



DAFTAR PUSTAKA

DAFTAR PUSTAKA

- Aagerup, U. (2011). The Influence Of Real Women In Advertising On Massal Fashion Brand Perception. *Journal Of Fashion Marketing And Management: An International Journal*, 15(4), 486-502.
- Aaker, D. A. (1996). Measuring Brand Equity Across Products And Markets. *California Management Review*, 38(3), 103.
- Allianz. (2000). *Allianz Worldwide Care*. Retrieved Januari 15, 2015, from <http://www.allianzworldwidecare.com/body-mass-index-calculator>
- Assael, H. (1992). Customer Behavior And Marketing Action. *PWS-KENT Publishing, United States Of America*.
- Atkin, C., & Block, M. (1983). Effectiveness Of Celebrity Endorsers. *Journal Of Advertising Research*. 23 (February–March 1983), Pp. 57–62.
- Azwar, S. (2003). Sikap Manusia Dan Teori Pengukurannya. *Pustaka Belajar, Yogyakarta*.
- Baker, M. J., & Churchill Jr, G. A. (1977). The Impact Of Physically Attractive Models On Advertising Evaluations. *Journal Of Marketing Research*, 538-555.
- Banister, E. N., & Hogg, M. K. (2004). Negative Symbolic Consumption And Consumers' Drive For Self-Esteem: The Case Of The Fashion Industry. *European Journal Of Marketing*, Vol. 38(7), 850-868.
- Behr, A., & Beeler-Norrholm, A. (2006). Fame, Fortune, And The Occasional Branding Misstep: When Good Celebrities Go Bad. *Intellectual Property & Technology Law Journal*, 18(11), 6-11.
- Belch, G. E., & Belch, M. A. (2004). *Advertising And Promotion: An Integrated Marketing Communications Perspective*. The Mcgraw– Hill.
- Biswas, D., Biswas, A., & Das, N. (2006). The Differential Effects Of Celebrity And Expert Endorsements On Consumer Risk Perceptions. The Role Of Consumer Knowledge, Perceived Congruency, And Product Technology Orientation. *Journal Of Advertising*, 35(2), 17-31.
- Blackwell, R.D., Miniard, P.W. And Engel, J.F. (2001) *Consumer Behaviour*, 9th Edition. Mason, Ohio: Southwestern.
- Bower, A. B., & Landreth, S. (2001). Is Beauty Best? Highly Versus Normally Attractive Models In Advertising. *Journal Of Advertising*, 30(1), 1-12.

- Boyd, T. C., & Shank, M. D. (2004). Athletes As Product Endorsers: The Effect Of Gender And Product Relatedness. *Sport Marketing Quarterly*, 13(2), 82-93.
- Brioschi, A. (2006). Selling Dreams. *Brand Culture*, 177-188.
- Bungin, B. (2008). Metode Penelitian Kuantitatif: Komunikasi, Ekonomi, Dan Kebijakan Publik Serta Ilmu-Ilmu Sosial Lainnya, Media Group Kencana Predana, Jakarta.
- Calder, B. J., Phillips, L. W., & Tybout, A. M. (1981). Designing Research For Application. *Journal Of Consumer Research*, 197-207.
- Chaiken, S. (1979). Communicator Physical Attractiveness And Persuasion. *Journal Of Personality And Social Psychology*, 37(8), 1387.
- Clark, R. A., & Goldsmith, R. E. (2005). Market Mavens: Psychological Influences. *Psychology & Marketing*, 22(4), 289-312.
- CNN. (2006, September 13). CNN. Retrieved Januari 15, 2015, from <http://edition.cnn.com/2006/WORLD/europe/09/13/spain.models/>
- Cohen, T. (2012, Mei 4). *Daily Mail*. Retrieved Januari 15, 2015, from <http://www.dailymail.co.uk/femail/article-2139471/Vogue-vows-ban-underweight-underage-models.html>
- Dana, L. P., & Winstone, K. E. (2008). Wine Cluster Formation In New Zealand: Operation, Evolution And Impact. *International Journal Of Food Science & Technology*, 43(12), 2177-2190.
- Dean, D. H., & Biswas, A. (2001). Third-Party Organization Endorsement Of Products: An Advertising Cue Affecting Consumer Prepurchase Evaluation Of Goods And Services. *Journal of Advertising*, 30(4), 41-57.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects Of Price, Brand, And Store Information On Buyers' Product Evaluations. *Journal Of Marketing Research*, 307-319.
- Dubois, B., Laurent, G., & Czellar, S. (2001). *Consumer Rapport To Luxury: Analyzing Complex And Ambivalent Attitudes* (No. 736). HEC Paris.
- Egels-Zandén, N., & Aagerup, U. (2007). Misery As Corporate Mission: User Imagery At The Nightclub The Spy Bar. *Contemporary Issues In Business Ethics*, 163.
- Elliott, R. (1994). Exploring The Symbolic Meaning Of Brands. *British Journal Of Management*, 5(S1), S13-S19.

- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal Of Marketing Management*, 15(4), 291-314.
- Ferney, J. C., Park, E. J., & Brandon, L. (2005). Effects Of Evaluative Criteria on Fashion Brand Extension. *Journal of Fashion Marketing And Management*, 9 (2), P.156-165
- Forever21. (n.d.). *Forever21*. Retrieved Januari 15, 2015, from http://www.forever21.com/UK/images/en/category/FAITH_Main_image.jpg?04162012
- Frank, R. H. (2010). *Luxury Fever: Weighing The Cost Of Excess*. Princeton, NJ: Princeton University Press.
- Friedman, H. H., & Friedman, L. (1979). Endorser Effectiveness By Jenis Produk. *Journal Of Advertising Research*, 19(5), 63-71.
- Friedman, L. (1977). *Sex Role Stereotyping In The Mass Media: An Annotated Bibliography* (Vol. 47). Scholarly Title.
- Garvin, D. A. (1984). What Does Product Quality Really Mean. *Sloan Management Review*, 26(1).
- Ghozali, I. (2009). *Ekonometrika: Teori, Konsep, Dan Aplikasi Dengan SPSS 17*.
- Grapentine, T. H., & Weaver, D. A. (2009). What Really Affects Behavior. *Marketing Research*, 12, 13-17.
- Grossman, G., & Shapiro, C. (1988). Foreign Counterfeiting Of Status Goods. *The Quarterly Journal Of Economics*, 103(1), 79-100.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate Data Analysis* (Vol. 6). Upper Saddle River, NJ: Pearson Prentice Hall.
- Halliwell, E., & Dittmar, H. (2004). Does Size Matter? The Impact Of Model's Body Size On Women's Body-Focused Anxiety And Advertising Effectiveness. *Journal Of Social And Clinical Psychology*, 23(1), 104-122.
- Heine, K. (2009). Using Personal And Online Repertory Grid Methods For The Development Of A Luxury Brand Personality. In *Proceedings Of The 8th European Conference On Research Methodology For Business And Management Studies, Valetta, Malta* (Pp. 160-170).
- Heine, K. (2010). Identification And Motivation Of Participants For Luxury Consumer Surveys Through Viral Participant Acquisition. *The Electronic Journal Of Business Research Methods*, 8(2), 132-45.

- Hogg, M. K., Bruce, M., & Hough, K. (1999). Female Images In Advertising: The Implications Of Social Comparison For Marketing. *International Journal Of Advertising*, 18(4), 445-473.
- Indriantoro, N., & Supomo, B. (1999). *Metodologi Penelitian Bisnis, Edisi Pertama*. BPFE. Yogyakarta.
- Jogiyanto, H.M. (2011). *Konsep Dan Aplikasi Structural Equation Modeling Berbasiskan Varian Dalam Penelitian Bisnis*. Yogyakarta: STIM YKPN.
- Joo Park, E., Young Kim, E., & Cardona Forney, J. (2006). A Structural Model Of Fashion-Oriented Impulse Buying Behavior. *Journal Of Fashion Marketing And Management: An International Journal*, 10(4), 433-446.
- Joseph, W. B. (1982). The Credibility Of Physically Attractive Communicators: A Review. *Journal Of Advertising*, 11(3), 15-24.
- Keller, K. L. (2010). *The New Branding Imperatives*. Cambridge, MA: Marketing Science Institute.
- Kamins, M. A., & Gupta, K. (1994). Congruence Between Spokesperson And Jenis Produk: A Matchup Hypothesis Perspective. *Psychology & Marketing*, 11(6), 569-586.
- Kahle, L. R., & Homer, P. M. (1985). Physical Attractiveness Of The Celebrity Endorser: A Social Adaptation Perspective. *Journal Of Consumer Research*, 954-961.
- Kamins, M. A. (1990). An Investigation Into The "Match-Up" Hypothesis In Celebrity Advertising: When Beauty May Be Only Skin Deep. *Journal Of Advertising*, 19(1), 4-13.
- Kamins, M. A., Brand, M. J., Hoeke, S. A., & Moe, J. C. (1989). Two-Sided Versus One-Sided Celebrity Endorsements: The Impact On Advertising Effectiveness And Credibility. *Journal Of Advertising*, 18(2), 4-10.
- Keller, K. L. (1993). Conceptualizing, Measuring, And Managing Customer-Based Brand Equity. *The Journal Of Marketing*, 1-22.
- Keller, K. L. (2000). Building And Managing Corporate Brand Equity. *The Expressive Organization, Oxford University Press: Oxford*, 116-137.
- Keller, K. L., & Lehmann, D. R. (2006). Brands And Branding: Research Findings And Future Priorities. *Marketing Science*, 25(6), 740-759.
- Kim, J. (2010). Perceived Apparel Quality Revisited: Testing Of Its Structural Dimensions From The Perspective Of The Generation Y Female Consumers. *Journal Of Global Fashion Marketing*, 1(4), 240-249.

- Koernig, S. K., & Boyd, T. C. (2009). To Catch A Tiger Or Let Him Go: The Match-Up Effect And Athlete Endorsers For Sport And Non-Sport Brands. *Sport Marketing Quarterly*, 18(1).
- Kotler, P., & Armstrong, G. (2001). *Principles Of Marketing*. Pearson Education.
- Kotler, P., & Keller, K.L. 2009. *Manajemen Pemasaran, Edisi Ketiga Belas Jilid 1*. Indonesia. Penerbit Erlangga
- Loveland, K. E., Smeesters, D., & Mandel, N. (2010). Still Preoccupied With 1995: The Need To Belong And Preference For Nostalgic Products. *Journal Of Consumer Research*, 37(3), 393-408.
- Laaksonen, M. (1993). Retail Patronage Dynamics: Learning About Daily Shopping Behavior In Contexts Of Changing Retail Structures. *Journal Of Business Research*, 28(1), 3-174.
- Lunau, K. 2008. "Study Finds Real Women Don't Sell", Available At [Www.Macleans.Ca/Business/Companies/Article.Jsp?Content=20080813_76435](http://www.macleans.ca/business/companies/article.jsp?content=20080813_76435) (Diakses Pada Tanggal 16 Februari 2015)
- National Geographic Indonesia. (2014, Juni 3). *National Geographic Indonesia*. Retrieved Januari 2015, 2015, from <http://nationalgeographic.co.id/berita/2014/06/jumlah-orang-obesitas-di-indonesia-terus-meningkat>
- Taber, K. C. (2006, November 20). *New York Times*. Retrieved Januari 15, 2015, from http://www.nytimes.com/2006/11/20/world/americas/20iht-models.3604439.html?_r=0
- Tempo.co. (2014, November 6). *Tempo.co*. Retrieved Januari 15, 2015, from <http://www.tempo.co/read/news/2014/11/06/060620102/Wanita-Indonesia-Rentan-Obesitas>
- Widgery, R. N., & Ruch, R. S. (1981). Beauty And The Machiavellian. *Communication Quarterly*, 29(4), 297-301.
- Yavas, U. (1994). Research Note: Students As Subjects In Advertising And Marketing Research. *International Marketing Review*, 11(4), 35-43.
- Zeithaml, V. A. (1988). Consumer Perceptions Of Price, Quality, And Value: A Means-End Model And Synthesis Of Evidence. *The Journal Of Marketing*, 2-22.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences Of Service Quality. *The Journal Of Marketing*, 31-46.