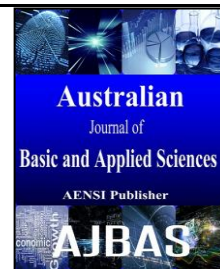




ISSN:1991-8178

Australian Journal of Basic and Applied Sciences

Journal home page: www.ajbasweb.com



Brand Prestige as Mediation Effect of Store Image on Store Loyalty (Study of Batik Tulis Store Customer at Yogyakarta Special Region)

¹Wisnalmawati, ²Surachman, ²Mintarti Rahayu, ²Ananda Sabil Hussein

¹University of Brawijaya, Management Doctoral Program, Faculty of Economics and Business, 65144, Malang-Indonesia

²University of Brawijaya, Department of Management, Faculty of Economics and Business, 65144, Malang-Indonesia

ARTICLE INFO

Article history:

Received 3 June 2015

Received in revised form 17 June 2015

Accepted 1 August 2015

Available online 15 October 2015

Keywords:

Store Image, Brand Prestige, Store Loyalty

ABSTRACT

This study purpose is to analyze the brand prestige as mediating the effects of store image on store loyalty. This study contributes to development of theoretical models of consumer behavior in retail, developing strategies for businessmen, raising the rural incomes for government and Tridarma of university to conduct research and create a training program for regeneration of *batik* artisans. The study object is *batik* stores. Population is a customer at ten *batik* store. Samples are customers at ten *batik* stores. purposive sampling technique is used with a sample size of 170 respondents. Sample unit is customers at ten *batik* stores. Data analysis tool is PLS Swarp version 4 and ANOVA. The results indicate that brand prestige becomes partial mediation the effect of store image on store loyalty. There is difference of Store image based on age, education and income. The Brand prestige difference is based on age and income. Store loyalty difference is based on education and income. This study novelty is to add brand prestige to overcome the contradiction between the store image to store loyalty and examine the effect of store image to brand prestige.

© 2015 AENSI Publisher All rights reserved.

To Cite This Article: Wisnalmawati, Surachman, Mintarti Rahayu, Ananda Sabil Hussein., Brand Prestige as Mediation Effect of Store Image on Store Loyalty (Study of *Batik Tulis* Store Customer at Yogyakarta Special Region). *Aust. J. Basic & Appl. Sci.*, 9(27): 635-641, 2015

INTRODUCTION

Business opportunities of *batik* store in Yogyakarta Special Region are still wide open because this is a tourist destination and traditional *batik* area. During this time tourists or consumers only know *batik* stores in Bringhardjo, Mallioboro, and stores in a tourist attraction as a *batik* shopping center. Since the opening of *batik tulis* stores in 2008 at *batik* village, it causes the changes, which shifts the marketing functions. Previously, employers *batik* just as a supplier for conventional stores so they do not need the marketing function because entrepreneurs *batik* sell the *batik* cloth directly to businesses, then businesses sell the *batik* to final consumer. After *batik* stores acts as retailers, marketing function was very important for *batik* entrepreneurs. Marketing functions emphasis on quality of *batik* products produced, pricing offered to consumers, *batik* promotion in associated with positioning of store, and a display of *batik*. Marketing functions relate to 4P term (product, price, promotion, and place). The marketing function is not easily done by *batik* entrepreneurs. They require a lengthy process to understand consumer behavior with different desires, especially for *batik*

entrepreneurs that relatively new to manage store. It is an interesting phenomenon to be studied scientifically.

Batik stores location is far from the city center. Sometimes customers are reluctant to come there. Therefore, *batik* entrepreneurs have initiative to facilitate order. The convenience provided by employers *batik* is customers may order *batik* via online, telephone and customers come directly to stores to choice, even for customers who reside in Yogyakarta, in case of delivery of *batik*, businessman will usher directly to customer residence, or using traditional ways, such as *batik* orders form of finished products or ready-made products are deposited in a place that has been agreed between *batik* entrepreneur and customers.

For those customers who come to *batik* stores, they can see the process to make *batik* by skilled employees, and customers can choose the desired *batik*, because entrepreneurs offer *batik* with good quality. Yun and Good (2007) describes the store image consists of e-merchandise, e-services and e-shopping atmosphere indicators. Lilanjer (2009) describes the store image is divided into two atmosphere namely store image and quality. Amit *et al.* (2010), describes the components of store image

Corresponding Author: Wisnalmawati, University of Brawijaya, Management Doctoral Program, Faculty of Economics and Business, 65144, Malang-Indonesia

in relation with price of merchandise, quality, assortment, sales personnel, comfort, location, sales promotion service, advertising and store atmosphere. Indeed, phenomenon of ease of booking, skilled employees and quality *batik* are indicators of store image concept from previous researchers at different retail. The success of a business can be seen from the customer loyalty. Businesses must be able to create a business strategy to win competition. One of business strategy is to create customer loyalty.

Tight competition forces the *batik* entrepreneurs to work hard to improve creativity and innovation in maintaining the business viability. These stores are already maintaining the store environment, but still there are negative communication from majority customers to *batik* stores such as delivery delays to customer and unsuitable order. It makes low customer visits to *batik* stores.

Based on theory study and previous research on relationship pattern between the two concepts above, store image affect on store loyalty on customer department stores in Switzerland city and German-speaking of Switzerland (Bloemer and Ruyter, 1998), restaurant (Ryu, *et al.*, 2008), financial institutions in Spanish consumers (Bravo, 2012), Department stores in USA (Yan Lu, *et al.*, 2008), online stores in USA (Park and Lennon, 2008), Hair salons in Kaohsiung city of Taiwan (Wang and Wu, 2012), while other findings show that store image has no effect on store loyalty at wholesale stores in Australia associated with sales assistant (Miranda, *et al.* 2005), retail stores in associated with brand image consists of a store brand's price and store brand value in France (Kremer and Viot, 2012). Differences results of previous studies have led to research gaps. This research addresses this gap by selecting and adds the variable of brand prestige to bridge differences results of previous studies. Is the brand prestige become the cause the contradiction between store image and store loyalty? Brand prestige is chosen based on three reasons. First, not many previous researchers examined brand prestige as a mediating variable in *batik* SMEs. Secondly, Schiffman and Kanuk (2008) describes the intrinsic information is a promotional message that explains the positioning of store, while the brand prestige can affect store loyalty (Erdogmus and Turan, 2012; and Zayerkabe, 2012). Third, store image affects on store loyalty (Hsu, *et al.* 2009); Samani, 2011); Isage, 2012).

This research purposes are below.

1. To analyze brand prestige as mediation the effect of store image on store loyalty.
2. To analyze the differences of store image, brand prestige dan store loyalty based on age, sex, job, education and income.

This research is useful for theory development of consumer behavior, creating a synergy in three parts: Academia, Government and Business. Academics have a contributing role in terms of thoughts and creative ideas to conduct research in

batik stores village. Government plays a role in encouraging local businesses to develop better to increase rural incomes. The business role is to create a market for goods, creative services, employment and establishment of a community and creative entrepreneurs.

II Literature Review And Development Hypothesis:

Clover (1950) first to explain theory of impulse buying, which shows some categories of products purchased on impulse. Some results of previous research on impulse buying suggested the stimulus in stores such as POP poster can increase impulse buying behavior (Abratt and Goodey, 1990). Zhou and Wong (2003) describes the store environment can affect consumers to buy products, Mattila and Wirtz (2008) suggests the social environment (hospitality employees) has positive effect on impulse buying behavior.

Previous research studies about the store concept image, prestige brand and store loyalty are below.

2.1 Store Image Concept:

Martineau was the first to examine the store image in 1958. The image covers Store layout, advertising, sales promotion and symbol and color. Engel (1994) states determinant decision to select stores are based on market and product class especially attributes as (1) nature; (2) quality of diversity; (3) sales personnel; (4) services; (5) physical attributes of store; and (6) atmosphere.

Amit *et al.* (2010) express store image based on five indicators, namely: staff, merchandise, atmosphere, service and Convenience. Silva and Giraldo (2010) suggested seven indicators: atmosphere lay out, reputation, quality, price, service, and convenience. Kwon and Lennon (2010) suggest six indicators of quality, location, price, facility, service and distribution.

2.2 Concept of Brand Prestige:

Liwen (1993); Jongeun Rhee, *et al.* (2012); Lynn Eunjung Kwak (2010); Riza Casidy (2012) Hsien (2012) define online store as a prestigious store, Erdogmus and Turan (2012) describes the prestige products is the latest lifestyle, prestigious product brand, social status and wealth. Robinson and Doss (2010) Tung, T.H and Pai, P (2012) describe the effect of a brand prestige on loyalty store.

2.3 Concept of Store Loyalty:

Wallace, *et al.* (2004) proposed store loyalty as composed of two indicators: the attitude and behavior. Bridson *et al.* (2008) indicate three indicators of behavior namely word of mouth and commitment. Dai, *et al.* (2011) indicate two indicators of attitudes and shifting brand. Hoffmann

et al. (2012) indicate two indicators of behavior and word of mouth.

2.4 Relationship of Research Variables in Research Model:

Store Image Affect on Store loyalty:

Miranda *et al.* (2005) to report that store image affect on store loyalty at Grocery stores in an Australian city. Park (2008) reported that Store image significantly affect on Repurchase intention for online shopping in USA, Maxwell, H, *et al.* (2009) proves store image affect on purchase intention at Student grocery in US.

Store Image Affect on Brand Prestige:

Relation of store image on brand prestige is expressed below. Schiffman and Kanuk (2008) explain that consumer often deciding the quality concept of a product or service based on various intrinsic and extrinsic information. Intrinsic information relates to product (or service) such as price, store image, service, brand image, and message promotion. Extrinsic information relates to physical characteristic of product quality perception of product itself, like size, color, taste, or smell. This study emphasizes on intrinsic information of a promotional message to explain the store positioning.

Brand Prestige Affect on Store loyalty:

Erdogmus and Turan (2012) proved that brand prestige affect on brand loyalty. The analytical tool used is SEM with Amos program, samples are 564 respondents. Objects research is customer brands in Turkey. Zayerkabe (2012) proved that brand prestige affect on brand loyalty. SEM analysis tool is used by Amos program, samples are 216 respondents. Gilaninia, *et al.* (2012) proved that brand prestige affect on store loyalty. SEM analysis tools is used by Amos program, samples are 200 respondents. Research object is Dairy Industry in Kermanshah. Above study uses brand loyalty to customers who choose to buy the brand at same store, while the current study uses the store loyalty term, indicators of brand loyalty and store loyalty are basically the same with previous research can be used as a reference in current research.

III. Research Framework And Development Hypothesis:

This study is started from the concept and theoretical studies. Conceptual examination relates to store image, prestige brand and store loyalty, while theoretically related to consumer behavior, particularly store loyalty. Research framework is builds from research problem, research objectives, concepts and theoretical studies as foundation to formulate hypotheses. This study suggests two think path, first is study of theoretical concepts and deductive reasoning to direct a thought process from general to specific, such as the preparation of hypothesis. Both empirical studies in this research

led to think inductively is a thought process from the particular to general. This study examination is a hypothesis proof.

Conceptual Framework and Research Variables

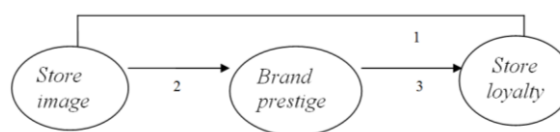


Fig. 3.1: Conceptual Framework.

Hypothesis:

Store image is the main variables to affect store loyalty. Empirical studies of Miranda *et al.* (2005); Maxwell, H, *et al.* (2009); Samani (2011). Based on theoretical and empirical studies, the hypothesis is proposed below.

(H1): Store image affects store loyalty.

Schiffman and Kanuk (2008) emphasizes that intrinsic information is a promotional message to explain the store positioning. Based on theoretical and empirical studies, the hypothesis is proposed below.

(H2): Store image affect on brand prestige.

Schiffman and Kanuk (2008); Kotler (2008) state that store image affect on brand prestige. This is supported by empirical studies of Erdogmus and Turan (2012); and Zayerkabe (2012); and Gilaninia, *et al.* (2012). Based on theoretical and empirical studies, the hypothesis is proposed below.

(H3): Brand prestige affect on store loyalty.

IV. Research methods:

Study locations are ten stores in Kulon Progo and Bantul, Yogyakarta. Stores in Kulon Progo are (1) Darminto dan (2) Sembung; stores in Bantul are (3) Sido Mulyo, (4) Suka Maju, (5) Berkah Lestari, (6) Bima Sakti, (7) Sekar Arum, (8) Sri Kuncoro, (9) Sung Sang, (10) Giri Indah. This study population is all customers at Bantul and Kulon Progo store. The sampling technique is purposive sampling with a sample size of 170 customers, while the sample unit is customer. The data is analyzed by PLS Swarp version 4 and ANOVA.

RESULTS AND DISCUSSION

5.1. Quantitative Results:

Data analysis result shows that Tenenhaus GoF of 0.398 is larger than cutoff of 0.36. It means the model meets the fit model

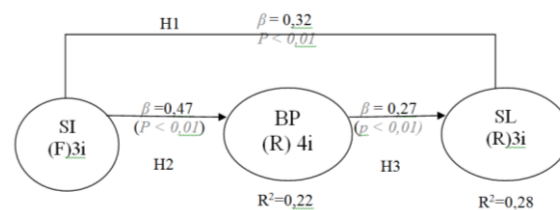
$$\begin{aligned}
 Q^2 &= 1 - (1 - R1^2)(1 - R2^2) = 1 - (0,22 \times 0,22)(1 - (0,28 \times 0,28)) \\
 &= 1 - 0,8769 \\
 &= 0,12 = 12\%
 \end{aligned}$$

The overall value of $Q^2 = 12\%$ shows the contribution store image and brand loyalty on store prestige is 12% and other 88% cannot be detected by this research model.

Implementation of brand image affects on brand prestige and store loyalty.

Table 3.6: Operational Definition of Variables.

Variables	Indicator	Statement Items	Sources
Store Image	1. Ease of services	1. Store in <i>batik</i> village provide easy services (online, telephone, and direct visit)	Hawkins, et al. (1998) dan (Engel, 1994) Bloemer dan Ruyter (1998);
	2. Employee's skill	2. <i>Batik tulis</i> work is done by village skilled employees.	Hawkins, et al. (1998) dan(Engel, 1992) Bloemer dan Ruyter (1998);); Ryu, et al. (2008)
	3. Quality of products variety	3. Store in <i>batik tulis</i> village provides various good quality of product	Hawkins, et al. (1998) dan(Engel, 1994) Bloemer dan Ruyter (1998) ;
Brand Prestige	1. Latest lifestyle	1. Store in <i>batik tulis</i> village offers modern ethno motifs in according with current consumer lifestyles	Erdogmus dan Turan, (2012) Zayerkابه (2012)
	2. High-prestige stores	2. Stores in <i>batik tulis</i> village has been known at national and international consumers for high prestige	Erdogmus dan Turan, (2012)
	3. Clarity of a person's social status	3. Brand store shows the social status of consumers is clear.	Erdogmus dan Turan, (2012) Zayerkابه (2012); Hanzae dan Taghipourian (2012); Gilaninia, et al. (2012)
	4. Establishment of consumer finance	4. Store in <i>batik tulis</i> village makes target of upper-middle class consumers with good financial	Erdogmus dan Turan, (2012)
Store Loyalty	1. Purchase planning to buy within a certain time	1. I plan to buy a <i>batik tulis</i> in Yogyakarta <i>batik</i> village store in a given time.	Ryu, et al. (2008); Park (2008); Bravo,et al., (2012); Zayerkابه (2012)
	2. Positivity word of mouth communication	2. I tell friends/other party about the store in <i>batik tulis</i> village positively	Ryu, et al. (2008); Zayerkابه (2012); Gilaninia, et al. (2012)
	3. High commitment in future	3. I commit to buy <i>batik tulis</i> in store of <i>batik tulis</i> village in future.	Bloemer dan Ruyter (1998) ; Ryu, et al. (2008); Gilaninia, et al. (2012)



Picture: 5.1. Research Model Results.

Table 5.1: Path Coefficient of Models and Hypothesis Testing.

Hypotheses	Variable	Coefficient	P	Description
H1	Store image → Store loyalty	0.32	P < 0.01	Significant
H2	Store image → brand prestige	0.47	P < 0.01	Significant
H3	brand Prestige → Store loyalty	0.27	P < 0.01	Significant
Testing	variable			
	Store image → Store loyalty	0.49	P < 0.01	Significant

Description: S = significant at $\alpha = 0.05$

Source: Analysis of PLS Warp version 4, 2014

5.2 Discussion:

This discussion describes the solution of research gap of Ryu, et al. (2008); Bravo, (2012); Wang and Wu (2012) about the effect of store image on store loyalty. Kremer and Viot (2012) that store image does not affect on store loyalty. This study finding is inconsistent. It needs to select and add the variable of brand prestige to bridge differences in results of study to create a complete model.

Brand prestige is proposed in this study based on several reasons. First reason is a few previous researchers examined brand prestige as a mediating variable in *batik* SMEs. Second reason is Schiffman

and Kanuk (2008) emphasizes the intrinsic information is a promotional message to explains the store positioning while the prestige brand may affect the store loyalty Erdogmus and Turan (2012); and Zayerkابه (2012). Brand prestige is a novelty of current research. All research findings can be explained as below.

Store Image Affect on Store loyalty:

The findings show that store image significantly can affect customer store loyalty. Positive path coefficient shows unidirectional of store image on store loyalty. This means that higher store image to

batik tulis stores makes loyal behavior of customers are increasingly to chosen store, and vice versa.

This finding supports Peter and Olson (2010) and theory of Bloemer and Ruyter (1998) on customer at department stores in Switzerland City and German-speaking part of Switzerland, Ryu consumers *et al.* (2008) at restaurant, Bravo, (2012) at financial institutions in Spanish consumers, Yan Lu *et al.* (2008) at Department stores in USA, Park and Lennon (2008) at online stores in USA, Wang and Wu (2012) an Hair salons in Kaohsiung city of Taiwan, Maxwell, *et al.* (2009) prove that store image affect on the purchase intention at grocery Student in US. Results of current study partially support the research result described above,

Criticizing Impulse Buying Theory to remove the process stages of purchase, it is consistent with opinion of Abratt and Goodey (1990); Zhou and Wong (2003) that stimulus in store will affect customer loyalty. Peter and Olson (2010) suggest that to achieve customer loyalty in store is still necessary stages of purchase process. It is reinforced by Hawkins, *et al.* (1998) that impulse purchases are generally defined as purchases made before entering the store and approve the purchase process.

Store Image Affect on Brand Prestige:

The finding shows that brand prestige significantly affect on store loyalty. Positive path coefficient shows the unidirectional effect of brand prestige on store loyalty. Customers with higher brand prestige to *batik tulis* stores will increase customer's loyalty on store chosen, and vice versa. Schiffman and Kanuk (2008) emphasizes the intrinsic information is a promotional message to describes the store positioning strategy. *Batik tulis* stores tend to promote positioning of philosophy of consumers life.

Brand Prestige Affect on Store loyalty:

The finding shows that brand prestige significantly affect on store loyalty. Positive path coefficient shows the unidirectional effect of on brand prestige on store loyalty. Customers with higher brand prestige to *batik tulis* stores will increase customer's loyalty to store choice, and vice versa. Indicator/items of brand prestige can be understood by customer with a sense of pride to buy *batik tulis* in store oriented on current lifestyle, brand known store that has a high prestige, brand stores impressive high social status and financial stability of customers, indicator may increase customers buy *batik* in same store chosen. This finding supports Schiffman and Kanuk (2008); Kotler (2008) and by Erdogmus and Turan (2012); and Zayerkabe (2012) to describes the effect of brand prestige on store loyalty.

There is difference of store image based on customers age in perceiving *batik* store in relation with easiness to order ordering *batik* and assess the

product quality variations. Based on education and income, customers perceive the *batik* store in relation with workmanship done by skilled employees. There is a difference of brand prestige based on age. Customers perceive the *batik* store famous at national and international levels. Based on revenues, customer perceives the *batik* stores targeting are clear social status of customers. There is a difference of loyalty based on education and income. Customers perceive the stores have many consumers with high comitment to buy *batik* at chosen store.

5.3 Implications:

Businesses effort should concern to store image to increase the ease to book through online, telephone, and come directly to buy *batik tulis*. Ease booking can positively affect on customer, customer is committed choose the store. *Batik tulis* work must be done by skilled employees and pay attention to quality of product variations. Positive store image can create good brand prestige of *batik tulis* stores in associated with consumers pride with latest lifestyle, store brand with high prestige, brand stores an impressive consumers at a high social status and financial security of customers cause customers to speak positively to other parties and committed to buy *batik* at store chosen.

5.4 Limitations:

This study limitation is some consumers do not return the questionnaire and did not fill out a questionnaire completely. Customers fill a questionnaire covered a lot of use of subjective elements.

5.5 Future Researchers:

R-square of 0.12 in this research shows the model was 12% fit and other 88% is affected by variables outside of this model. Schiffman and Kanuk (2008); and Wang *et al.* (2011) suggested explains attributes (store attributes of direct mail, part of post-transaction, interpersonal communication, atmosphere Store, Merchandise), attitude of loyalty, loyalty behavior. Subsequent researchers can explore other variables such as prestige brand variables in associated with social class, reviewing the planned behavior theory to be further investigated. Researchers can then assess again theory of impulse buying, theory of Reason Action and Behavior planned theory.

Conclusion:

Based on discussion of results of research, the conclusions can be explained below.

1. Brand prestige mediates the effects of store image on store loyalty. The findings show store image significantly can affect customer store loyalty. This means that higher store image to *batik tulis* stores makes loyal behavior of customers are increasingly to chosen store, and vice versa.

Indicator/items of brand prestige, pride can be understood by consumers to buy *batik tulis* at stores village for latest lifestyle-oriented, well-known store brands that have a high prestige, brand stores impressive high

2. There are difference of store image, brand prestige dan store loyalty based on age, sex, job, education and income.

Suggestion:

Batik tulis entrepreneurs should improve the store image by simplifying the booking process. It can be done by making a commitment on *batik tulis* delivery in accordance with a predetermined mutual agreement between *batik tulis* entrepreneurs and customers. In addition, improving the knowledge and expertise of *batik tulis* artisans can create customers positive impression to *batik* store and quality of product variations remains unnoticed. Such efforts can increase brand prestige of stores in associated with customer's pride to buy *batik tulis* with current lifestyle orientation, store brand is well-known to have high prestige, high social status impression and financial stability of customers. These indicators can improve the customer purchase at *batik tulis* at same store chosen.

REFERENCES

- Abratt, R. and S.D. Goodey, 1990. Unplanned buying an In-Store stimuli in supermarket. *Managerial and Decision Economics*, 11(2): 111-121. <http://dx.doi.org/10.1002/mde.4090110204>.
- Angell, R.J. and P. Megicks, J. Memery and T.W. Heffernan, 2013. Older shopper types from store image factors. *Journal of Retailing and Consumer Services*, 1-11.
- Assael, H., 1998. *Consumer Behavior and Marketing Action* (4th edition). Boston: Kent Publishing.
- Bloemer, J., K.D. Ruyter, 1998. On the relationship between store image, store satisfaction and store loyalty European. *Journal of Marketing*, 32(5/6): 499-513.
- Bravo, R., T. Montaner, J.M. Pina, 2012. Corporate brand image of financial institutions: a consumer approach. *Journal of Product & Brand Management*, 21/4: 232-245.
- Bridson, K., J. Evans, M. Hickman, 2008. Assessing the relationship between loyalty program attributes, store satisfaction and store loyalty, *Journal of Retailing and Consumer Services*, 15: 364-374.
- Casidy, R., 2012. An empirical investigation of the relationship between personality traits, prestige sensitivity, and fashion consciousness of Generation Y in Australia. *Australasian Marketing Journal*, 20: 242-249
- Clover Vernon, T., 1950. Relative Importance of impulsive Buying in Retail Stores. *Journal of Marketing*. (pre-1986), Jul 1950;15,1; ProQuest, 66.
- Dai, H., P. Haried, A.F. Salam, 2011. Antecedents Of Online Service Quality, Commitment And Loyalty *Journal Of Computer Information Systems*, 1-11.
- Engel James, F., Roger D. Blackwell, Paul W. Miniard, 1994. *Consumer Behavior*, Sixth Edition is Published by Arrangement With The Dryden Press, Chicago.
- Erdogmus, I., I.B. Turan, 2012. The role of personality congruence, perceived quality and prestige on ready-to-wear brand loyalty. *Journal of Fashion Marketing and Management*, 16(4): 399-417.
- Gilaninia, S. and H. Ganjinia, A. Moridi, M. Rahimi, 2012. The Differential Roles Of Brand Credibility And Brand Prestige In The Customers' Purchase Intention. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 2(4): 1-9.
- Hoffmann, A.O.I. and C. Birnbrich, 2012. The impact of fraud prevention on bank-customer relationships An empirical (investigation in retail banking). *International Journal of Bank Marketing*, 30(5): 390-407.
- Jap, W., 2010. Confucius Face Culture on Chinese Consumer Consumption Values toward Global Brand. *The Journal of International Management Studies*, 5(1): 183-191.
- Kotler, P., K.L. Keller, 2008. *Marketing Management*, The thirteenth Edition is Published by Pearson Education.
- Kremer, F., C. dan Viot, 2012. How store brands build retailer brand image, *International Journal of Retail & Distribution Management*, 40(7): 528-543
- Kwon, W., 2011. Assessing college women's associations of American specialty apparel brands. *Journal of Fashion Marketing and Management*, 15(2): 242-256.
- Liljander, V., P. Polsa, A.V. Riel, 2009. Modelling consumer responses to an apparel store brand: Store image as a risk reducer. *Journal of Retailing and Consumer Services*, 16: 281-290.
- Lin, H., 2013. A Customer Equity Management Model for Private Brands: Store Equity Diffusion and the Moderating Effects of Image Fit. *DOI: 10.7763/IPEDR.*, 59(39): 190-194.
- Lin, L., C. Lu, 2010. The influence of corporate image, relationship marketing, and trust on purchase intention: the moderating effects of word-of-mouth. *Tourism Review*, 65(3): 16-34.
- Lin, L.W., 1993. Taiwanese Consumers' Perceptions of Product Information Cues: Country of Origin and Store Prestige. *European Journal of Marketing*, 28(1): 5-18.
- Lynn, E.K., J.Z. Sojka, 2010. If they could see me now: immigrants' use of prestige brands to

convey status. *Journal of Consumer Marketing* 27/4: 371-380.

Mamalis, S., M. Ness, M. Bourlakis, 2005. Tangible and Intangible Factors of Store Image. *Proceedings of the 5th WSEAS Int. Conf. on DISTANCE LEARNING AND WEB ENGINEERING, Corfu, Greece, 23-25: 7-12.*

Martineau, P., 1958. The personality of the retail store. *Harvard Business Review*, 36: 47-55.

Mattila, A.S. and Wirtz, Jochen, 2008. The Role of Store Environmental Stimulation And Social Factors on Impulse Purchasing. *Journal of Services Marketing*, 22(7): 562-567.

Maxwell, H., H. Yinghua, S. Swanson, 2009. Grocery store image, travel distance, satisfaction and behavioral intentions Evidence from a Midwest college town. *International Journal of Retail & Distribution Management*, 38(2): 115-132.

Miranda, M.J., L. Konya, I. Havrila, 2005. Shoppers' satisfaction levels are not the only key to store loyalty. *Marketing Intelligence & Planning*, 23(2): 220-232.

Mittal, A and R. Mittal, 2008. Store Choice In The Emerging Indian Apparel Retail Market: An Empirical Analysis. *IBSU Scientific Journal*, 2(2): 21-46.

Mohamad, M., A.M. Ali, N.I. Ab Ghani, A.R.S. Abdullah, Mokhlis, 2013. Positioning Malaysia as a Tourist Destination Based on Destination Loyalty. *Asian Social Science*, 9(1): 289-292.

Mowen, C., John and Michael Minor, 2001. Consumer behavior, Fifth edition, Harcourt, Inc.

Newman, A.J., D. Patel, 2003. The marketing directions of two fashion retailers. *European Journal of Marketing*, 38(7): 770-789.

Park, M., S.J. Lennon, 2009. Brand name and promotion in online shopping contexts *Journal of Fashion Marketing and Management*, 13(2): 149-160-326-344.

Peter, J.P. and J.C. Olson, 2010. Consumer Behavior and Marketing Strategy, Chicago, Irwin.

Rhee, J., K.K.P. Johnson, 2012. Investigating relationships between adolescents' liking for an apparel brand and brand self congruency. *Young Consumers*, 13(1): 74-85.

Robinson, T., F. Doss, 2011. Pre-purchase alternative evaluation: prestige and imitation fashion products. *Journal of Fashion Marketing and Management*, 15(3): 278-290.

Ryu, K., H. Heesup, K. Tae-Hee, 2008. The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International Journal of Hospitality Management*, 27: 459-469.

Samani, M.B. N.H. Hashim, N.E. Golbaz, N. Khani, 2011. A Proposed Model Of Lifestyle And Store Attributes For Hypermarkets' Loyalty. *2nd International Conference On Business And Economic Research (2nd Icbcr 2011) Proceeding*

Saraswat, A., T. Mammen, 2010. Building store brands using store image differentiation, *Journal of Indian Business Research*, 2(3): 166-180.

Schiffman, Leon G. Kanuk, L. Leslie, 2008. *Consumer Behavior (eight edition)*. New Jersey: Prentice Hall.

Silva, T.S., J.M.E. Giraldo, 2010. The influence of store image on customer satisfaction: a case study of a shoe store. *Brazilian Business Review* Vitoria-ES, 60-77.

Tsai, H., P. Peiyu, 2012. Positive and negative aspects of online community cultivation: Implications for online stores' relationship management *Journal Information & Management*, 49: 111-117.

Wallace, D.W. J.L. Giese, J.L. Johnson, 2004. Customer retailer loyalty in the context of multiple channel strategies, *Journal of Retailing*, 80: 249-263.

Wang, C., H. Sejin, 2011. Store attributes influencing relationship marketing: a study of department stores. *Journal of Fashion Marketing and Management*, 15(3): 326-344.

Wang, C., Wu, Li, 2012. Customer loyalty and the role of Relationship, Managing Service Quality, 22(1): 58-74.

Yan, L., K.Y. Seock, 2008. The influence of grey consumers' service quality perception on satisfaction and store loyalty behavior, *International Journal of Retail & Distribution Management*, 36(11): 901-918.

Yun, Z., L.K. Good, 2007. Developing customer loyalty from And customer satisfaction: a literature Review. *Journal of Family Ecology and Consumer Sciences*, 40 and perceived quality. *Management Decision*, 47(1): 85-99.

Zayerkabe, S. and A. Albabayi, M. abdoli, 2012. Studying the Effect of Brand Credibility and Brand Prestige on Brand Loyalty. *Australian Journal of Basic and Applied Sciences*, 6(8): 160-166.

Zho, L. And A. Wong, 2004. Consumer impulse buying and in- store stimuli in Chinese supermarkets. *Journal of International Consumer Marketing*, 16(2): 37-53.