shape, its material, color, text and graphics for which the printing process plays a huge contribution in the entire process that help execute colorful messages on the package for the moment of truth at the point of purchase.

Keller (2003) cited by Farhana (2012) explained that slogans are primarily used to communicate descriptive and convincing information about the brand. Whereas, Duncan (2004) cited by Lombard (2007) defines that slogans are clever phrases which serves as recall for the brand or about the campaign. On the contrary Rompay et al. (2009) channels such as ads, packaging, and websites contain both visual elements as well as verbal like brand slogans and the product information, through which the desired product qualities should be conveyed related to the brand image in the best means. Additionally Cheng et al. (2006) stated from a previous research that brand slogans can be used to as a mean to arouse and recalling the wishful emotions towards brand and product perception.

Consumer decision making

Bettman et al. (1991) states that consumers regularly come across with large number of alternatives that are continuously evolving because of the new technological innovations and competitive pressures. The author further added that these decisions made by consumers concerning the choice, purchase and the use of service are very important not just for consumers themselves but also for marketers (Sheth et al. 2001). A conceptual framework presented by Narayan & Markin (2014) and suggest that consumers identify the alternatives for the brands based on three categories that are evoked set, inert set, and inept set. Furthermore more the author explained these that evoked set is a collection of brands in the mind from which consumers will consider the purchase, and all of the evaluations for these brands are taken positively. While, inert set comprises those brands on which the consumers do not have any positive or negative intentions. Whereas those brands that does not impress the consumer and rejected from their attention fall under the inept set. Similarly, (Solomon et al. 2013, p.356) mentioned a study in which big amount of consumers were investigated about evoked sets and analyzed the number of products found in their sets was limited, however some of the consumers evaluated the variations by product category and different countries, for example, The ordinary evoked size for an average American beer consumer was less than 3, whereas Canadian consumers contemplated 7 brands.

In contrast (Hogarth 1981 cited by Hoyer 2014) stated that before making any act for purchase consumer go thorough from immediate cognitive processing. The author further added that decisions are made frequently over-time which involves continues rather than discrete processing. (Hoyer 2014) elaborated the previous statement that consumers may depend not only on the previous information about the product, but also the judgments of brand satisfaction and dissatisfaction that usually occur in the post purchase evaluation stage of decision making process. However, (Bettman et al. 1991) stated that the influence of consumers is not only limited to the elements of the task, but also to the information provided in the environment that are through advertisements, packages, in-store displays and brochures.

Likewise, Bayton (2014) puts an exemplary approach of having four brands in awareness where individual should make a choice, and what psychological factors they go through by, he mentioned that at this processing stage, the individual can face a problem on which items to be differentiated with the various attributes that allow the individual to differentiate between them. He further added the

attributes of a brand such as name, packaging, and design as a differential factors from the consumer's perception point of view which can be recognized as signs or cue and concluded that such signs or cues are not important in consumers decision making. However in contrast Cooper et al. (2005) states that because brand communication surrounds all of the ways through which customers come in contact with a brand, its name, logo, packaging design including all other types of media promotions, which is why brand communications is a very strategic matter that businesses should accept to get competitive advantage in the market.

However, in relation to the above context Mostert (2002) cited by Lombard (2007) mentioned that in between information processing, which is than analyzed in terms of categories that stored in the memory and its meaning is attributed to a particular message based on how the consumer categorize the stimulus by using existing knowledge and beliefs (Copley 2004 cited by Lombard 2007). Similarly Lynch and Srull, (1982) cited by Bettman et al. (1991) categorized decisions either as a stimulus based, memory based or combination of both. Author further explained that those decisions that are made using a catalog or packages or from any related information that is available externally is called a stimulus based decision. Whereas if the decision is made using information available in the memory, then it is called memory based decision. Lastly, mixed decisions are made when information in memory and from externally available are used. In relation to these categories Sets et al. (2014) mentioned that this selection process is divided into the stages of brand consideration and brand evaluation. He further added that it is the brand consideration stage in which the retrieval and formation of information consideration sets takes place, and for the evaluation stage consumers are thoughtful are thoughtful about the brands which includes in the consideration set to arrive at a final choice.

Conclusion

As we have analyzed in this overall literature that not just consumer perception but other elements of consumer behavior plays critical role in the consumer's decision making process while choosing a brand. In which consumers have to go through from various cognitive process to understand the brand and structure and categorize either in memory, stimulus based or combination of both, and based on previous experiences consumer may likely to recall the brand instantly. Additionally as we have also spoken the principles of Gestalt psychology (such as shape, size and etc.) are taken into consideration by a consumer as an unconscious act, on which Kreuzbauer (2007) emphasized that with the designers both the product and brand managers should incorporate the elements like form and shape in the brand strategies more purposefully, which portray the importance of positioning the brand strategically in the minds of consumer's. Lastly as Farhana (2012) mentioned that the differentiation of consumer goods in fast moving consumer goods (FMCG) industry is getting challenging to create day by day to penetrate it in the consumer's memory. However she further added that identifiable approach to each brand element act to visualize the image of the image of the brand in the consumer's memory which can be later perform as a cue to recall the brand in different circumstances. Thus it can be now understood that if proper strategies and planning are done for a particular campaign, then it will more likely to be a profitable as well as smart option rather than playing cards vaguely.

References

- Bayton, J.A., 2014. "Motivation, Cognition, Learning: Basic Factors in Consumer Behavior." *Journal of Marketing*, 22(3), pp.282–289.
- Bettman, J.R.D.U., Johnson, Eric J. Wharton School, U. of P. & Payne, J.W.D.U., 1991. *Consumer Decision making*. Available at: www.haas.berkeley.edu/Courses/.../BettmanJohnsonPayne91.pdf.
- Bettman, M.S. and J.R., 2014. "The Effects of Brand Positioning Strategies on Consumers' Brand and Category Perceptions." *Journal of Marketing Research*, 26(4), pp.454–467.
- Chang, D., Dooley, L. & Tuovinen, J.E., 2002. "Gestalt Theory in Visual Screen Design—A New Look at an old subject." In *Gestalt Theory in Visual Screen Design — A New Look at an old subject Book Chapter Subject*. pp. 5–12. Available at: crpit.com/confpapers/CRPITV8Chang.pdf.
- Cheng, Y. et al., 2006. Using Recognition of Emotions in Speech to Better Understand Brand Slogans. *2006 IEEE Workshop on Multimedia Signal Processing*, pp.238–242. Available at: <http://ieeexplore.ieee.org/lpdocs/epic03/wrapper.htm?arnumber=4064555>.
- Chisnall, P.M., 1994. *Consumer Behavior* Third Edit., McGraw-Hill book company.
- Cooper, P. & Pawle, J., 2005. *Measuring Emotion In Brand Communication*, Available at: <http://www.warc.com/Content/ContentViewer.aspx?MasterContentRef=a9b999d1-ef63-4622-9588-927e0ecce6dd&q=mixed+emotions&CID=A81381&PUB=ESOMAR>.
- Crilly, N., Moultrie, J. & Clarkson, P.J., 2004. Seeing things: consumer response to the visual domain in product design. *Design Studies*, 25(6), pp.547–577. Available at: <http://linkinghub.elsevier.com/retrieve/pii/S0142694X04000225> [Accessed October 7, 2014].
- Edell, J.A. & Garbarino, E.C., 2014. "Cognitive Effort, Affect, and Choice." *JOURNAL OF CONSUMER RESEARCH*, 24(2), pp.147–158.
- Fairchild, R. et al., 2003. *How do consumers express their identity through the choice of products that they buy ?* University of Bath.
- Farhana, M., 2012a. Brand Elements Lead to Brand Equity : Differentiate or Die. *Information Management and Business Review*, 4, pp.223–233.
- Farhana, M., 2012b. "Brand Elements lead to brand equity: differentiate or die." *Information Management and Business Review*, 4, pp.223–233.
- Fredric Kropp, M.I. of I.S., 1995. *VALUES AND SELF-ESTEEM*,
- Friedmann, R. & Zimmer, M.R., 2014. "The Role of Psychological Meaning in Advertising." *Journal of advertising*, 17(1), pp.31–40.

- George M. Zinkhan, U. of H., 1991. SELF CONCEPT AND ADVERTISING EFFECTIVENESS: A CONCEPTUAL MODEL OF CONGRUENCY CONSPICUOUSNESS, AND RESPONSE MODE. *Advances in Consumer Research*, 18, pp.348–354.
- Grubb, E.L. & Grathwohl, H.L., 2014. “Consumer Self-Concept, Symbolism and Market Behavior: A Theoretical Approach.” *Journal of Marketing*, 31(4), pp.22–27.
- Hoyer, W.D., 2014. “Examination for a of Consumer Repeat Decision Making Common Purchase Product.” *Journal of Consumer Research*, 11(3), pp.822–829.
- KARADENİZ, M., 2010. “THE IMPORTANCE OF CUSTOMER BASED STRATEGIC BRAND EQUITY MANAGEMENTFOR ENTERPRISES.” *Journal of Naval Science and Engineering*, 6(2), pp.117–132.
- Kim, H.R., Lee, M. & Ulgado, F.M., 2005. Brand Personality, Self-Congruity and the Consumer-Brand Relationship. *Asia Pacific Advances in Consumer Research*, 6, pp.111–117.
- Kreuzbauer, R., 2007. “Product Design Perception and Brand Categorization.” *Advances in Consumer Research*, 34(Barsalou 1983), pp.240–246.
- Leone, R.P. et al., 2006. “Linking Brand Equity to Customer Equity.” *Journal of Service Research*, 9(2), pp.125–138. Available at: <http://jsr.sagepub.com/cgi/doi/10.1177/1094670506293563> [Accessed August 1, 2014].
- Lichtlé, M.-C., 2007. “The effect of an advertisement ’ s colour on emotions evoked by an ad and attitude towards the ad : the moderating role of the optimal stimulation level The effect of an advertisement ’ s colour on emotions evoked by an ad and attitude towards the ad.” *International Journal of Advertising*, 26(1), pp.1–21.
- Lisa Graham, 2008. “Gestalt theory in interactive media design.” *Journal of humanities and social sciences*, 2(1), pp.1–12.
- Lombard, A., 2007. *THE IMPACT OF THE BRAND IDENTITY STRATEGY OF A CONSUMER PRODUCT ON CONSUMER PERCEPTIONS* by Adele Lombard Submitted in partial fulfillment of the requirements for the degree MASTER OF COMMERCE in Marketing Management in the Faculty of Economic and Manageme. Available at: <http://upetd.up.ac.za/thesis/submitted/etd-10082008-103031/unrestricted/dissertation.pdf>.
- Malär, L. et al., 2011. “Emotional Brand Attachment and Brand Personality : The Relative Importance of the Actual and the Ideal Self.” *Journal of Marketing*, 75(July), pp.35–52.
- Moore, P. & Fitz, C., 1993. “Using gestalt theory to design document and graphics.” *Technical Communication Quarterly*, 2(4), pp.389–410.
- Narayan, C.L. & Markin, R.J., 2014. “Consumer Behavior and Product Performance: An Alternative Conceptualization.” *Journal of Marketing*, 39(4), pp.1–6.

- Pas, L. Van De & Laar, G. Van De, 2002. "Packaging Design : Social Trends and Brand Design Social Trends and Brand Design." , 429(429).
- Pinna, B., 2005. "The role of the Gestalt principle of similarity in the watercolor illusion." *Spatial Vision*, 18(2), pp.185–207. Available at: <http://booksandjournals.brillonline.com/content/journals/10.1163/1568568053320639>.
- Rompay, T.J.L. Van, Pruyn, A.T.H. & Tieke, P., 2009. "Symbolic Meaning Integration in Design and its Influence on Product and Brand Evaluation." *International Journal of Design*, 3(2), pp.19–26.
- Sets, C.C. et al., 2014. "Recall and Consumer Consideration Sets: Influencing Choice without Altering Brand Evaluations." *JOURNAL OF CONSUMER RESEARCH*, 17(3), pp.263–276.
- Sheth, J.N., Mittal, B. & Newman, B.I., 2001. *Customer Behavior Consumer Behavior and beyond*, Dryden Press; LOMA ed edition. Available at: <http://www.amazon.co.uk/Customer-behavior-Consumer-beyond/dp/0030468426>.
- Solomon, M.R. et al., 2013. *CONSUMER BEHAVIOUR - A European Perspective* Fifth Edit., Pearson Education.
- Tom, G. et al., 2006. "CUEING THE CONSUMER: THE ROLE OF SALIENT CUES IN CONSUMER PERCEPTION." *Journal of Consumer Marketing*, 4(2), pp.23–27.
- Webster, F.E. & Keller, K.L., 2004. A roadmap for branding in industrial markets. *Journal of Brand Management*, 11, pp.388–402.
- Young, L., 2011. *How to Use Brand Positioning How to Use Brand Positioning*, Available at: <http://www.warc.com/Content/ContentViewer.aspx?MasterContentRef=aace3c92-a956-4cf0-9111-9569d14cda4f&q=How+to+Use+Brand+Positioning&CID=A94829&PUB=BESTPRAC>.
- Young, Paul Thomas, (1961) *Motivation and Emotion*: a survey of the determinants of human and animal activity. Available at: <http://psycnet.apa.org/psycinfo/1961-35095-000>