

**İŞLETME BAŞARISINDA
KURUMSAL İMAJ VE
MARKA GENİŞLETME
STRATEJİSİ**

Yrd. Doç. Dr. Sertaç Çifci

ANKARA, 2017



AKADEMİSYEN
KİTABEVİ

© Copyright 2017

Bu kitabın, basım, yayın ve satış hakları Akademisyen Kitabevi A.Ş.'ne aittir. Anılan kuruluşun izni alınmadan kitabın tümü ya da bölümleri mekanik, elektronik, fotokopi, manyetik kayıt ve/veya başka yöntemlerle çoğaltılamaz, basılamaz, dağıtılamaz. Tablo, şekil ve grafikler izin alınmadan, ticari amaçla kullanılamaz. Bu kitap T.C. Kültür Bakanlığı bandrolü ile satılmaktadır.

ISBN

978-605-9354-88-2

Sayfa Tasarımı

Dilek MERAKİ

Kitap Adı

İşletme Başarısında Kurumsal İmaj ve
Marka Genişletme Stratejisi

Kapak Tasarımı

Dilek MERAKİ

Yazar

Yrd. Doç. Dr. Sertaç Çifci

Yayıncı Sertifika No

25465

Yayın Koordinatörü

Yasin Dilmen

Baskı ve Cilt Sonçağ

Matbaacılık

DOI

10.37609/akya.1996

UYARI

Bu üründe yer alan bilgiler sadece lisanslı tıbbi çalışanlar için kaynak olarak sunulmuştur. Herhangi bir konuda profesyonel tıbbi danışmanlık veya tıbbi tanı amacıyla kullanılmamalıdır. *Akademisyen Kitabevi* ve alıcı arasında herhangi bir şekilde doktor-hasta, terapist-hasta ve/veya başka bir sağlık sunum hizmeti ilişkisi oluşurmaz. Bu ürün profesyonel tıbbi kararların eşleniği veya yedeği değildir. *Akademisyen Kitabevi* ve bağlı şirketleri, yazarları, katılımcıları, partnerleri ve sponsorları ürün bilgilerine dayalı olarak yapılan bütün uygulamalardan doğan, insanlarda ve cihazlarda yaralanma ve/veya hasarlardan sorumlu değildir.

İlaçların veya başka kimyasalların reçete edildiği durumlarda, tavsiye edilen dozunu, ilacın uygulanacak süresi, yöntemi ve kontrendikasyonlarını belirlemek için, okuyucuya üretici tarafından her ilaca dair sunulan güncel ürün bilgisini kontrol etmesi tavsiye edilmektedir. Dozun ve hasta için en uygun tedavinin belirlenmesi, tedavi eden hekimin hastaya dair bilgi ve tecrübelerine dayanarak oluşturması, hekimin kendi sorumluluğundadır.

Akademisyen Kitabevi, üçüncü bir taraf tarafından yapılan ürüne dair değişiklikler, tekrar paketlemeler ve özelleştirmelerden sorumlu değildir.

GENEL DAĞITIM

Akademisyen Kitabevi A.Ş.

Halk Sokak 5 / A

Yenişehir / Ankara

Tel: 0312 431 16 33

siparis@akademisyen.com

www.akademisyen.com

İÇİNDEKİLER

TABLolar LİSTESİ	vi
ŞEKİLLER LİSTESİ	vi
GİRİŞ	7

BİRİNCİ BÖLÜM

KURUMSAL İMAJ KAVRAMI VE MARKA GENİŞLETME STRATEJİSİ

1.1. Kurumsal İmaj Kavramı, Etkisi ve Belirleyicileri13

1.1.1. Kurumsal Pazarlama-Markalama Anlayışı 13

1.1.2. Kurumsal İmaj ve Özellikleri 15

1.1.3. Kurumsal İmajın Belirleyicileri 18

1.1.3.1. Kurumsal Ün..... 19

1.1.3.2. Kurumsal Güvenilirlik..... 24

1.1.4. Kurumsal İmajın Etkisi..... 25

1.2. Marka Genişletme Stratejisi29

1.2.1. Markalama Stratejileri ve Marka Genişletme
Stratejisinin Özellikleri 29

1.2.2. Marka Genişletme Stratejisinin Önemi ve Avantajları 31

1.2.3. Marka Genişletme Sonucunda Marka Bulanıklığı 34

İKİNCİ BÖLÜM

KURUMSAL İMAJ İLE MARKA GENİŞLETME TUTUMU ARASINDAKİ İLİŞKİ VE TÜKETİCİLERİN MARKA GENİŞLETMEYE YÖNELİK TUTUMLARI

2.1. Kurumsal İmaj ile Marka Genişletme Tutumu	
Arasındaki İlişki	41
2.1.1. Tüketicilerin Marka Genişletmeye Yönelik Tutumları.....	41
2.1.1.1. Aaker ve Keller'in Marka Genişletme Tutum Modeli ve Modelin İncelendiği Çalışmalar	43
2.1.1.2. Tüketicilerin Marka Genişletmeye Yönelik Tutumları Üzerine Yapılan Diğer Çalışmalar	49
2.1.1.3. Marka Genişletme Çalışmalarında Geçerlilik-Güvenilirlik Sorunu	60
2.1.2. Çağrışımsal Şebeke Teorisi Kapsamında Kurumsal İmajın Tüketicilerin Marka Genişletmeye Yönelik Tutumları Üzerindeki Etkisi.....	64
2.1.2.1. Markanın Mevcut Mal/Hizmet Kategorisi ile Genişletilen Mal/Hizmet Arasında Algılanan Uyum ...	75
2.1.2.2. Markanın Mevcut Mal/Hizmetlerin Algılanan Kalitesi	80
2.1.2.3. Rakip Markalar ve Rekabet Bilgisi	83
2.2. Marka Genişletmeye Yönelik Tutumları Etkileyen Diğer Faktörler	84
2.2.1. Marka Genişletme Yapmanın Algılanan Zorluğu	85
2.2.2. Tüketici Özellikleri: Yenilikçilik, Motivasyon, Ruh Hali ve Kültürel Özellikler	86
2.2.3. Algılanan Risk	88
2.2.4. Pazarlama İletişim Araçları	88
2.2.5. Marka Genişletme Sayısı.....	89

ÜÇÜNCÜ BÖLÜM

REKABET BİLGİSİ ALTINDA HİZMETLERDE KURUMSAL İMAJIN, TÜKETİCİLERİN MARKA GENİŞLETMEYE YÖNELİK TUTUMLARI ÜZERİNDEKİ ETKİSİ ÜZERİNE BİR ARAŞTIRMA

3.1. Rekabet Bilgisi Altında Hizmetlerde Kurumsal İmajın, Tüketicilerin Marka Genişletmeye Yönelik Tutumları Üzerindeki Etkisi Modeli ve Hipotezlerin Geliştirilmesi.....	92
3.2. Araştırma Yöntemi	98
3.2.1. Markaların ve Genişletme Durumlarının Belirlenmesi.....	99
3.2.2. Araştırma Modelinde Yer Alan Değişkenlerin Ölçümü	102
3.2.3. Veri Toplama Süreci, Örneklem Yöntemi ve Yapılacak Analizler.....	104
3.3. Araştırma Bulguları	105
3.3.1. Doğrulayıcı Faktör Analizi	106
3.3.2. Yapısal Eşitlik Modeli ve Hipotezlerin Değerlendirilmesi	110
TARTIŞMA VE SONUÇ	112
KAYNAKLAR.....	117
EK	
Ek 1: Tüketicilerin Marka Genişletmeye Yönelik Tutumları ve Kurumsal İmaj İle İlgili Yapılan Seçme Çalışmalar ve Bulguları	133

TABLolar LİSTESİ

Tablo 1: Geleneksel ve Kurumsal Pazarlamanın Temel Özellikleri	15
Tablo 2: Marka Genişletmenin Risk/Fayda Analizi.....	33
Tablo 3: Cevaplayıcıların Marka Farkındalık ve İmaj Algılamaları.....	100
Tablo 4: Marka ve Marka Genişletme Durumları Arasındaki Algılanan Uyum Ortalamaları.....	103
Tablo 5: Model Değişkenlerinin Tanımları ve Ölçümleri	104
Tablo 6: Doğrulayıcı Faktör Analizi Sonuçları.....	107
Tablo 7: Yapısal Eşitlik Analizi Sonuçları.....	112

ŞEKİLLER LİSTESİ

Şekil 1: Kurumsal İmaj Yönetim Süreci	17
Şekil 2: Markalama Kararları	32
Şekil 3: Aaker ve Keller (1990)'in Marka Genişletme Tutum Modeli ..	44
Şekil 4: Martinez ve Pina (2005)'nin Hizmet Marka Genişletme Değerlendirme Modeli	68
Şekil 5: Ruyter ve Wetzels (2000)'in Hizmet Marka Genişletme Değerlendirme Modeli	69
Şekil 6: Pina ve diğ. (2006)'nin Kurumsal İmaj Üzerinde Hizmet Marka Genişletmenin Etkisi Modeli	70
Şekil 7: Milewicz ve Herbig (1994)'in Ün Kurma Modeli	71
Şekil 8: Hem ve diğ. (2003)'nin Marka Genişletme Başarısı Modeli ..	71
Şekil 9: Salinaz ve Perez (2008)'in Marka Genişletmenin Marka İmajı Üzerindeki Etkisi Modeli	72
Şekil 10: Rekabet Bilgisi Altında Kurumsal İmajın Tüketicilerin Marka Genişletmeye Yönelik Tutumları Üzerindeki Etkisi Modeli...	98
Şekil 11: Doğrulayıcı Faktör Analizi	109
Şekil 12: Yapısal Eşitlik Modeli	111

KAYNAKLAR

- Aaker, David A. ve Kevin Lane Keller, "Consumer Evaluation of Brand Extensions", **Journal of Marketing**, vol.54, January, ss.27-41, 1990.
- Aaker, David A. "Brand Extensions: The Good, The Bad and The Ugly", **Sloan Management Review**, Summer, vol.31(4), ss.47-56, 1990.
- Aaker, David A. **Managing Brand Equity: Capitalizing on The Value of A Brand Name**, The Free Press, New York, 1991.
- Aaker, David A. "Measuring Brand Equity Across Products and Markets", **California Management Review**, vol.38(3), ss.102-120, 1996.
- Aaker, David A. ve E. Joachimsthaler, **Brand Leadership**, Free Press, New York, 2000.
- Ambimola, Temi ve Akın Koçak, "Brand, Organization Identity and Reputation: SMEs as Expressive Organizations: A Resources-Based Perspective", **Qualitative Market Research: An International Journal**, vol.10(4), ss.416-430, 2007.
- Abratt, R. "A New Approach to the Corporate Image Management Process", **Journal of Marketing Management**, vol.5(1), ss.63-76, 1989.
- Ahluwalia, Rohni ve Zeynep Gürhan-Canlı, "The Effects of Extensions on the Family Brand Name: An Accessibility-Diagnosticity Perspective", **Journal of Consumer Research**, vol:27, December, ss.371-381, 2000.
- Alexander, Nicholas ve Mark Colgate, "Customers' Responses to Retail Brand Extensions", **Journal of Marketing Management**, vol:21, ss.393-419, 2005.
- Allard, C. R. Van Riel, Jos Lemmink ve Hans Ouwersloot, "Consumer Evaluations of Service Brand Extensions", **Journal of Service Research**, vol:3, ss.220-231, 2001.
- Allard, C. R. Van Riel ve Hans Ouwersloot, "Extending Electronic Portals with New Services: Exploring The Usefulness of Brand Extension Models", **Journal of Retailing and Consumer Services**, vol:12, ss.245-254, 2005.
- Ambler, Tim ve Chris Styles, "Brand Development Versus New Product Development: Towards a Process Model of Extension Decisions", **Marketing Intelligence&Planning**, vol:14, no:7, ss.10-16, 1996.
- Anderson, John R., "A Spreading Activation Theory of Memory", **Journal of Verbal Learning and Verbal Behavior**, vol:22, no:3, ss.261-295, 1983.
- Andreassen, Tor Wallin ve Bodil Lindestad, "Customer Loyalty and Complex Services: The Impact of Corporate Image on Quality, Customer Satisfaction and Loyalty for Customers with Varying Degrees of Service Expertise", **International Journal of Service Industry Management**, vol:9, no:1, ss.7-23, 1998.
- Apostolopoulou, Artemisia, "The Role of Parent Brand Strength, Perceived Fit and Fan Identification on Consumers' Evaluation of Brand Extensions in the Sport

İŞLETME BAŞARISINDA KURUMSAL İMAJ VE MARKA GENİŞLETME STRATEJİSİ

- Setting”, **Dissertation Thesis**, University of Massachusetts Amherst, s.199, UMI Number: 3068535, 2002.
- Awiphan, Ratanaporn, “Consequence of Brand Extension in Over-The-Counter Medications”, **Dissertation Thesis**, University of Florida, s.111, UMI Number: 9997772, 2000.
- Balachander, Subramanian ve Sanjoy Ghose, “Reciprocal Spillover Effects: A Strategic Benefit of Brand Extensions”, **Journal of Marketing**, vol:67, January, ss.4-13, 2003.
- Balmer, M. T. John, “Corporate Identity, Corporate Branding and Corporate Marketing: Seeing Through the Fog”, **European Journal of Marketing**, vol:35, no:3/4, ss.248-291, 2001.
- Balmer, John M.T. and Stephen A Greyser, “Corporate Marketing: Integrating Corporate Identity, Corporate Branding, Corporate Communications, Corporate Image and Corporate Reputation”, **European Journal of Marketing**, vol:40(7/8), ss.730-741, 2006.
- Barone, Michael J., Paul W. Miniard ve Jean B. Romeo, “The Influence of Positive Mood on Brand Extension Evaluations”, **Journal of Consumer Research**, vol:36, March, ss.386-400, 2000.
- Barrett, Joanna, Ashley Lye ve P. Venkateswarlu, “Consumer Perception of Brand Extensions: Generalising Aaker&Keller’s Model”, **Journal of Empirical Generalisations of Marketing Science**, vol:4, ss. 1-21, 1999.
- Barsalou, Lawrence W., “Ad Hoc Categories”, **Memory&Cognition**, vol:11(3), ss.211-227, 1983.
- Belt, John A. ve Joseph G. P. Paolillo, “The Influence of Corporate Image and Specificity of Candidate Qualifications on Response to Recruitment Advertisement”, **Journal of Management**, vol:8, no:1, ss.105-112, 1982.
- Berens, Guido., Cees B.M. Van Riel ve Gerrit H. Van Bruggen, “Corporate Associations and Consumer Product Responses: The Moderating Role of Corporate Brand Dominance”, **Journal of Marketing**, vol: 69, July, ss.35-48, 2005.
- Berrone, Pascual., Jordi Surroca ve Josep A. Tribo, “Corporate Ethical Identity as a Determinant of Firm Performance: A Test of the Mediating Role of Stakeholder Satisfaction”, **Journal of Business Ethics**, vol:76, ss.35-53, 2007.
- Bhat, Sobodoh ve Srinivas K. Reddy, “The Impact of Parent Brand Attribute Associations and Affect on Brand Extension Evaluation”, **Journal of Business Research**, vol: 53, ss. 111-122, 2001.
- Blichfeldt, Bodil S., “On the Development of Brand and Line Extensions”, **Brand Management**, vol:12(3), February, ss.177-190, 2005.

- Booms, Berbard H. Ve Mary Jo Bitner (1981), *Marketing Strategies and Organizational Structures for Service Firms*”, **Marketing of Services**, Aktaran, Fisk, Raymond P., Stephen J. Grove ve Joby John (2004), **Interactive Services Marketing**, Second Edition, Houghton Mifflin Company, Boston.
- Bottomley, Paul A. ve John R. Doyle, “The Formation of Attitudes Towards Brand Extensions: Testing and Generalising Aaker and Keller’s Model”, **International Journal of Research in Marketing**, vol:13, ss.365-377, 1996.
- Bottomley, Paul A. ve Stephen J.S. Holden, “Do We Really Know How Consumers Evaluate Brand Extensions? Empirical Generalizations Based on Secondary Analysis of Eight Studies”, **Journal of Marketing Research**, vol: 38, November, ss. 494-500, 2001.
- Boush, David. M., Shannon Shipp, Barbara Loken, Esra Gençtürk, Susan Crockett, Ellen Kennedy, Bettie Minshall, Denis Misurell, Linda Rochford ve John Strobel, “Affect Generalization to Similar and Dissimilar Brand Extensions”, Consumer Behaviour Seminar, University of Minnesota, **Psychology & Marketing**, vol:4(3), ss.225-237, 1987.
- Boush, David M. ve Barbara Loken, “A Process-Tracing Study of Brand Extension Evaluation”, **Journal of Marketing Research**, vol:28, ss.16-28, 1991.
- Brammer, Stephen, Andrew Millington ve Stephen Pavelin, “Corporate Reputation and Women on the Board”, **British Journal of Management**, vol:20, ss.17-29, 2009.
- Broniarczyk, Susan M. ve Joseph W. Alba, “The Importance of the Brand in Brand Extension”, **Journal of Marketing Research**, vol:31, May, ss.214-228, 1994.
- Byrne, Barbara M., **Structural Equation Modeling with Lisrel, Prelis and Simplis**, Lawrence Erlbaum Associates, London, 1998.
- Chang, Cheng-Ping, “The Relationships Among Corporate Social Responsibility, Corporate Image and Economic Performance of High-Tech Industries in Taiwan”, **Qual Quant**, vol:43, ss.417-429, 2009.
- Chen, Kuang-Jung ve Chu-Mei Liu, “Positive Brand Extension Trial and Choice of Parent Brand”, **Journal of Product&Brand Management**, vol:13(1), ss.25-36, 2004.
- Cheng, Arthur-Hsui Chen ve Shaw K. Chen, “Brand Dilution Effect of Extension Failure”, **Journal of Product&Brand Management**, vol:9(4), ss.243-254, 2000.
- Chernatony, Leslie De ve Susan Segal-Horn, “The Criteria for Successful Service Brands”, **European Journal of Marketing**, vol:37, no:7/8, ss.1095-1118, 2003.

İŞLETME BAŞARISINDA KURUMSAL İMAJ VE MARKA GENİŞLETME STRATEJİSİ

- Chowdhury, Humayun Kabir, "An Investigation of Consumer Evaluation of Brand Extensions", **International Journal of Consumer Studies**, vol:31, ss.377-384, 2007.
- Christensen, Lars Thøger ve Søren Askegaard, "Corporate Identity and Corporate Image Revisited: A Semiotic Perspective", **European Journal of Marketing**, vol:35, no:3/4, ss.292-315, 2001.
- Churchill, G. A., "A Paradigm for Developing Better Measures of Marketing Constructs", **Journal of Marketing Research**, vol:16, no:1, ss.64-73, 1979.
- Clarke, Greg., **Marketing A Service for Profit, A Practical Guide to Key Service Marketing Concepts**, Kogan Page Limited, London, 2000.
- Cohen, Joel B., "The Role of Affect in Categorization: Toward a Reconsideration of The Concept of Attitude", **Advances in Consumer Research**, ss.94-100, 1982.
- Cohen, Joel B. ve Kunal Basu, "Alternative Models of Categorization: Toward a Contingent Processing Framework", **Journal of Consumer Research**, vol:13, March, ss.455-472, 1987.
- Cravens, Karen., Elizabeth Goad Oliver ve Sridhar Ramamoorti, "The Reputation Index: Measuring and Managing Corporate Reputation", **European Management Journal**, vol:21, no:2, ss.201-212, 2003.
- Cravens, Karen S. ve Elizabeth Goad Oliver, "Employees: The Key Link to Corporate Reputation Management", **Business Horizons**, vol:49, ss.293-302, 2006.
- Czellar, Sandor, "Consumer Attitude Toward Brand Extensions: An Integrative Model and Research Propositions", **International Journal of Research in Marketing**, vol:20, ss.97-115, 2003.
- D'Astous, Alain., François Colbert ve Marilyne Fournier, "An Experimental Investigation of the Use of Brand Extension and Co-Branding Strategies in the Arts", **Journal of Service Marketing**, vol:21/4, ss.231-240, 2007.
- Dacin, Peter A. ve Daniel C. Smith, "The Effect of Brand Portfolio Characteristics on Consumer Evaluations of Brand Extensions", **Journal of Marketing Research**, vol:31, May, ss.229-242, 1994.
- Dacin, Peter A ve Tom J. Brown, "Corporate Branding, Identity and Customer Response", **Journal of the Academy of Marketing Science**, vol: 34, no:2, ss.95-98, 2006.
- DelVecchio, Devon, "Moving Beyond Fit: The Role of Brand Portfolio Characteristics in Consumer Evaluations of Brand Reliability", **Journal of Product&Brand Management**, vol:9(7), ss. 457-471, 2000.
- Dias, Sam ve Lynette Ryals, "Options Theory and Options Thinking in Valuing Returns on Brand Investments and Brand Extensions", **Journal of Product&Brand Management**, vol:11(2), ss.115-128, 2002.

- Echambadi, Raj., Inigo Arroniz, Werner Reinartz ve Junsoo Lee, "Empirical Generalizations of From Brand Extension Research: How Sure We Are?", **International Journal of Research in Marketing**, February, ss. 1-31, 2006.
- Ely, Claire G., "The Corporate Image-Shadow or Substance?", **Management Review**, vol:50, no:11, ss. 4-10, 1961.
- Erdoğan, B. Zafer., Sevgi Gönüllüoğlu ve Hakan Özyaka., "Kurumsal İmaj Oluşturulmasına İlişkin Bir Literatür Taraması", **Pazarlama Dünyası**, sayı: 4, ss. 50-57, 2005.
- Erdoğan, B. Zafer., Kazım Develioğlu, Sevgi Gönüllüoğlu ve Hakan Özyaka., "Kurumsal İmajın Şirketin Farklı Paydaşları Tarafından Algılanışı Üzerine Bir Araştırma", **Dumlupınar Üniversitesi Sosyal Bilimler Dergisi**, sayı: 15, ss. 55-76, 2006.
- Fisk, Raymond P., Stephen J. Grove ve Joby John. **Interactive Services Marketing**, Second Edition, Houghton Mifflin Company, Boston. 2004.
- Flavian, Carlos., Eduardo Torres ve Miguel Guinaliu, "Corporate Image Measurement: A Further Problem for the Tangibilization of Internet Banking Services", **The International Journal of Bank Marketing**, vol:22(5), ss.366-384, 2004.
- Flavian, Carlos., Miguel Guinaliu ve Eduardo Torres, "The Influence of Corporate Image on Consumer Trust: A Comparative Analysis in Traditional Versus Internet Banking", **Internet Research**, vol:15(4), ss.447-470, 2005.
- Fombrun, C. J., **Reputation: Realizing Value From the Corporate Image**, Harvard Business Scholl Press, Boston, 1995. Aktaran, Cravens, Karen., Elizabeth Goad Oliver ve Sridhar Ramamoorti, "The Reputation Index: Measuring and Managing Corporate Reputation", **European Management Journal**, vol:21, no:2, ss.201-212, 2003.
- Forney, Judith C., Eun Joo Park ve Lynn Brandon, "Effects of Evaluative Criteria on Fashion Brand Extension", **Journal of Fashion Marketing and Management**, vol:9(2), ss.156-165, 2005.
- Fry, Joseph N., "Family Branding and Consumer Brand Choice", **Journal of Marketing Research**, vol:9, August, ss.237-247, 1967.
- Goldsmith, Ronald E., Barbara A. Lafferty ve Stephen J. Newel., "The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands", **Journal of Advertising**, vol: 29(3), ss. 43-54, 2000.
- Gotsi, Manto ve Alan M. Wilson, "Corporate Reputation: Seeking a Definition", **Corporate Communications: An International Journal**, vol:6, ss.24-30, 2001.
- Grime, Ian., Adamantios Diamantopoulos ve Gareth Smith, "Consumer Evaluations of Extensions and Their Effects on the Core Brand: Key Issues and Research Propositions", **European Journal of Marketing**, vol:36, no:11/12, ss.1415-1438, 2002.

- Gronhaug, Kjell., Leif Hem ve Rune Lines, “Exploring The Impact of Product Category Risk and Consumer Knowledge in Brand Extensions”, **Brand Management**, vol:9 (6), ss.463-476, 2002.
- Grönroos, Christian, **Service Management and Marketing. A Customer Relationship Management Approach**, Second Editon, John Wiley&Sons Ltd, Chichester, 2000.
- Gummesson, Evert, “Exit Services Marketing-Enter Service Marketing”, **Journal of Consumer Behaviour**, vol:6, no:2, ss. 113-141, 2007.
- Gürhan-Canlı, Zeynep ve Durairaj Maheswaran, “The Effects of Extensions on Brand Name Dilution and Enhancement”, **Journal of Marketing Research**, vol:35, ss.464-473, 1998.
- Gürhan-Canlı, Zeynep ve Rajeev Batra, “When Corporate Image Affects Product Evaluations: The Moderating Role of Perceived Risk”, **Journal of Marketing Research**, vol:XLI, May, ss.197-205, 2004.
- Gupta, Shruti, “Strategic Dimensions of Corporate Image: Corporate Ability and Corporate Social Responsibility As Sources of Competitive Advantage Via Differentiation”, **Dissertation Thesis**, Temple University, UMI Number: 3057076, 2002.
- Harris, Fiona ve Lesli De Chernatony, “Corporate Branding and Corporate Brand Performance”, **European Journal of Marketing**, vol:35, no:3/4, ss.441-456, 2001.
- Hawabhay, Bharati Bina, Russell Abratt ve Mark Peters, “The Role of Corporate Communications in Developing a Corporate Brand Image and Reputation in Mauritius”, **Corporate Reputation Review**, vol:12, no:1, ss.3-20, 2009.
- Hem, Leif E., Leslie De Chernatony ve Nina M. Iversen, “Factors Influencing Successful Brand Extensions”, **Journal of Marketing Management**, vol:19, ss.781-806, 2003.
- Herbig, Paul ve John Milewicz, “The Relationship of Reputation and Credibility to Brand Success”, **Journal of Consumer Marketing**, vol:12(4), ss.5-10, 1995.
- Hosmer, L. T., “Trust the Connecting Link Between Organizational Theory and Philosophical Ethics”, **The Academy of Management Review**, vol:20, ss.379-403, 1995. Aktaran, Ingenhoff, Diana ve Katharina Sommer, “The Interrelationship Between Corporate Reputation, Trust and Behavioral Intentions: A Multistakeholder Approach”, **Annual Meeting of the International Communication Association**, TBA, Montreal, Quebec, Canada, 2008.
- Hsieh, Ming-Huei, Shan-Ling Pan ve Rudy Setiono, “Product-,Corporate-, and Country-Image Dimensions and Purchase Behavior: A Multicountry Analysis”, **Journal of the Academy of Marketing Science**, vol:32, no:3, ss.251-270, 2004.
- Ingenhoff, Diana ve Katharina Sommer, “The Interrelationship Between Corporate

- Reputation, Trust and Behavioral Intentions: A Multistakeholder Approach”, **Annual Meeting of the International Communication Association**, TBA, Montreal, Quebec, Canada, 2008.
- İslamoğlu, A. Hamdi., Burcu Candan, Şenol Hacıfendioglu ve Kenan Aydın, **Hizmet Pazarlaması**, 1.Baskı, Beta Basım Yayın A.Ş., İstanbul, 2006.
- Jaju, Anupam., Christopher Joiner ve Srinivas K. Reddy, “Consumer Evaluations of Corporate Brand Redeployments”, **Journal of the Academy of Marketing Science**, vol:34, no:2, ss.206-215, 2006.
- James, David Owen, “Extension to Alliance: Aaker and Keller’s Model Revisited”, **Journal of Product&Brand Management**, vol:15(1), ss.15-22, 2006.
- John, Deborah Roedder, Barbara Loken ve Christopher Joiner, “The Negative Impact of Extensions: Can Flagship Products Be Diluted?”, **Journal of Marketing**, vol:62, January, ss.19-32, 1998.
- Jun, Song Youl, Tridib Mazumder ve S. P. Raj, “Effects of Technological Hierarchy on Brand Extension Evaluations”, **Journal of Business Research**, vol:46, ss.31-43, 1999.
- Kapoor, Harish, “Competitive Effects on The Evaluation of Brand Extensions”, **Dissertation Thesis**, Carleton University, s.233, 2005.
- Kapoor, Harish ve Louise A. Heslop, “Brand Positivity and Competitive Effects on The Evaluation of Brand Extensions”, **International Journal of Research in Marketing**, Accepted Manuscript, 2009.
- Karahan, Kasım, **Hizmet Pazarlaması**, 1.Baskı, Beta Basım A.Ş., 2000, İstanbul.
- Keller, Kevin Lane ve David A. Aaker, “The Effects of Sequential Introduction of Brand Extensions”, **Journal of Marketing Research**, vol:29, February, ss.35-50, 1992.
- Keller, Kevin Lane, “Conceptualizing, Measuring and Managing Customer-Based Brand Equity”, **Journal of Marketing**, vol:57, January, ss.1-22, 1993.
- Keller, Kevin Lane, **Strategic Brand Management**, Upper Saddle River, NJ: Prentice Hall, 1998.
- Kim, Chung K., Anne M. Lavack ve Margo Smith, “Consumer Evaluation of Vertical Brand Extensions and Core Brands”, **Journal of Business Research**, vol:52, ss.211-222, 2001.
- Kim, Joo Young, “Communication Message Strategies for Brand Extensions”, **Journal of Product&Brand Management**, vol:12(7), ss.462-476, 2003.
- Kim, K., “Publicity and Corporate Market Performance: The Moderating Effect of Corporate Reputation”, **Annual Meeting of the International Communication Association**, TBA, San Francisco, 2007.

İŞLETME BAŞARISINDA KURUMSAL İMAJ VE MARKA GENİŞLETME STRATEJİSİ

- Klink, Richard R., "Expanding The Extendibility of Brands: Managing The Effects of Perceived Fit on Consumer Evaluation of New Products", **Dissertation Thesis**, University of Pittsburg, s.89, UMI Number: 9709428, 1996.
- Klink, Richard R., ve Daniel C. Smith, "Threats to the External Validity of Brand Extension Research", **Journal of Marketing Research**, vol: 38, August, ss.326-335, 2001.
- Ko, Yong Jae., Kyoungtae Kim, Cahryn L. Claussen ve Tae Hee Kim, "The Effects of Sport Involvement, Sponsor Awareness and Corporate Image on Intention to Purchase Sponsors' Products", **International Journal of Sports Marketing&Sponsorship**, January, ss.79- 94, 2008.
- Kotler, Philip ve Gary Armstrong, **Principles of Marketing**, International Tenth Edition, Pearson Prentice Hall, New Jersey, 2004.
- Laforet, Sylvie, "British Grocers' Brand Extension in Financial Services", **Journal of Product&Brand Management**, vol:16(2), ss.82-97, 2007.
- Lane, David ve Antonia Sutcliffe, "Brand Extensions in Confectionary; The Mars Delight", **The Marketing Review**, vol: 6, ss.85-102, 2006.
- Lane, Vizki R., "The Impact of Ad Repetition and Ad Content on Consumer Perceptions of Incongruent Extensions", **Journal of Marketing**, vol:64, April, ss.80-91, 2000.
- Lee, Ji-Won, Eun-Young Rhee ve Yuri Lee, "Types of Brand Extension and Leverage Effects of Brand Image in the Korean Apparel Market", **International Journal of Human Ecology**, vol:4(1), June, ss.1-14, 2003.
- Lee, Jung-Kook, "Brand Extension in The Upscale Hotel Industry, Conceptual Model, Industry Trends and Consumer Perceptions", **Dissertation Thesis**, Purdue University, s.137, UMI Number: 3307527, 2007.
- Lei, Jing, Roger Pruppers, Hans Ouwersloot ve Jos Lemmink, "Service Intensiveness and Brand Extension Evaluations", **Journal of Service Research**, vol:6(3), February,ss.243-255, 2004.
- Lemmink, Jos., Annelien Schuijf ve Sandra Streukens, "The Role of Corporate Image and Company Employment Image in Explaining Application Intentions", **Journal of Economic Psychology**, vol:24, ss.1-15, 2003.
- Lings, Ian N. ve Gordon E. Greenley, "Measuring Internal Marketing Orientation", **Journal of Service Research**, 7:3, ss.290-305, 2005.
- Little, Ann Marie Barrier, "Low-Involving Brand Extension Concept Evaluations: The Effects of Fit and Motivation", **Doctoral Thesis**, Cleveland State University, s.115, UMI Number:9989486, 1999.

- Loken, Barbara ve Deborah Roedder John, "Diluting Brand Beliefs: When Do Brand Extensions Have a Negative Impact?", **Journal of Marketing**, vol:57, July, ss.71-84, 1993.
- Ma, Yun, "The Role of Consumer Knowledge in Consumer Evaluation of Brand Extension", **Master Thesis**, Auckland University of Technology, s.120, 2005,
- MacLeod, Jennifer S., "The Effect of Corporate Reputation on Corporate Success", **Management Review**, vol, 56, no:10, ss.67- 71, 1967.
- Marangoz, Mehmet, "Marka Değeri Algılamalarının Marka Yayılmaya Etkileri", **Ege Akademik Bakış**, vol:7(2), pp.459-483, 2007.
- Martinez, Eva ve Jose M. Pina, "The Negative Impact of Brand Extensions on Parent Brand Image", **Journal of Product&Brand Management**, vol:12(7), ss.432-448, 2003.
- Martinez, Eva ve Leslie De Chernatony, "The Effect of Brand Extension Strategies Upon Brand Image", **Journal of Consumer Marketing**, vol:21(1), ss.39-50, 2004.
- Martinez, Eva ve Jose M. Pina, "Influence of Corporate Image on Brand Extensions: A Model Applied to the Service Sector", **Journal of Marketing Communications**, vol:11, no:4, ss. 263-281, 2005.
- Martinez, Eva, Yolanda Polo ve Leslie De Chernatony, "Effect of Brand Extension Strategies on Brand Image: A Comparative Study of the UK and Spanish Markets", **International Marketing Review**, vol:25(1), ss.107-137, 2008.
- Martinez, Eva, Teresa Montaner ve Jose M. Pina, "Brand Extension Feedback: The Role of Advertising", **Journal of Business Research**, vol: 62, no:3, ss. 305-313, 2009.
- Mason, Mason, C.J. "What Image Do You Project", **Management Review**, Vol. 82, ss. 10-16, 1993.
- Mather, Damien, "Empirical Generalisations, Brand Extensions and General Linear Mixed Models", **ANZMAC Conference: Marketing in International and Cross-Cultural Environments**, ss.85-95, 2005.
- McCarthy, Michael S., "Factors Affecting Brand Extensions in Competitive Markets", **Dissertation Thesis**, University of Pittsburg, s.115, UMI Number: 9718656, 1996.
- McDonald, Malcolm H.B., Leslie de Chernatony ve Fiona Harris, "Corporate Marketing and Service Brands: Moving Beyond the Fast-Moving Consumer Goods Model", **European Journal of Marketing**, vol:35, no:3/4, ss.335-352, 2001.
- Melewar, T.C. and Elif Karaosmanoğlu, "Seven Dimensions of Corporate Identity: A Categorisation from Practitioners's Perspectives", **European Journal of Marketing**, vol:40(7/8), ss.846-869, 2006.

İŞLETME BAŞARISINDA KURUMSAL İMAJ VE MARKA GENİŞLETME STRATEJİSİ

- Merriam Webster's Collegiate Dictionary, s.1001, 1996. Aktaran Weiss, Allen M., Erin Anderson ve Deborah J. Macinnis, "Reputation Management As a Motivation for Sales Structure Decisions", **Journal of Marketing**, vol:63, ss.74-89, 1999.
- Midgley, David F., ve Grahama R. Dowling, "Innovativeness: The Concept and Its Measurements", **Journal of Consumer Research**, vol:4, March, ss. 229-242, 1978.
- Milewicz, John ve Paul Herbig, "Evaluation the Brand Extension Decision Using a Model of Reputation Building", **Journal of Product&Brand Management**, vol:3, no:1, ss.39-47, 1994.
- Milloy, Duncan B., "The Effect of Favorable Usage Experience with Core Brand on Core Brand Extension Perception and Purchase Intention", **Dissertation Thesis**, Touro University International, s.153, UMI Number: 3292153, 2007.
- Mitchell, Andrew A. ve Peter A. Dacin, "The Assessment of Alternative Measures of Consumer Expertise", **Journal of Consumer Research**, vol:23, December, ss.219-239, 1996.
- Monga, Alokparna Basu, "Culturel Differences in Brand Extension Evaluation: The Role of Analytic Versus Holistic Thinking", **Dissertation Thesis**, University of Minnesota, s.137, UMI Number: 3199238, 2004.
- Morrin, Maureen, "The Impact of Brand Extensions on Parent Brand Memory Structures and Retrieval Processes", **Journal of Marketing Research**, vol:36, ss.517-525, 1999.
- Muzellec, Laurent ve Mary Lumbkin, "Corporate Rebranding: Destroying Transferin or Creating Brand Equity?", **European Journal of Marketing**, vol:40, no:7/8, ss.803-824, 2006.
- Nan, Xiaoli, "Affective Cues and Brand-Extension Evaluation: Exploring the Influence of Attitude Toward the Parent Brand and Attitude Toward the Extension Ad", **Psychology&Marketing**, vol:23(7), July, ss.597-616, 2006.
- Nandan, Shiva, "An Analysis of Factors Influencing Consumer Evaluations of Brand Extensions", **Dissertation Thesis**, The University of Texas at Arlington, s.174, UMI Number: 9419397, 1993.
- Neville, Benjamin A., Simon J. Bell ve Bülent Mengüç, "Corporate Reputation, Stakeholders and the Social Performance-Financial Performance Relationship", **European Journal of Marketing**, vol:39, no:9/10, ss.1184-1198, 2005.
- Nguyen, Nha ve Gaston Leblanc, "Corporate Image and Corporate Reputation in Customers' Retention Decisions in Services", **Journal of Retailing and Consumer Services**, vol:8, ss.227-236, 2001
- Nijssen, Edwin J. ve Clara Agustin, "Brand Extensions: A Manager's Perspective", **Brand Management**, vol:13(1), ss.33-49, 2005.

- Normann, Richard, **Service Management: Strategy and Leadership in Service Businesses**, John Wiley&Sons, Portsmouth 1984.
- Olins, W., **The New Guide to Identity**, Gower, Aldershot, 1995. Aktaran: McDonald, Malcolm H.B., Leslie de Chernatony ve Fiona Harris, "Corporate Marketing and Service Brands: Moving Beyond the Fast-Moving Consumer Goods Model", **European Journal of Marketing**, vol:35, no:3/4, ss.335-352, 2001.
- Parasuraman, A., V. A. Zeithaml and L. L.Bery, "A Conceptual Model of Service Quality and its Implications for Future Research", **Journal of Marketing**, vol:49, ss.41-50, 1985.
- Park, C. Whan., Sandra Milberg ve Robert Lawson, "Evaluation of Brand Extensions: The Role of Product Feature Similarity and Brand Concept Consistency", **Journal of Consumer Research**, vol:18, September, ss. 185-193, 1991.
- Park, C. Whan., Michael S. McCarty ve Sandra J. Milberg, "The Effects of Direct and Associative Brand Extension Strategies on Consumer Response to Brand Extensions", **Advances in Consumer Research**, vol:20, ss.28-33, 1993.
- Penz, Elfriede ve Barbara Stöttinger, "Corporate Image and Product Similarity: Assessing Major Demand Drivers for Counterfeits in a Multi-Country Study", **Psychology&Marketing**, vol:25(4), April, ss.352-381, 2008.
- Pina, Jose M., Eva Martinez, Leslie De Chernatony ve Susan Drury, "The Effect of Service Brand Extensions on Corporate Image", **European Journal of Marketing**, vol:40, no:1/2, ss.174-197, 2006.
- Pitta, Dennis A. ve Lea Prevel Katsanis, "Understanding Brand Equity for Successful Brand Extension", **Journal of Consumer Marketing**, vol:12, no:3, ss. 51-64, 1995.
- Pope, Nigel K. Li ve Kevin E. Voges, "The Impact of Sport Sponsorship Activities, Corporate Image and Prior Use on Consumer Purchase Intention", **Sport Marketing Quarterly**, vol:9, no:2, ss.96-102, 2000.
- Pryor, Kevin ve Roderick J. Brodie, "How Advertising Slogans Can Prime Evaluations of Brand Extensions: Further Empirical Results", **Journal of Product&Brand Management**, vol:7(1), ss.497-508, 1998.
- Puncheva, Petya, "The Role of Corporate Reputation in the Stakeholder Decision-Making Process", **Business Society**, vol:47, ss.272-290, 2008.
- Quilliam, Elizabeth Taylor, "Mega, Monster or Misplaced? Do Portion Size Extensions Meet Consumer Needs?", **Journal of Consumer Marketing**, vol:23(3), ss.123-124, 2006.
- Raj, M. Prasanna Mohan ve Amit Choudhary, "Conceptual Framework on Corporate Branding", **The Icfai Journal of Brand Management**, vol:5, no:1, ss.20-33, 2008.

İŞLETME BAŞARISINDA KURUMSAL İMAJ VE MARKA GENİŞLETME STRATEJİSİ

- Reast, Jon D., "Brand Trust and Brand Extension Acceptance: The Relationship", **Journal of Product&Brand Management**, vol:14(1), ss.4-13, 2005.
- Riordan, Christine M., Robert D. Gatewood ve Jodi Barnes Bill, "Corporate Image: Employee Reactions and Implications for Managing Corporate Social Performance", **Journal of Business Ethics**, vol:16, ss.401-412, 1997.
- Roberts, Peter W. ve Grahame R. Dowling, "Corporate Reputation and Sustained Superior Financial Performance", **Strategic Management Journal**, vol:23, ss.1077-1093, 2002.
- Ruyter, Ko De ve Martin Wetzels, "The Role of Corporate Image and Extension Similarity in Service Brand Extensions", **Journal of Economic Psychology**, vol:21, ss.639-659, 2000.
- Salinas, Eva Martinez ve Jose Miguel Pina Perez, "Modeling the Brand Extensions' Influence on Brand Image", **Journal of Business Research**, vol:62, no:1, ss.50-60, 2009.
- Saunders, John ve Fu Guoqun, "Dual Branding: How Corporate Names Add Value", **Journal of Product&Brand Management**, vol:6(1), ss.40-48, 1997.
- Seltene, Mehdi ve Olivier Brunel, "Brand Extension: The Moderating Role of the Category to Which the Brand Extension is Found", **Journal of Product&Brand Management**, vol:17, no:6, ss.393-402, 2008.
- Serrao, Priscila ve Delane Botelho, "Effect of Brand Extension on Brand Image: A Study in the Brazilian Context", **Latin American Advances in Consumer Research**, vol:2, ss.22-27, 2008.
- Shapiro, Carl, "Premiums for High Quality Products As Returns to Reputations", **The Quarterly Journal of Economics**, November, ss.660-679, 1983.
- Sheinin, Daniel A., "Positioning Brand Extensions: Implications for Beliefs and Attitudes", **Journal of Product&Brand Management**, vol:7(2), ss.137-149, 1998.
- Sheinin, Daniel A., "The Effects of Experience with Brand Extensions on Parent Brand Knowledge", **Journal of Business Research**, vol:49, ss.47-55, 2000.
- Shine, Byung Chul, Jongwon Park ve Robert S. Wyer Jr, "Brand Synergy Effects in Multiple Brand Extensions", **Journal of Marketing Research**, vol:XLIV, November, ss.663-670, 2007.
- Simoes, Claudia., Sally Dibb ve Raymond P. Fisk, "Managing Corporate Identity: An Internal Perspective", **Journal of the Academy of Marketing Science**, vol:33, no:2, ss.153-168, 2005.
- Sjödín, Henrik, "Financial Assessment of Brand Extensions", **Journal of Brand Management**, vol:14, ss.223-231, 2007.
- Smith, Daniel C. ve C. Whan Park, "The Effects of Brand Extensions on Market Share

- and Advertising Efficiency”, **Journal of Marketing Research**, vol:29, ss.296-313, 1992.
- Souiden, Nizar., Norizan M. Kassim ve Heung-Ja Hong, “The Effect of Corporate Branding Dimensions on Consumers Product Evaluation: A Cross-Cultural Analysis”, **European Journal of Marketing**, vol:40, no:7/8, ss.825-845, 2006.
- Spector, Aaron J., “Basic Dimensions of the Corporate Image”, **Journal of Marketing**, vol:25, no:6, ss.47-51, 1961.
- Stegemann, Nicole, “Unique Brand Extension Challenges For Luxury Brands”, **Journal of Business&Economics Research**, vol:4(10), ss.57-68, 2006.
- Story, John ve Peggy Sue Loroz, “Technological Congruence and Perceived Quality of Brand Extensions”, **Journal of Product&Brand Management**, vol:14(7), ss.438-447, 2005.
- Swaminathan, Vanitha, Richard J. Fox ve Srinivas K. Reddy, “The Impact of Brand Extension Introduction on Choice”, **Journal of Marketing**, vol:65, October, ss.1-15, 2001.
- Swaminathan, Vanitha, “Sequential Brand Extensions and Brand Choice Behavior”, **Journal of Business Research**, vol:56, ss.431-442, 2003.
- Şimşek, Ömer F., **Yapısal Eşitlik Modellemesine Giriş: Temel İlkeler ve Lisrel Uygulamaları**, Ekinoks, Ankara, 2007.
- Tauber, Edward M., “Brand Franchise Extension: New Product Benefits From Existing Brand Names”, **Business Horizons**, vol:24(2), ss.36-41, 1981.
- Tauber, Edward M., “Brand Leverage: Strategy for Growth in a Cost-Control World”, **Journal of Advertising Research**, vol: August-September, ss.26-30, 1988.
- Taylor, Valerie Anne, “The Role of Price in Consumer Evaluations of Brand Extensions”, **Dissertation Thesis**, University of South Carolina, s.189, UMI Number: 9738275, 1997.
- Taylor, Valerie A. ve William O. Bearden, “Ad Spending on Brand Extensions: Does Similarity Matter?”, **Brand Management**, vol:11(1), ss.63-74, 2003.
- Thorbijornsen, Helge, “Brand Concept Congruency and Feedback Effects Revisited”, **Journal of Product&Brand Management**, vol:14/4, ss.250-257, 2005.
- Uzun, Yeşim ve T. Sabri Erdil, “Marka Yayma Stratejilerinde Ürün Benzerliğinin Etkisi ve Üç Ayrı Marka Üzerinde Bir Uygulama”, **Doğuş Üniversitesi Dergisi**, vol:5(2), ss.227-241, 2004.
- Varadarajan, Rejan., Mark P. DeFanti ve Paul S. Busch, “Brand Portfolio, Corporate Image and Reputation: Managing Brand Deletions”, **Journal of the Academy of Marketing Science**, vol:34, no:2, ss.195-205, 2006.

İŞLETME BAŞARISINDA KURUMSAL İMAJ VE MARKA GENİŞLETME STRATEJİSİ

- Völcner Franziska ve Henrik Sattler, "Drivers of Brand Extension Success", **Journal of Marketing**, vol:70, April, ss. 18-34, 2006.
- Völcner, Franziska ve Henrik Sattler, "Empirical Generalizability of Consumer Evaluations of Brand Extensions", **International Journal of Research in Marketing**, vol: 24, ss. 149-162, 2007.
- Völcner, Franziska., Henrik Sattler ve Gwen Kaufmann, "Image Feedback Effects of Brand Extensions: Evidence From a Longitudinal Field Study", **Market Letters**, vol:19, ss.109-124, 2008.
- Walsh, Gianfranco ve Sharon E. Beatty, "Customer-Based Corporate Reputation of a Service Firm Scale Development and Validation", **Journal of the Academy Marketing Science**, vol:35, ss.127-143, 2007.
- Walsh, Gianfranco., Sharon E. Beatty ve Edward M. K. Shiu, "The Customer-Based Corporate Reputation Scale: Replication and Short Form", **Journal of Business Research**, vol:62, no:10, ss. 924-930, 2009.
- Walsh, Gianfranco., Vincent-Wayne Mitchell, Paul R. Jackson ve Sharon E. Beatty, "Examining the Antecedents and Consequences of Corporate Reputation: A Customer Perspective", **British Journal of Management**, vol:20, ss.187-203, 2009.
- Wan, Hua-Hsin ve Robert Schell, "Reassessing Corporate Image: An Examination of How Image Bridges Symbolic Relationship With Behavioral Relationship", **Journal of Public Relations Research**, vol:19(1), ss.25-45, 2007.
- Weber, Renee ve Jennifer Crocker, "Cognitive Processes in the Revision of Stereotypic Beliefs", **Journal of Personality and Social Psychology**, vol:45, no:5, ss.961-977, 1983.
- Weiss, Allen M., Erin Anderson ve Deborah J. Macinnis, "Reputation Management As a Motivation for Sales Structure Decisions", **Journal of Marketing**, vol:63, ss.74-89, 1999.
- Weiwei, Tang, "Impact of Corporate Image and Corporate Reputation on Customer Loyalty: A Review", **Management Science and Engineering**, vol:1, no:2, ss.57-62, 2007.
- Wernerfelt, Birger, "Umbrella Branding as a Signal of New Product Quality: An Example of Signalling by Posting a Bond", **The RAND Journal of Economics**, vol:19(3), Autumn, ss.458-466, 1988.
- Xie, Henry, "Consumer Innovativeness and Consumer Acceptance of Brand Extensions", **Journal of Product&Brand Management**, vol:17/4, ss.235-243, 2008.
- Zeithaml, Valerie A., "Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence", **Journal of Marketing**, vol:52, ss.2-22, 1988.

