

---

**ANALYSING FACTORS THAT DRIVE CUSTOMERS PURCHASE INTENTION OF LICENSED TEAM MERCHANDISE SPORTS STATION MANADO***ANALISA FAKTOR YANG MENDORONG NIAT BELI KOSTUMER TERHADAP PRODUK YANG BERLISENSI DI SPORTS STATION MANADO*

By  
**Vincent Titah<sup>1</sup>**  
**S. L. H. V. Joyce Lapian<sup>2</sup>**  
**Farlane S. Rumokoy<sup>3</sup>**

<sup>123</sup>Faculty of Economics and Business, International Business Administration, Management Program  
Sam Ratulangi University Manado

E-mail:

<sup>1</sup>[vince\\_cfc@yahoo.com](mailto:vince_cfc@yahoo.com)

<sup>2</sup>[lapianjoyce@gmail.com](mailto:lapianjoyce@gmail.com)

<sup>3</sup>[prince\\_farlent@yahoo.com](mailto:prince_farlent@yahoo.com)

**Abstract:** The success of a football club will not be separated from the role of fanatical fans who have always supported in each of their matches. Whatever type of items associated with the club favourites would definitely be collected, one of them is soccer jersey t-shirt. Teams now try to direct their customers through the stores in which they market team-related products, and are interested to explore the condition that drives the customers' purchase intention of the sport product in sports station Manado. This research, *Analysing Factors That Drive Customers Purchase Intention of Licensed Team Merchandise Sports Station Manado* with 100 respondents, is contributed and the Factor Analysis method is used in this research. There are four main findings in this research, which are: The first conclusion component in this research is Brands; The second conclusion component in this research is the Customer Loyalty; The third conclusion component in this research is Perceived Relative Price; The last conclusion component in this research is Atmosphere. There are also nine recommendations that can be drawn in this research, which are, Product Variety, Product Quality, Product Packaging, Satisfaction, Trust, Habit, Perceived Quality, Perceived Value.

**Keywords:** *purchase intention, licensed team merchandise, sports, factor analysis*

**Abstrak:** Keberhasilan sebuah klub sepakbola tidak terlepas dari peran penggemar fanatik yang selalu didukung di setiap pertandingan mereka. Apapun jenis item yang terkait dengan klub favorit pasti akan dikumpulkan salah satunya kaos jersey sepak bola, klub sepak bola sekarang mencoba untuk mengarahkan pelanggan mereka melalui toko-toko di mana mereka memasarkan produk-produk terkait tim, penulis tertarik untuk mengeksplorasi kondisi yang mendorong niat pembelian pelanggan dari produk olahraga di stasiun olahraga Manado. Penelitian ini menganalisis faktor-faktor yang mendorong intensitas pembelian pelanggan terhadap barang berlisensi di Sports Station Manado dengan 100 responden. Penelitian ini menggunakan metode Analisis Faktor. Terdapat empat temuan utama dalam penelitian ini, yaitu: Komponen pertama dalam penelitian ini adalah Merek; Komponen kedua dalam penelitian ini adalah Customer Loyalty; Komponen ketiga dalam penelitian ini adalah Perceived Relative Price; Komponen terakhir dalam penelitian ini adalah Atmosphere. Ada juga sembilan rekomendasi yang dapat ditarik dalam penelitian ini, yaitu, Ragam Produk, Kualitas Produk, Kemasan Produk, Kepuasan, Kepercayaan, Kebiasaan, Kualitas Persepsi, Nilai Persepsi.

**Kata Kunci:** *niat beli, barang berlisensi, olahraga, analisa faktor*

---

## INTRODUCTION

### Research Background

In the modern era, as now fashion is a very important and interesting people, especially among the young. The rapid development of fashion, especially fashion and accessories require a major change in the dress of young people. Young man and womanhood are often considered to be behind this trend looks dressed when they do not see or do not refer to the development of current fashion trends. The success of a football club will not be separated from the role of fanatical fans who have always supported in each of their matches. Whatever type of items associated with the club favourite would definitely be collected. One of them soccer jersey t-shirt or jersey that is more intense in the past and create a phenomenon jersey shirt for football fans in order to have sportive successes in intense competition, approaches of teams should be in close relation with financial success. Teams have realized the importance of this relationship lately and focused on marketing of the licensed sports merchandise. Then, brand has become more important in sports industry, teams now try to direct their customers through the stores in which they market team related products.

One of company that sells sports equipment and supplies is sport station. The company offers good quality products of various famous brands in the world and also offer affordable prices for society. As outlets that target community sports enthusiasts as its target audience, sport station provides a wide range of equipment and sport equipment with world famous brand. Call it the Adidas, Nike, Puma, Diadora, Underarmour, Reebok, Speedo, Spalding, Airwalk, with the quality of authenticity that cannot be doubted. If we talk about quality, people will always be looking for best quality of the product, especially people who willing to look fashionable or up to date, there are some province in Indonesia that have more concern about that, such as in West Java, DKI Jakarta and North Sulawesi.

Finally, author interest to explore the condition that drive the customer purchase intention of the sport product in Sports Station Manado, which is used some variable that will be tested to explore the question of what is more drive the customer intention to buy the sports product, and it titled "Analyzing Factors That Drive Costumer Purchase Intention of Licensed Team Merchandise Sports Station Mantos.

### Research Objectives

To know the factors that drive customer purchase intention on licensed team merchandise at Sports Station Manado Town Square.

## THEORETICAL REVIEW

### Marketing

According to Kotler (2003:45), marketing is typically seen as task of crediting, promoting, and delivering goods and services to customers and businesses. Obviously, marketing is important in all areas of the organization, and customers are the reason why business exist.

### Purchase Intention

Lot of people interest to have something when they saw some interest thing, purchase intention comes from it, when people try to have something and want to have it by purchase that thing. According to Shah (2012) Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by customer.

#### 1. Product Quality

Product quality is often defined as the perceived ability of a product to provide satisfaction relative to the available alternatives (Monroe and Krishnan, 1985).

#### 2. Price

According to Zhang and Feng (2009), Price is the monetary cost for a customer to buy products or services.

#### 3. Product Packaging

According to Rundh (2005) package appeals customer's attentiveness towards a certain brand, increases its image, and stimulates customer's perceptions about product.

**4. Style**

According to Abraham and Littrell (1995), a composite list of apparel attributes has been generated and one of the conceptual categories is style.

**5. Service Quality**

A common definition of service quality is that the service should correspond to the customers' expectations and satisfy their needs and requirements (Gronroos, 2000).

**6. Personal Values**

Personal values are defined as established beliefs that result in "a specific mode of behavior or end-state of existence that is preferred to an opposite mode of behavior or end-state" (Rokeach, 1973).

**7. Promotion**

Advertising is a non-personal presentation of information in mass media about a product, brand, company or store. It greatly affects customers' images, beliefs and attitudes towards products and brands, and in turn, influences their purchase behaviours (Evans Moutinho, and Raaji, 1996:15).

**8. Perceived Quality**

According to Zeithaml and Berry (1988), quality was seen as the superiority of a certain product or service in a broad sense.

**9. Store Atmosphere**

Store atmosphere is a component of store image along with other variables such as brightness and crowding (Kotler, 2003:15).

**10. Perceived Value**

Customer perceived value is major factor influencing customer satisfaction document by (Bolton and Drew, 1991).

**11. Product Variety**

Randall and Ulrich (2001) and Lemy *et al* (2013) defined product variety as the number of different versions of a product offered by a firm at a single point in time.

**12. Social Influence**

DeLamater and Myers (2010:202) stated that social influence is the changes of a person's attitude and behaviour which influenced by another person's action such as persuading and threatening.

**13. Satisfaction**

According to the Oliver (1997:89) customer satisfaction is defined as customers' needs and goals when a service is providing a pleasurable level of fulfilment response.

**14. Store Image**

Store image is one of the retailer's most valuable marketing assets, creating a competitive advantage that is not easily duplicated by other retailers (Rosenbloom, 1983).

**15. Product Availability**

Steinhart, Mazursky, and Kamins (2013) stated that when the product is available to purchase, the customer typically finds it as a good thing.

**16. Trust**

Trust is a set of specific beliefs including integrity, benevolence, ability, and predictability (Gefen Karahanna, and Straub 2003).

### 17. Sales Assistance

Ghosh (1990:48) concur that sales assistants in retail stores should have sufficient knowledge of the products offered and must also be willing and capable of responding.

### 18. Social Status

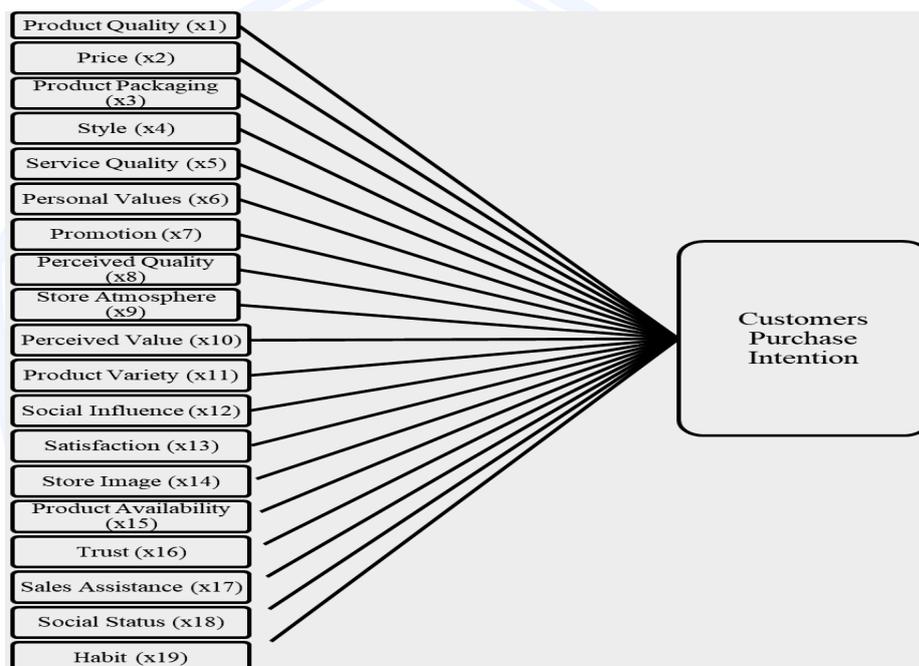
Social status according to Eastman Goldsmith, and Flynn (1999) is the motivational process by which individuals strive to improve their social status through conspicuous consumption of customer products that symbolize status for both individuals and surrounding others.

### 19. Habit

Most habitual behaviour arises and proceeds efficiently, effortlessly, and unconsciously according to Aarts Verplanken, and Knippenberg (1998).

### Conceptual Framework

The relationship between customers' purchase intention and licensed team merchandise are conceptualised



**Figure 1. Conceptual Framework**

Source: *Data Analysis Method, 2018*

## RESEARCH METHODOLOGY

### Type of Research

Quantitative method is used to collect the data in this research. Aliaga and Gunderson (2000:32-35) describes quantitative research is explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular statistics). This research in field of marketing management will analyse the factors that influence the purchase intention of licensed team merchandise in Manado.

### Place and Time of Research

This research will be conducted in Manado with the period for about two months started from Mei - June 2018.

### Population and Sampling Method

This research will be conducted with the population and sample as follow:

### Population and Sample

Population are those who selected to be the audience of a research. According to Sekaran and Bougie (2009:137), population is “the entire group of people, events, of things of interest that researcher wishes to investigate. According to Malhotra (2007:327) A population is the aggregate of all the elements that share some common set of characteristics and that comprise the universe for the purpose of the marketing research problem. Sampling is considered as the way for getting some information quickly and efficiently. According to Sekaran and Bougie (2009:148), a sample is a part of the population. The samples of this research are the Football fans as many as 100 respondents. Convenience sampling is collecting information from members of the population who are conveniently available to provide it (Sekaran and Bougie, 2009:149).

### Data Collection Method

This research will be conducted with two resources of data:

#### Primary Data and Secondary Data

Primary data is the data that comes from the researcher. Primary data is the information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran and Bougie, 2009). This research gets the primary data from the result of questionnaires. Questionnaires are distributed to respondents. Secondary data is the data that comes from the other hand or other researcher. “Secondary data refer to information gathered from sources that already exist” (Sekaran and Bougie, 2009). The secondary data is taken from journals, textbooks, and relevant literature from library and internet. This data is readily available and can be used in this research.

#### Confirmatory Factor Analysis

Factor analysis is a class of procedures primarily used for data reduction and summarization (Malhotra, 1983). Factor is a linear combination of the original variable. Factor also represents the underlying dimensions (construct) that summarize or account for the original set of observed variables. Variables play a key role in any multivariate analysis, whether to make a sales forecast with regression, predicting, success or failure of a new firm with discriminant analysis, or use of the other multivariate techniques, a set of variables upon which to form relationship is needed. As such, variables are the building blocks of relationship.

## RESULT AND DISCUSSION

### Result

Data that collected from 100 respondents analysed by using Statistical Package for Society Science (SPSS) Version 23 Program and Factor Analysis Method.

#### Communalities

**Table 1. Communalities**

	Communalities	
	Initial	Extraction
Product Quality	1.000	.708
Price	1.000	.718
Product Packaging	1.000	.585
Style	1.000	.655
Services Quality	1.000	.543
Personal Values	1.000	.453
Promotion	1.000	.553
Perceived Quality	1.000	.669
Store Atmosphere	1.000	.561
Perceived Value	1.000	.732
Product Variety	1.000	.898
Social Influence	1.000	.613
Satisfaction	1.000	.744
Store Image	1.000	.661
Product Availability	1.000	.574
Trust	1.000	.621
Sales Assistance	1.000	.648
Social Status	1.000	.751
Habit	1.000	.675

Extraction Method: Principal Component Analysis.

Source: Data Processed (2018)

Table 1 shows that those 19 variables has been tested to meet the requirements of communality that is greater than 0.5 (communality > 0.5). If there is a variable with values in the table Extraction Communalities < 0.5, then the variable is not eligible communality, (X6) Personal values is the only variables that are not eligible so the variable cannot be research in further test.

### Total Variance Explained

Total Variance Explained displayed the initial solution, extracted components, and rotated components.

**Table 2. Total Variance Explained**

**Table 2 Total Variance Explained**  
**Total Variance Explained**

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.123	26.964	26.964	5.123	26.964	26.964
2	3.702	19.483	46.447	3.702	19.483	46.447
3	2.137	11.250	57.697	2.137	11.250	57.697
4	1.400	7.368	65.066	1.400	7.368	65.066
5	.917	4.828	69.894			
6	.801	4.214	74.108			
7	.694	3.654	77.761			
8	.640	3.370	81.131			
9	.552	2.908	84.039			
10	.499	2.624	86.663			
11	.468	2.463	89.125			
12	.425	2.239	91.365			
13	.375	1.974	93.339			
14	.297	1.562	94.901			
15	.281	1.479	96.380			
16	.240	1.261	97.641			
17	.218	1.150	98.790			
18	.186	.979	99.770			
19	.044	.230	100.000			

Extraction Method: Principal Component Analysis.

Sourced: Data Processed (2018)

From the table 2 it can be seen that there are four factors were formed. Where the first factor which later formed will explain 26.964% variation of data, second factor is 19.485% variation of data, third factor is 11.250% variation of data, and the fourth factor is 7.368%.

### Component Matrix

**Table 3. Component Matrix**

	Component Matrix <sup>a</sup>			
	1	2	3	4
Product Quality	.669	-.204	-.456	-.105
Price	.619	-.105	-.560	-.098
Product Packaging	.707	-.225	-.170	-.074
Style	.625	-.328	-.271	.288
Service Quality	.526	-.386	.246	.239
Personal Values	.416	-.426	.135	-.283
Promotion	.519	-.418	.266	-.196
Perceived Quality	.424	-.443	.541	.023
Store Atmosphere	.500	-.442	.332	.079
Perceived Values	.467	-.408	.587	.051

Product Variety	.714	-.179	-.590	-.089
Social Influence	.511	.530	-.051	.261
Satisfaction	.448	.642	.332	-.142
Store Image	.137	.138	.138	.777
Product Availability	.428	.409	-.089	.465
Trust	.457	.634	.019	.098
Sales Assistance	.447	.622	.050	-.244
Social Status	.496	.564	.294	-.316
Habit	.454	.640	.198	-.144

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Source: Data Processed (2018)

Based on table 3 shows that those eighteen variables have greater correlation and Personal Values (X6) was eliminated because has extraction value below than 0.5. Based on table above that has been sorted from the largest value to the smallest values, the factors cannot be formed because those eighteen variables are random so it takes three highest values each component to forming into four main factors. The first factors are Product Variety, Product Packaging, Product Quality, second factors are Satisfaction, Habit, Trust, third factors are Perceived Value, Perceived Quality, and fourth factor is Store Image.

### Results of Regression Analysis

The present research attempted to answer research question what is the factors that drive customer purchase intention on licensed team merchandise at Sports Station Manado Town Square.

**Table 4. Regressions Model and Variables**

Regression model	Dependent variable	Independent variable
First	Brand	Product Variety Product Packaging Product Quality
Second	Customer Loyalty	Satisfaction Habit Trust
Third	Perceived Relative Prices	Perceived Values Perceived Quality
Fourth	Store Loyalty	Store Image

Source: Data Processed (2018)

From the table 4 there are 4 factors that conducted. It supports by the 3 highest results of the values in first factor, 3 highest results in second factor, 2 highest results in third factors and in fourth factor there is only 1 variable with highest result so the factoring process had stop in the fourth factor.

### Discussion

The Store need to focus on what customer needs and wants to gain they purchase intention. By doing a research, a company will get information of latest information which affects customer purchase intention. From this research there are nine variables that have strong impact on customer purchase intention that divide into

four main factors which is product quality, product packaging, and product variety include in first factors, second factors are trust, habit, and satisfaction, third factors are perceived quality and perceived value and the fourth factor is store image. Those variables are have great impact to customer purchase intention specially the customer licensed team merchandise in Sports Station Mantos because customer choosing product based on their behavioural and motivation. Brand is important because most customers like to buy the product based on product quality, packaging, and variety. The important of customer loyalty when the customer are loyal, they will suggest to another costumer about the store. Customer wants to buy product with relative price as they receive, for example the price must be equal with the quality of the product. Costumer purchase intention will increase not only by the value of the product but also the store's convenience while purchasing process.

### **First Factor (Brand)**

Divided by three highest variables, those are:

1. Product Variety. Product variety has impact to the customer purchase intention because most of customers like to choose a product in many variants.
2. Product Quality. The quality of the product stimuli customer purchases intention because the higher quality of product will drive the satisfaction of customers.
3. Product Packaging. Customers considering the packaging of product because customers will know the product is original or not by the packaging (country origin).

### **Second Factor (Customer Loyalty)**

Divided by three highest variables, those are:

1. Satisfaction. Customer satisfaction is defined as customer needs and goals when a service is providing a pleasurable level of fulfilment response. Pleasurable means that fulfilments increase pleasure or reduces displeasure or anxiety.
2. Habit. Habit has impact in customer purchase intention because habit is what customers usually do when there is a behavioural preference in the past.
3. Customer believe in what they said commitment, or goals, or promises, it called trust. Trust is a set of specific beliefs including integrity, benevolence, ability, and predictability.

### **Third Factor (Perceived Relative Price)**

Divided by two highest variables, those are:

1. Perceived Quality. Costumer has own perception of quality, and the perception will reflect the customer's satisfaction which means customer willing to pay the product if the quality are equal with the price.
2. Perceived Value. Customer perceived value is major factor influencing customer satisfaction. Customer's satisfaction will greatly increase if the cost is relatively low with other store.

### **Fourth Factor (Store Loyalty)**

Have only one highest variable, there are:

1. Store Image. People will always judge a thing by it covers, and it similar judgment that goes to the appearance of the store, so it affects also to the customers intention to purchase product from the store with good image.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusions**

There are four main factors was finding in this research first is Brand divided by three items those are Product Variety, Product Quality and Product Packaging, Second Factors is Customers Loyalty Divided by three items those are Satisfaction, Trust, and Habit, These three factors are most dominant from nineteen factors that has been tested, which are Personal Values, Services Quality, Promotion, Store Atmosphere, Product Availability, Product Packaging, Social Influence, Trust, Sales Assistance, Style, Perceived Quality, Store Image, Habit, Product Quality, Price, Perceived Value, Satisfaction, Social Status, Product Variety Costumer Purchase Intention of Licensed Team Merchandise, which are Product Variety, Social Status, and Satisfaction being the highest three variable that have more dominant than others. Based on communality test, the highest value is Product Variety, Social Status, and Satisfaction.

### **Recommendations**

Based on the result, factors that influence costumer purchase intention of licensed team merchandise, there are: Product Variety, the store should add more variety of the product of the merchandise, not just like as

usual, which is shirt, shoes, ball, and other. But the store should to be more obtain to prepare more variety of the merchandise in the store. Product Quality, store must always keep the quality of the product as the key to increase customer purchase intention. Product Packaging, before take the product, customer will look the packaging first, so the store needs to make the packaging good looking to increase customer purchase intention. Satisfaction, customer's satisfaction is the key factor determining how successful the store will be in customer relationships. Store need to keep the relationship with customers by satisfy the customers. Trust, the key of trust is satisfaction, so store must first satisfy the customers to gain trust. Once the customers satisfy store need to keep customers satisfaction for keep trust in customers. Habit, from trust and satisfaction come habit, the customers will always purchase product in one store once customers purchase intention become habit, so the store needs to maintain customer's satisfaction and trust to keep customer's habit. Perceived Quality, customers has own perception of quality, and they of perception will reflect their own satisfaction. Customers want to buy a product with good quality equal to the money they have spent. Perceived Value, customers looking to the product with expectations of the satisfaction and quality. Customer's satisfaction will greatly increase if the cost is relatively low with another store. Store Image, People will always judge a thing by it covers, and it similar judgment that goes to the appearance of the store, so it affects also to the customers intention to purchase product from the store with good image.

### REFERENCES

- Aarts, H., Verplanken, B., and Knippenberg, V. 1998. Predicting Behaviour from Actions in the Past: Repeated Decision Making or a Matter of Habit. *Journal of Applied Social Psychology*. <https://onlinelibrary.wiley.com/>
- Abraham, M. L., and Littrell, M. A. 1995. *Consumers' Conceptualization of Apparel Attributes*. *Clothing and Textile Research Journal*. Pp. 65-74. <http://journals.sagepub.com/doi/10.1177/0887302X9501300201>.
- Aliaga, M., and Gunderson, B. 2000. *Interactive Statistics*. Pearson: Saddle River. Pp. 3-15.
- Bolton., and Drew. 1991. A Multi Stage Model of Customers. *Journal of Consumer Research*. Pp. 375-384. [https://www.researchgate.net/publication/24098663\\_A\\_Multistage\\_Model\\_of\\_Customers%27\\_Assessments\\_of\\_Service\\_Quality\\_And\\_Value](https://www.researchgate.net/publication/24098663_A_Multistage_Model_of_Customers%27_Assessments_of_Service_Quality_And_Value) accessed on January 2017.
- DeLamater, J. D., and Myers, D. J. 2010. *Social Psychology*. 17<sup>th</sup> Edition. Cengage Learning, United States.
- Eastman, J. K., Goldsmith, R. E., and Flynn, L. R., 1999. Status Consumption in Consumer Behaviour: Scale Development and Validation. *Journal of Marketing Theory and Practice*. Vol. 7. Pp. 41-52. <https://books.google.co.id/books?id>. Accessed on May 2017
- Evans, M., Moutinho, L., and Raaji, W. F. V. 1996. *Applied Consumer Behaviour*. Addison Wesley, Harlow.
- Gefen, D., Karahanna, E., and Straub, D. W. 2003. Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*. Pp. 51-90. Vol. 27, No. 1 Mar., 2003, pp. 51-90 Published. <http://www.jstor.org/stable/30036519>. Accessed on January 2017
- Ghosh, A. 1990. *Retail Management*. 2<sup>nd</sup> Edition. The Dryden Press, Chicago.
- Gronroos, C. 2000. *Service Management and Marketing: A Customer Relationship Management Approach*. John Wiley and Sons, Ltd., Hoboken. [https://www.researchgate.net/publication/215915793\\_Service\\_Management\\_and\\_Marketing\\_A\\_Customer\\_Relationship\\_Management\\_Approach](https://www.researchgate.net/publication/215915793_Service_Management_and_Marketing_A_Customer_Relationship_Management_Approach). *Journal of Social Sciences*, Vol.5 No.2. Accessed on May 2017.
- Kotler, P. 2003. *Kotler on Marketing*. Free Press, New York.

- Lemy, D. M., Bernarto, I., & Tulung, Joy Elly. (2013). Pengaruh Bauran Komunikasi Pemasaran Jasa Terhadap Proses Pengambilan Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta di Sulawesi Utara. *Jurnal Manajemen: Derema*
- Malhotra, N. K. 2007. *Marketing Research: an Applied Orientation* 5<sup>th</sup> Edition. Pearson/Prentice Hall, New Jersey. <https://trove.nla.gov.au/work/8130866>. Accessed on May 2017.
- Malhotra, N. K. 1983. A Threshold Model of Store Choice. *Journal of Retailing*, Vol 59. Pp. 3-21. <http://journals.sagepub.com/>. Accessed on July 2017.
- Monroe, K. B., and Krishnan, R. 1985. *The Effect of Price on Subjective Product Evaluations*. In Jacoby J and Olson J. Lexington Books, Lexington. <https://books.google.co.id/books?id> Accessed on January 2017.
- Oliver, R. L. 1997. *Satisfaction: a Behavioural Perspective on the Consumer*. Irwin-Mc Graw Hill, New York
- Randall, T., and Ulrich, K, T. 2001. User Design of Customized Products. *Marketing Science*. Vol. 26, No. 2, March–April 2007. Pp 268–280. <http://www.ktulrich.com/>. Accessed on July 2017
- Rokeach, M. 1973. *The Nature of Human Values*. Social Work. Free Press, New York.
- Rosenbloom, B. 1983. Store Image Development and The Question of Congruency. *Patronage Behaviour and Retail Management*. Elsevier Science Publishing Co: Dordrecht. Pp. 141-149. <https://www.researchgate.net/>. Accessed on January 2017.
- Rundh, B. 2005. The Multi – Faceted Dimension of Packaging. *British Food Journal*, Vol. 107, Issue (9). Pp. 670-684 <http://www.emeraldinsight.com/>. Accessed on May 2017.
- Sekaran, U., and Bougie, R. 2009. *Research Methods for Business: a Skill Building Approach*. John Wiley and Sons. Ltd, Chichester.
- Steinhart, Y., Mazursky, D., and Kamins, M. A. 2013. The Process by Which Product Availability Triggers Purchase. *Springer Science*. Pp. 217-228. [https://www.researchgate.net/publication/257619431\\_The\\_process\\_by\\_which\\_product\\_availability\\_triggers\\_purchase](https://www.researchgate.net/publication/257619431_The_process_by_which_product_availability_triggers_purchase). Accessed on June 2017.
- Shah, H. 2012. The Impact of Brands on Consumer Purchase Intention. *Asian Journal of Business Management*. Pp. 105-110. <https://pdfs.semanticscholar.org/> Accessed on May 2017
- Zeithaml, V. A., and Berry, L. L. 1988. SERVQUAL: A multiple- Item Scale for Measuring Consumer Perceptions Of Service Quality. *Journal of Retailing*. Pp. 12-40. <https://www.researchgate.net/>. Accessed on January 2017.
- Zhang, Z., and Feng, Y. 2009. The Impact of Customer Relationship Marketing Tactics on Customer Loyalty Within Swedish Mobile Telecommunication Industry. *Master's Dissertation*. Halmstad University. <https://www.researchgate.net/> Accessed on May 2017