

An Investigation of Relationship between Customer Satisfaction and Advertisement and Brand Viewpoint in Cell Phone Customers

Behzad Abouali¹, Leila Andervazh²

^{1,2}Department of Business Management, Persian Gulf International, Khorramshahr-Khalije Fars Branch, Islamic Azad University, Khorramshahr, Iran.

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ABSTRACT

Brand viewpoint is a trend for customer satisfaction and competition all over the world. A review of previous studies reveals that there are some gaps in the field of relationship between brand viewpoint and customer satisfaction. This study aims to investigate brand viewpoint and customersatisfaction and advisement. Statistical population of the research included all students of Abadan Petroleum Industry University. Population size was 1700 people. Cochran's formula and Morgan Table were used for calculation of sample size. 313 people were selected by means of simple random sampling method. A questionnaire containing 38 questions was used for gathering data. 18 questions evaluated customer satisfaction, 12 questions evaluated brand viewpoint and 8 questions measured advertisements. Cronbach's alpha was used for evaluation of reliability and KMO index was used for evaluation of validity. Finally, Pearson correlation coefficient test was used for data analysis. The results showed that all research hypotheses were supported.

KEYWORDS: customer satisfaction, brand, brand equity, perceived price

INTRODUCTION

Every organization, whether a production or a service one, a profit-making or non-profitmaking one, a public or a private one is largely affected by many factors. One the main factors are customer satisfaction which leads to excellence in business. Customer satisfaction is an important research subject in some fields like sociology, psychology, programming, marketing and geography (Lu, 1999). Satisfied customers are less sensitive to price, less prone to competitors' strategies and stay loyal for longer times (Burns & Neister, 2006). Therefore, companies need to control and improve their customers' satisfaction levels in order to maintain their customers (Kotler, 2003). Traditionally, managerial and research attempts concentrate on customer satisfaction concept and business leaders try to use this concept in their businesses. In most studies conducted in this regard, customer satisfaction is considered as ultimate goal while marketing has some results other than satisfaction like: awareness, customer positive impression, oral ads and Therefore, satisfaction should not be regarded as the only target of marketer. Further, studies show that customer satisfaction, oral ads and customer loyalty are completely different constructs (Bennet and Thiele, 2004). Viewpoint is a wide concept and many texts have used this word (Salamon, 2009). Viewpoint can be defined as: "a long general evaluation of individuals, objects, ads or issues". Another definition for this concept is: "a relatively permanent intention of a customer to respond to a particular object" (Martsen, 2007). According to these definitions, it can be concluded that a viewpoint can form towards a brand. In this case, we call it "brand viewpoint". We define it as: "general evaluation of a customer of a brand (Martensen, 2007). This viewpoint can be positive or negative. It may take a long time and it can change if new viewpoints are formed. Moreover, marketing mix strategy is an effective instrument which enables companies to attract more customers in competitive environment (Kotler, 2003), and it has been investigated in relation to different aspects of branding. Advertisement is one of the important elements of marketing mix and has relationship with brand viewpoint. Experts believe that ultimate goal of advertisements is ability to influence brand selection and perception (Alba, Hutchinson and Lynch, 1991). In some cases, TV advertisements can be useful because Kragman believes that "ads should do its task via changing perceptions (cognitive process) towards a product and this is done via changing viewpoints, especially when purchaser is not involved in message" (Krugman, 1965). Kukinaki et al state that "purchase decision generally involves selection from different brands of a product. marketing and advertisement are largely dependent on formation of brand viewpoints". They investigated brand viewpoint development process with respect to advertisement format-whether sentimental or informational. They found that sentimental ads reduce negative feelings and increase positive feelings and increase advertisement validity. These influence brand viewpoints with respect to a particular brand. Advertisements which have informational aspect also reduce negative feelings and increase positive feelings. Advertisement viewpoint has a positive relationship with purchase intention. Hwang, Yoon and Park (2011) investigated internet ads and found that response to ads has a positive relationship with website

*Corresponding Author: Leila Andervazh, Department of Business Management, Persian Gulf International, Khorramshahr-Khalije Fars Branch, Islamic Azad University, Khorramshahr, Iran.
Email: Leila.andervazh@gmail.com

viewpoints while brand viewpoint has a positive influence on brand viewpoint. This in part has a positive influence on purchase intention. They argued that after viewpoint towards advertisement formed, different behaviors like brand viewpoint and purchase intention will be also affected. Yoo (2008) investigated online advertisements and found that "customers get good viewpoints towards advertised brands in internet, regardless of whether they pay attention to the ads or not. Moreover, those who had been familiarized with internet ads unconsciously cannot remember they had seen ads clearly, but they will consider the advertised brands more than those who did not see them at all." researchers have mostly considered brand viewpoints and satisfaction as two different subjects in marketing literature (Oliver, 1980). Customer satisfaction is to some extent momentary and is based upon consumption experience but viewpoints to satisfaction are more durable (Oliver, 1981). Satisfaction is in fact purchase evaluation against expectations but brand viewpoint is a kind of sense of loving and there is no sense of comparison at the time of purchase (Westbrook, 1981). Empirical studies reveal the positive impact of satisfaction on after-purchase behaviors and viewpoints. Keller (2003) argued that companies send some message to their customers via advertisements and establish strong and constructive relationships with products. There are some arguments about the role of advertisement in establishment of feelings and opinions of brand (Olney, Holbrook, and Batra, 1991). Viewpoints towards advertisements have positive relationships with brand viewpoints and this in part influences purchase intentions in customers. The main question of the research is that whether there is a relationship between customer satisfaction and advertisements with brand viewpoint?

Impacts of brand equity

Brand equity has a positive relationship with brand loyalty. To put it in a more exact manner, brand equity increases possibility for brand selection and this in part leads to consumer loyalty to a particular brand. One of the benefits of high special value of brand is probability to develop brand to other classes of products. Brand development is usually defined as: "use of a brand for entering a new product category". When a brand is compared with a new brand, brand development has less advertisement costs and more sales (Smith and Park, 1992). Development of a successful brand plays an important role in higher special values of main brand. This is while unsuccessful development of brand can reduce special value of brand. Aaker and Keller (1990) developed a model for customers' evaluation of brand development and several researchers worked on generalization of this model.

Brand equity

1. customers' satisfaction with paying reward prices
2. possibility of being licensed
3. efficiency of marketing communications
4. stores satisfaction with participation and support
5. consumers' tendency for price reduction

It increases consumers' tendency for increasing prices and reduces company's vulnerability to marketing competitive activities and their vulnerability in crises. Brand equity represents an appropriate source for competitive advantage (Bharadwaj et al, 1993). Moreover, brand plays a special role in service companies. Brands reduce safety risks, social risks and monetary risks in purchasing services which is a barrier against evaluation of service before purchase. Furthermore, a higher level for brand equity increases customer satisfaction, repurchase intention and loyalty. Kohli et al (2001) conducted a research on validity and brand equity, Pappu and Quester (2006) conducted a research on satisfaction and brand equity and Ross-Woldridge et al (2004) conducted a research on brand equity and brand.

Brand equity and its dimensions

We can create brand equity by improvement of dimensions of a brand. proper understanding of brand equity requires exploitation of brand equity dimensions like awareness, perceived quality, loyalty and impressions.

Brand equity has an added value for a brand while brand image is a description of brand impressions and features which links customers to a brand. Keller (1993) defined brand image as customer's perception of a brand and a brand's memory in customers' memories. Park, Jaworski and Macinnis (1986) stated that brand image is not a perceptual phenomenon which is only affected by marketing communications but it is a customer's understanding of all activities which are conducted by the firm in relation to brand (Park et al, 1986). Kamakura and Russel (1993) defined three main elements of brand equity as follows: received value, brand influence and intangible value. Received value is a value of brand which cannot be explained by price and promotion. Brand influence rate is a brand equity which is observable for competition. Intangible value is defined as received utility for a brand without observable measurements (Mayer, 2003).

Brand equity and its dimensions

Special value is a multidimensional concept and a complex phenomenon. Some of its dimensions have been tested empirically. According to Aaker (1996), brand equity is a multidimensional concept which embraces brand loyalty, brand awareness, perceived quality and brand associations and other brand assets. These dimensions are explained in the subsequent sentences.

Brand loyalty

Definition of brand loyalty and its measurement is the main challenge in studying brand loyalty. Brand loyalty has been defined based on features of selection, state and behavior while behavioral feature is based on purchase value for a particular brand, state feature combines customer preferences into one and directs it towards the brand. Definitions of selection mainly emphasize on purchase reasons and factors which affect selections. Aaker (1996) define brand loyalty as a condition when a customer goes to a new brand when the price and features of a previous brand are changed. Moreover, Keller (2001) tested brand loyalty with the word "brand intensification" which refers to the nature of customer-oriented brand relationship. Customers with real brand intensification indicate high loyalty and active search for interaction with brand and share their experiences. These definitions of brand loyalty refer to direct relationship between brand and brand loyalty such that brand loyalty is usually defined as main dimension of brand equity (Aaker, 1996). Oliver (1999) defined brand loyalty as: "a deep obligation to repeating purchase in future which causes similar brand repurchase, in spite of the fact that environmental impacts and marketing attempts change behavior." Chadhuri (1997) proposed that brand loyalty is a consumer's preference for purchasing a simple brand or a particular brand in a product class. A consumer repeats purchase and resists against turning to another product. loyalty is a competent importance which is measured by others, like perceived quality and associations which are usually evaluated by their ability to influence them. The main signal of loyalty is the price a customer pays for a brand in comparison with other brands which provide similar recommendations (ibid). marketing managers should concentrate on brand loyalty because if brand loyalty increases, it has a positive impact on brand equity. Brand loyalty has several strategic benefits for companies, like acquisition of more market share and new customers, support for brand development, reduction in marketing costs, brand improvement against competitive threats (Atilgan, 2005). Aaker (1996) defined brand loyalty as: a sum of money a customer pays for a particular brand, in comparison to other brands which have similar benefits.

Direct measurement of satisfaction and repurchase intention or product or service order Jacobi et al (1974) showed that brand loyalty is different from brand habit and tendency, although it can indicate brand loyalty later. Brand equity is liked by managers because of brand loyalty and brand development. Brand equity has a positive relationship with brand loyalty (Lasser, 1995). Brand development is also affected by brand equity. Brand loyalty is defined in two dimensions: behavioral and tendency. Behavioral loyalty or purchase involves repetitive purchases of a brand. tendency loyalty refers to commitment to brand value.

Received quality

Received quality is defined as: "consumer's perception of general quality or superiority of a product or service in comparison with other products or services". Received quality is a competitive requirement and most contemporary companies consider customer-oriented quality as a strategic weapon (Atilgan, 2005). Kotler (2000) considered relationship between service & product quality, customer satisfaction, and corporate profitability. Aaker (1996) proposed that perceived quality of different brands can be measured directly. Previous studies evidence reveals that up to 80% of variance in perceived value can be explained by perceived quality. Perceived quality is not real quality of a product but it is mental evaluation of a customer of the product. just like brand associations, perceived quality also provides value for customers so that they can differentiate the brand with competitors' brands. Basically, customer's understanding and perception of quality refers to understanding of external features. Of external features, marketing activities via price, ads and promotion is considered as an important instrument (Parasouraman, 1988). Zithmal (1988) defined perceived quality and a consumer's (mental) judgment about general superiority and preference of a product. personal experiences of a product, special needs and consumption situation may affect mental evaluations of consumers of quality. Zeitmal (1988) stated that perceived quality is an element of brand equity. Therefore, a high perceived quality guides a consumer towards selection of a brand instead of other brands. Therefore, brand equity will increase as much as a consumer perceives brand quality. Euromonitor (1996) showed that consumers' confidence and trust in quality is 70% greater than low-quality brands. In addition to added value which is created by trust in quality, retailers also develop their powerful brands. Relationship between unperceived quality and marketing communications costs have been justified with different studies. Relationship between investment in marketing communications and quality not only influences brand equity but also it supports purchase decision by increasing product value, as depicted by Archibald (1998).

Brand awareness

Brand equity has many dimensions like awareness, features, benefits, images, thoughts, feelings, associations and experiences. This is while awareness and brand attractiveness are main elements of models of brand equity (Keller, 2003). Brands undergo changes in markets. at one side, there exist brands which are not very famous for consumers and in the other side, there are brands which have high levels of awareness (Atilgan et al, 2005). Aaker (1996) defined brand awareness as: "a customer's ability to diagnose and remember the fact that a brand belongs to a particular category of product." according to Keller (2001), brand awareness plays an important role in a customer's decision-making for acquiring learning advantage, attention advantage and selection advantage. Brand equity is formed when a customer has a high level of awareness of and closure to a brand and has strong, unique and unit associations of a brand in his or her mind (Atilgan et al, 2005). According to Aaker (1996), while brand awareness creates recognition and is a sign of commitment and strength, perceived quality is an instrument for differentiation.

Customer satisfaction

In the new business environment, the term "customer is right" is a famous slogan. Like many famous phrases and sayings, the origin of this sentence is not also obvious. This saying is attributed to Lord Stezebery in Britain but it is said that John Wanamiker who was the owner of a large store in Philadelphia was the first who used this sentence in 1860. Customer is the core of activities and philosophy of business organizations. Establishment of long-term relationship with customers is very important. Since 1980s onwards, satisfaction was used for description of consumers' experiences and not in its literal meaning. Jamal and Naser defined customer satisfaction as a customer's feeling or attitude towards a product or service after its use. These two researchers investigated different stages of consumer's purchase behavior. for instance, if customers are satisfied by special services, they will repeat purchase more probably. Further, satisfied customers may talk about their experiences with other people and get involved in positive word-of-mouth advertisement. In contrast, dissatisfied customers disconnect their relationship with the company and get involved in negative word-of-mouth advertisements. Moreover, behaviors like purchase repeat and word-of –mouth advertisements affect profitability and survival of a company directly (Avkrin, 1994). Customer satisfaction definition is unanimously accepted by scholars: customer satisfaction is the result of comparison of a customer between expected performance and real perceived performance and the cost he or she pays (Walfried, 2000). Studies which dealt with users' satisfaction declared three main mental relationships:

- Satisfaction is a function of individuals' expectations, perceived performance and performance verification.
- Tendency to repeat usage is a function of user's satisfaction
- Selection of an organization by a user is a function of his expectations and decisions for reuse (Kumar, 2006)

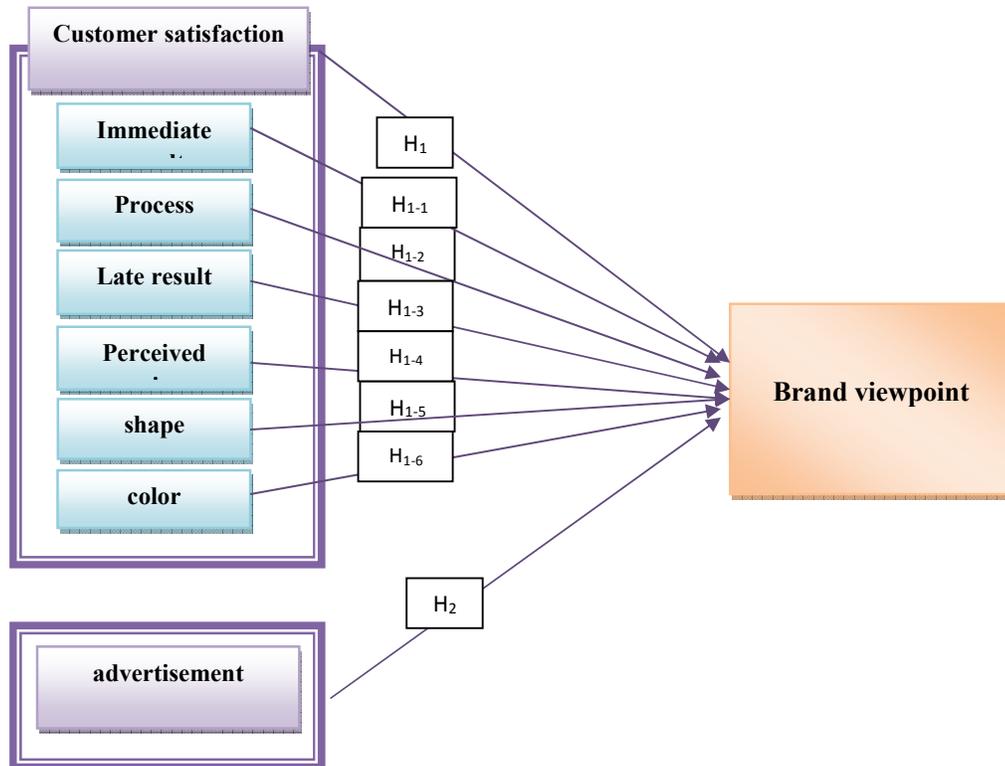


Figure 1.research conceptual model

Satisfaction is a positive feeling which is created in any individual after use of product or service. If the quality of a product or service is the same as expectations, he or she feels satisfied. If the quality is beyond his or her expectations, he or she will be astounded and excited. If the quality is lower than expectations, the customer will not be satisfied. Bill Gates says: the most unsatisfied customers are the main sources of learning lessons for organizations.

Research hypotheses

First main hypothesis: there is a positive and significant relationship between customer satisfaction and brand viewpoint.

- 1.1. First subsidiary hypothesis: there is a positive and significant relationship between immediate result and brand viewpoint.
- 1.2. second subsidiary hypothesis: there is a positive and significant relationship between process and brand viewpoint.
- 1.3. third subsidiary hypothesis: there is a positive and significant relationship between late result and brand viewpoint.
- 1.4. fourth subsidiary hypothesis: there is a positive and significant relationship between perceived price and brand viewpoint.
- 1.5. fifth subsidiary hypothesis: there is a positive and significant relationship between shape and brand viewpoint.
- 1.6. sixth subsidiary hypothesis: there is a positive and significant relationship between color and brand viewpoint.

Second main hypothesis: there is a positive and significant relationship between advertisements and brand viewpoint.

RESEARCH METHODOLOGY

A questionnaire was used for acquisition of data. five-point Likert scale was used for measuring questions from "completely disagree" to "completely agree". After preparation of questionnaire, 30 questionnaires were distributed among students for pretest for investigation of reliability. Cronbach's alpha was used for investigation of reliability. The results showed that Cronbach's alpha coefficients for all dimensions and total questionnaire were above 0.7. furthermore, validity of the questionnaire was also verified. Therefore, the questionnaire is valid and reliable enough to be distributed among respondents.

Table 1. Cronbach's alpha for questionnaire dimensions

questionnaire	Number of questions	Cronbach's alpha
Customer satisfaction	18 questions	0.865
Immediate result	3 questions	0.734
process	3 questions	0.718
Late result	3 questions	0.755
Perceived price	2 questions	0.846
shape	4 questions	0.897
color	3 questions	0.763
ads	8 questions	0.792
Brand viewpoint	12 questions	0.847

The sample

Statistical population of the research included all students of Abadan Petroleum Industry University (1700 people). Because population size was limited, Morgan Table was used for measurement of sample size (313 people).

Table 2. demographic information of respondents

variable	dimensions	frequency	Frequency percentage	Cumulative percentage
gender	male	248	79.23	79.23
	female	65	20.76	100.0
Cellphone brand	SAMSUNG	199	63.59	63.59
	Apple	42	13.42	77.01
	Huawei	31	9.98	86.99
	GLX	18	5.75	92.74
	NOKIA	14	4.67	97.41
	other	9	2.59	100
Marital status	single	289	92.33	92.33
	married	24	7.67	100.0

Normality test (Kolmogrov-Smearnov Test)

Distribution of dependent variable values should be normal in order to use parametric statistics techniques. This is done via Kolmogrov-Smearnov Test.

H0: research variables have normal distribution.

H1: research variables do not have normal distribution.

Table 3.Kolmogrov-Smearnov test

variable	Customer satisfaction	advertisements	Brand viewpoint
K-S test statistic	0.984	0.864	0.835
significance	0.457	0.583	0.498

We analyze research hypotheses using Pearson correlation coefficient test and regression test:

First main hypothesis: there is a positive and significant relationship between customer satisfaction and brand viewpoint.

H0: there is not a relationship between customer satisfaction and brand viewpoint.

H1: there is a significant relationship between customer satisfaction and brand viewpoint.

Pearson correlation coefficient test was used for analyzing this hypothesis. The results of Pearson test have been summarized in table 4 for measuring coefficient between customer satisfaction and brand viewpoint.

Table 4.correlation coefficient between customer satisfaction and brand viewpoint

variables	number	Correlation coefficient	significance	result
Customer satisfaction and brand viewpoint	313	0.531	0.000	Hypothesis supported

Considering table 4, it can be observed that significance level of Pearson correlation test for the first main hypothesis is smaller than 0.05. therefore, H0 is rejected and H1 is accepted in 95% of certainty and this relationship is significant. Furthermore, according to this table it can be said that correlation between customer satisfaction and brand viewpoint is equal to 53.1 which indicates a direct relationship between the two variables.

Table 5.correlationcoefficients for subsidiary hypotheses

variables	number	Correlation coefficient	Sig.	result
Immediate result and brand viewpoint	313	0.497	0.000	Hypothesis supported
Process and brand viewpoint	313	0.365	0.000	Hypothesis supported
Late result and brand viewpoint	313	0.437	0.000	Hypothesis supported
Perceived price and viewpoint	313	0.482	0.000	Hypothesis supported
Shape and brand viewpoint	313	0.372	0.000	Hypothesis supported
Color and brand viewpoint	313	0.364	0.000	Hypothesis supported

Second main hypothesis: there is a positive and significant relationship between advertisements and brand viewpoint.

H0: there is not a significant relationship between advertisements and brand viewpoint.

H1: there is a significant relationship between advertisements and brand viewpoint.

Pearson correlation test was used for investigation of this hypothesis. The results of Pearson test for measurement of values between the two variables have been summarized in table 6.

Table 6.correlationcoefficient between advertisements and brand viewpoint

variables	number	Correlation coefficient	Sig.	result
Ads and brand viewpoint	234	0.684	0.000	supported

According to the above table, it can be observed that significance level obtained for Pearson correlation coefficient for the main hypothesis is smaller than 0.05. therefore, it can be said with 95% of certainty that H0 is rejected and H1 is supported. Furthermore, it can be said that correlation intensity between advertisement and brand viewpoint is equal to +68.4% and this indicates a direct relationship between the two variables.

Conclusion

Because special value of a brand depends on the value of a brand, it is a construct which can be reduced or increased. Determination of brand equity construct will help us with undesigning the contribution of each

dimension to brand equity. Basically, brand equity is originated from higher trust of customers and their needs for paying a reasonable price for brand. customer-oriented brand equity is considered as the different influence of brand knowledge on consumer's response to brand marketing. Therefore, brand equity forms when a customer becomes friendly with a brand and maintains some strong and unique associations of the brand in his or her mind. Brands Managers are proposed to follow Strivata and Sshocher theory regarding brand equity. Moreover, brand perceived quality seems to be an important signal of industrial brand equity. Brand associations which are related to non-product associations of the brand play important roles in custom branding and facilitation of brand expectations. However, industrial commercial brands are rarely affected by non-product associations. Some previous studies have dealt with elements of marketing mix (Yu and Lee, 2000). Quality and high performance are considered as main stimulants of industrial brand equity. This in fact is product evaluation, product supplier and other variables involved in purchase and use of product. a strong brand is a valuable property for a firm. A comprehensive understanding of brand consumer behavior increases marketing productivity.

Research applied recommendations

Product market measurement and customer-oriented brand performance are sources for brand equity. Definitions of brand equity can be divided into two sections. Some definitions pay attention to financial aspect and emphasize on profits obtained by a brand for the company. Some other definitions concentrate on consumer. These definitions consider brand equity as a value created by a brand for a company. From individual consumer viewpoint, brand equity can be defined as the influence of brand knowledge on customer's response to marketing. Brand equity has an added value for that brand while brand is a description of brand features and associations which link customer to a brand. in today's competitive conditions, acquisition of an appropriate place in a consumer's mind is very important. Brand equity is a factor which is important in achieving such a position in customers' minds. Brand equity is ultimate utility or added value which is produced by a product as a result of a brand like Coca Cola. Manufacturers are proposed to learn about the importance of brand equity in order to be able to attract customers' loyalty.

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