

BRAND PERSONALITY TOWARD ATTITUDE AND BEHAVIORAL INTENTIONS VIA BRAND PERSONALITY APPEAL ON GRABBIKE

DESI LESTARINI
AULIA DANIBRATA

Trisakti School of Management, Jl. Kyai Tapa No. 20 Jakarta 11440, Indonesia
auliadanibrata@yahoo.com

Abstract: The first purpose of this study is to investigate whether each of brand personality dimension variables has a direct influence to brand personality appeal or not. The second purpose is to demonstrate the utility of brand personality appeal as a mediator as if each brand personality dimension variables has an indirect significant impact towards attitude and behavioral intentions through brand personality appeal in the context of online ride hailing service brand. Data used obtained from direct distribution questionnaires to 140 respondents. Statistical analysis was conducted using SMARTPLS 2.0. Research findings can be summarized as follows. First, Responsibility, Activity, and Aggressiveness Brand Personality has a direct influence and statistically significant in order to predict Brand Personality Appeal. Second, Responsibility, Activity, and Aggressiveness Brand Personality actually has a similar indirect influence and statistically significant in order to predict Attitude and Behavioral Intentions via Brand Personality Appeal.

Keywords: Brand personality, brand personality appeal, attitude, behavioral intentions

Abstrak: Tujuan pertama penelitian adalah untuk mengetahui ada tidaknya pengaruh secara langsung masing masing dimensi dari variable Brand Personality terhadap Brand Personality Appeal. Tujuan kedua dari penelitian adalah untuk menjelaskan pemanfaatan Brand Personality Appeal sebagai mediator dari masing masing dimensi Brand Personality yang memiliki signifikansi dampak tidak langsung terhadap Attitude dan Behavioral Intentions dalam konteks merk jasa Online Ride Hailing. Data diperoleh dari pembagian kuesioner langsung pada 140 responden. Analisa statistik dioleh menggunakan SMARTPLS 2.0. Hasil dari penelitian dapat disimpulkan sebagai berikut: pertama; Responsibility, Activity, dan Aggressiveness Brand Personality memiliki pengaruh secara langsung secara signifikan untuk memprediksi Brand Personality Appeal. Kedua; Responsibility, Activity, dan Aggressiveness Brand Personality memiliki kemiripan dalam pengaruhnya secara tidak langsung terhadap Attitude dan Behavioral Intention melalui Brand Personality Appeal.

Keywords: Brand personality, brand personality appeal, attitude, behavioral intentions

INTRODUCTION

Until the second quarter of 2017, the Indonesian economy grew 5,01 percent from the second quarter of 2016. Looking at the trend of GDP growth rate for the last five years, arguably the economic situation of Indonesia has not returned to its peak as in the second quarter of 2013. However, the current situation also still can be considered a quite good because the growth is still above the figure of five percent.

The growth occurred in Gross Domestic Product was actually determined by seventeen industries which make significant contribution to it. Inferring from the average rate of growth during the same time on the second quarter of 2013, 2014, 2015, 2016, and 2017 which are coincides load same Eid festive period in Indonesia, researchers compared the average growth rate of seventeenth in that last five years.

On this occasion, the research tried to highlight two industries striking on the top five with the best growth rates. The first attempt was "Information and communication" which has the highest average growth rate over the last five year (10,318 percent) and second one is the fifth place industry "Transportasi dan Pergudangan" or also called Transportation and Logistics (7,346 percent) which is in details, this industry was the number one with the highest index number of implicit Gross Domestic Product at the second quarter of 2017. It does means the growth rate of the gross domestic product of Indonesia in second quarter of 2017 was also highly affected by the value increasing from transportation and logistics industry.

What makes these two industries are interesting are because of their strong attachment to each other. One of the best reasons underlying the high growth of transportation and logistics industry in Indonesia is the utilization of advanced technology, so company can be increasing the efficiency and effectiveness of business processes with the result that reach higher productivity. Lovelock

(2011: 211) said, "*Service redesign process can be successfully realized by the changes in technology, customer needs, added service features, and new offerings that made existing processes crack and creak.*" So, it is not a surprise, revitalization process that has become outdated can be happen especially in the field of transportation and logistics industry which in the last five years has a good growth rate.

This research would focus on the third subsector with the highest average growth rate, land transportation. Looking on the fact, one of the most important features in land transportation is motor vehicles, because overall increasing number of the motor vehicle characterizes the development of land transportation subsector. According to Transportation Statistics report by *Badan Pusat Statistika Indonesia*, they summarize that land transportation shows the increasing demand for transportation facilities which is also in line with the increase in population, mobility, and people's activity specifically more than the other subsectors (*Badan Pusat Statistika Indonesia* 2015: 21).

The development of land transportation in DKI Jakarta can be seen from the state of population or other related indicators with this means of transportation, including the number of motor vehicles, number of passengers and goods transported trains, and road conditions that pass by means of land transportation (*Badan Pusat Statistik Provinsi DKI Jakarta* 2016: 13).

The high mobility of people and goods in the capital has not been matched by availability of safe and convenient public transport. This causes usage growth of private motor vehicles from year to year increase very rapidly and not proportional for the infrastructure current condition. A large population with increasing purchasing power leads to growth ownership of motor vehicles is quite high. This condition is exacerbated by additional hundreds of thousand vehicles outside Jakarta moving in Jakarta every

day, while effort for build additional roads and other infrastructures often faces constraints.

Then, there is Grab, one of the best online ride hailing and logistics services companies in Indonesia in the last three years. Grab application that has an alternative solution for land transportation utilizes the advanced technology especially the community behavior on internet and smartphone usage.

Therefore, in details the research is actually needed to understand fully how the actual use and application service thinking with contemporary theories of branding in the various services and their influence on consumer attitudes and behavior patterns in repetition. Heretofore, the relationship between brand personality and brand personality appeal has not been tested in any marketing context including services and social marketing. Concluding that,

actually this is also the first aim of the study (Gordon *et al.* 2016).

The second aim of the study was to investigate whether brand personality appeal acted as a mediator linking brand personality with attitude and behaviors (Gordon *et al.* 2016) to addresses the gaps in theoretical understanding of the relationship between brand personality and brand personality appeal identified by Freling *et al.* (2011) as the predecessor journal from Gordon *et al.* (2016).

. Furthermore, in the fact, there are multitude of brands in the marketplace from a diverse range of goods and service sectors that offer opportunity to add more research on brand personality and brand personality appeal. Further research examining service brands from an international or global perspective also likely to yield valuable insight (Gordon *et al.* 2016).

Table 1 Problem between Variables

Variables	Literature	Result
Brand Personality > Brand Personality Appeal	Freling, T.H., Crosno, J.L. and Henard, D.H. (2011), "Brand personality appeal: conceptualization and empirical validation", <i>Journal of the Academy of Marketing Science</i> , Vol. 39 No. 3, pp. 392-406.	only theoretical statement, had not empirically tested
Variables	Literature	Result
	Gordon <i>et al.</i> , (2016), "Unlocking the potential of branding in social marketing services: Utilising brand personality and brand personality appeal", <i>Journal of Service Marketing</i> , Vol. 30 (1) 48-62.	Gordon <i>et al</i> (2016) did empirical test to fulfill the theoretical gap by Freling <i>et al</i> (2011) and got significant result for responsibility > BPA, activity > BPA, and emotionality > BPA
Brand Personality > Brand Personality Appeal > Attitude	Gordon <i>et al.</i> , (2016), "Unlocking the potential of branding in social marketing services: Utilising brand personality and brand personality appeal", <i>Journal of Service Marketing</i> , Vol. 30 (1) 48-62	Significant but only empirically tested for health and banking services at Australian brand. Brand Personality and Brand Personality Appeal can positively influence consumer attitudes and behavioral intentions in both social marketing service, and commercial marketing service context; but it only tested on health and banking serviced and had not tested on any other type of services. Specifically the brand personality dimensions influenced on them are

Brand
Personality >
Brand
Personality
Appeal >
Behavioral
Intentions

responsibility, activity, and aggressiveness. It might be has different results with the other type of services.

Table Source: Own-self Processed

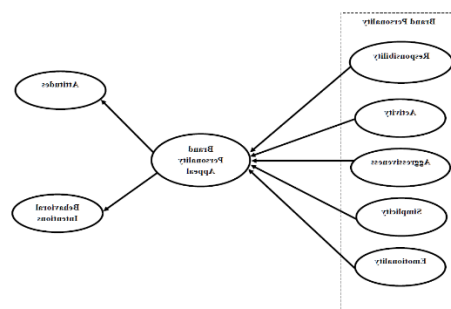


Figure 1 Theoretical Research Model

Hypothesis

- H₁** There is a significant influence of responsibility brand personality to brand personality appeal
- H₂** There is a significant influence of activity brand personality to brand personality appeal
- H₃** There is a significant influence of aggressiveness brand personality to brand personality appeal
- H₄** There is a significant influence of simplicity brand personality to brand personality appeal
- H₅** There is a significant influence of emotionality brand personality to brand personality appeal
- H₆** There is a significant influence of responsibility brand personality to consumer attitude via brand personality appeal
- H₇** There is a significant influence of activity brand personality to consumer attitude via brand personality appeal
- H₈** There is a significant influence of aggressiveness brand personality to

H₉

consumer attitude via brand personality appeal

H₁₀

There is a significant influence of simplicity brand personality to consumer attitude via brand personality appeal

H₁₁

There is a significant influence of emotionality brand personality to consumer attitude via brand personality appeal

H₁₂

There is a significant influence of responsibility brand personality to consumer behavioral intentions via brand personality appeal

H₁₃

There is a significant influence of activity brand personality to consumer behavioral intentions via brand personality appeal

H₁₄

There is a significant influence of aggressiveness brand personality to consumer behavioral intentions via brand personality appeal

H₁₅

There is a significant influence of simplicity brand personality to consumer behavioral intentions via brand personality appeal

There is a significant influence of emotionality brand personality to consumer behavioral intentions via brand personality appeal

RESEARCH METHOD

Sampling technique used by this research is non probability sampling type judgmental sampling defined by Malhotra (2015: 379). This non probability sampling relies on the

personal judgment of the researcher rather than chance to select sample elements. The researcher can arbitrarily or consciously decide what elements to include in the sample.

Criteria used for this research are: (1) all males and females above 17 years old (minimum 18 years old) who have Grab app on their smartphone. (2) focused mobility on West Jakarta; include people who depart from West Jakarta (e.g. live in West Jakarta) and who arrive in West Jakarta (e.g. work at the office at West Jakarta) regularly. (3) Have used GrabBike service thrice or more. (4) Has Grab-Pay that supports the Grab app.

In order to elicit the quantitative data, the questionnaires directly distributed to the respondents and taken back when they have finished filling them out, or we ask their answer for the questions and we fill the questionnaire in responsibility of them. This research used the offline method, obtained on multiple days at September 2017.

Departing from the concept of brand personality and following the definitions given by the experts, hence a brand personality is defined as a consumer's perception of the human personality traits attributed to a product or service (Hardjanti 2011). The scale consists of five dimensions, and result total of 12 personality traits for the product. Responsibility can be defined as a personality dimension when brand have a good understanding to be reliable and trustworthy responsible both towards themselves and towards its customers, employees, and or the environment. Activity can be defined as a personality dimension when brand is comprehensively communicating their object message or experience which can implies a heightened collaboration between the subject to the world of objects, which is means consumer and the marketing entity. Aggressiveness can be

defined as a brand personality dimension which is born from a set of acts involving the use of indirect means; kind of idealistic, optimistic, and sentimental efforts, then use that to achieve goals. Simplicity is a brand personality dimension which is reflects singleness, kind of easiness thus it has a tendency to reduce appeal. Emotionality means a personality that can build affective bonds between consumers and the brand itself via expressed emotional, romantic, and sentimental that loading high on it. Referring the concept of brand personality appeal and following the definitions given by the experts, hence a brand personality appeal is defined as the brand ability to appealing its personality in front of their consumers. The dimension of brand personality appeal represented by sixteen item. According from the concepts and following the definitions given by the experts, attitude is defined as a predisposition or a tendency to respond positively or negatively towards a certain idea, object, person, or situation, and responses to challenges, incentives, and rewards (together called stimuli). The stimuli can be varying and impact consumers in different ways. Build upon the concepts and following the definitions given by the experts, behavioral intentions can define as state likelihood to return for purchase the product or service and recommended it to the others in the future.

In this research, the scale used is itemizes rating scale Likert. According to Malhotra (2015: 368) Likert scale is *"a widely used rating scale that requires the respondents to indicate the degree of agreement or disagreement with each of a series of statements about the stimulus objects"*. Typically, each scale item has five response ategories, ranging from "strongly disagree" to "strongly agree".

Table 3 Variable Operationalization

Variable	Category	Dimension	Indicator	Scale
Brand Personality	1 until 5	Responsibility	the brand is down to earth	Likert
	1 until 5		the brand is stable	Likert
	1 until 5		the brand is responsible	Likert
	1 until 5	Activity	the brand is active	Likert
	1 until 5		the brand is dynamic	Likert
	1 until 5		the brand is innovative	Likert
	1 until 5	Aggressiveness	the brand is aggressive	Likert
	1 until 5		the brand is bold	Likert
	1 until 5	Simplicity	the brand is ordinary	Likert
	1 until 5		the brand is simple	Likert
	1 until 5	Emotionality	the brand sentimental	Likert
	1 until 5		the brand is romantic	Likert
Variable	Category	Dimension	Indicator	Scale
Brand Personality Appeal	1 until 5		this brand's personality is satisfactory	Likert
	1 until 5		this brand's personality is pleasant	Likert
	1 until 5		this brand's personality is attractive	Likert
	1 until 5		this brand's personality is positive	Likert
	1 until 5		this brand's personality is bad	Likert
	1 until 5		this brand's personality is poor	Likert
	1 until 5		this brand's personality is undesirable	Likert
	1 until 5		this brand's personality is common	Likert
	1 until 5		this brand's personality is ordinary	Likert
	1 until 5		this brand's personality is predictable	Likert
	1 until 5		This brand's personality is routine	Likert
	1 until 5		this brand personality is apparent	Likert
	1 until 5		this brand's personality is distinct	Likert
	1 until 5		this brand's personality is obvious	Likert
	1 until 5		this brand's personality is vague	Likert
	1 until 5		this brand's personality is unclear	Likert
Variable	Category	Dimension	Indicator	Scale
Attitudes	1 until 5		I like GrabBike	Likert

	1 untill 5	I react favourably to GrabBike	Likert
	1 untill 5	I feel positive toward GrabBike	Likert
	1 untill 5	GrabBike is good	Likert
Behavioral Intentions	1 untill 5	If I had to have use ride-hailing platform again, I would want to use GrabBike	Likert
	1 untill 5	I would highly recommend GrabBike to other people	Likert
	1 untill 5	I have said positive things about GrabBike to my family and friends	Likert
	1 untill 5	I intend to continue having GrabBike	Likert
	1 untill 5	I have no desire to change service providers	Likert
	1 untill 5	I intend to follow the GrabBike advice given to me	Likert
	1 untill 5	I am glad I have my ride-hailing service with GrabBike rather than someone else	Likert

Data Source: Gordon *et al.* (2016)

RESULT

The findings will be explained in two general part; Measurement Model and Structural Model. The measurement model of this study assessed through the composite reliability,

convergent validity, and discriminant validity. Two things are important when assessing the PLS-SEM result for the structural model assessed through significance and the relevance of coefficients.

Table 4 Composite Reliability

	Construct	Composite Reliability	Result
RES	Responsibility	0,8477	Reliable
ACT	Activity	0,9178	Reliable
AGR	Aggressiveness	0,8645	Reliable
SIM	Simplicity	0,7415	Reliable
EMO	Emotionality	0,9236	Reliable
BPA	Brand Personality Appeal	0,9614	Reliable
ATI	Attitude	0,9242	Reliable
BIN	Behavioral Intentions	0,9602	Reliable

Source: Own-self processed using SMARTPLS 2.0

Table 5 Outer Loading

Indicator	Construct	Factor Loading	Result	t-statistic
RES1	Responsibility	0,7219	Valid	6,2916
RES2		0,8093	Valid	17,7044
RES3		0,8819	Valid	40,9082
ACT1	Activity	0,9074	Valid	45,2566
ACT2		0,8784	Valid	26,8069

ACT3		0,8773	Valid	25,9733
AGR1	Aggressiveness	0,888	Valid	26,4551
AGR2		0,8569	Valid	17,1042
SIM1	Simplicity	0,9866	Valid	11,2394
SIM2		0,503	Valid	2,2955
EMO1	Emotionality	0,9271	Valid	23,6992
EMO2		0,9254	Valid	18,188
BPA1	Brand Personality Appeal	0,6233	Valid	10,1516
BPA2		0,7807	Valid	15,5599
BPA3		0,8268	Valid	18,3896
BPA4		0,8407	Valid	28,7931
BPA5		0,8341	Valid	21,2546
Indicator	Construct	Factor Loading	Result	t-statistic
BPA6		0,7947	Valid	21,4466
BPA7		0,8039	Valid	22,2538
BPA8		0,7781	Valid	18,0085
BPA9		0,7794	Valid	15,5603
BPA10		0,6881	Valid	10,9106
BPA11		0,746	Valid	13,0034
BPA12		0,818	Valid	25,3588
BPA13		0,8247	Valid	34,6958
BPA14		0,7957	Valid	25,6329
BPA15		0,7908	Valid	17,3199
BPA16		0,7408	Valid	13,3882
ATI1	Attitude	0,8561	Valid	20,9905
ATI2		0,8803	Valid	27,3443
ATI3		0,8548	Valid	25,7817
ATI4		0,8797	Valid	24,5474
BIN1	Behavioral Intentions	0,9021	Valid	46,2015
BIN2		0,889	Valid	43,1795
BIN3		0,8516	Valid	34,9351
BIN4		0,8913	Valid	42,6421
BIN5		0,9169	Valid	68,211
BIN6		0,8056	Valid	16,8853
BIN7		0,9021	Valid	59,4399

Source: Own-self processed using SMARTPLS 2.0

Table 6 Average Variance Extracted

	Construct	AVE	Result
RES	Responsibility	0,6513	Recommended
ACT	Activity	0,7882	Recommended
GR	Aggressiveness	0,7615	Recommended
SIM	Simplicity	0,6132	Recommended
EMO	Emotionality	0,858	Recommended
BPA	Brand Personality Appeal	0,6101	Recommended
ATI	Attitude	0,7531	Recommended
BIN	Behavioral Intentions	0,7753	Recommended

Source: Own-self processed using SMARTPLS 2.0

Table 7 Latent Variable Correlations

	ACT	AGR	ATI	BIN	BPA	EMO	RES	SIM
ACT	1	0	0	0	0	0	0	0
AGR	0,718	1	0	0	0	0	0	0
ATI	0,741	0,6253	1	0	0	0	0	0
BIN	0,5725	0,5903	0,7764	1	0	0	0	0
BPA	0,7614	0,7015	0,8789	0,8472	1	0	0	0
EMO	0,1964	0,1969	0,2292	0,1826	0,2465	1	0	0
RES	0,8068	0,6552	0,8163	0,699	0,7991	0,2082	1	0
SIM	-0,3831	-0,1916	-0,3106	-0,2041	-0,3385	0,0312	-0,3502	1

Source: Own-self processed using SMARTPLS 2.0

Table 8 Root AVE

Construct	Root AVE	Result
Responsibility	0,8070	Greater
Activity	0,8878	Greater
Aggressiveness	0,8726	Greater
Simplicity	0,7831	Greater
Emotionality	0,9263	Greater
Brand Personality Appeal	0,7811	Greater
Attitude	0,8678	Greater
Behavioral Intentions	0,8805	Greater

Source: Own-self processed using SMARTPLS 2.0

Table 9 R Square

	R²
Brand Personality Appeal	0,7129
Attitude	0,7725
Behavioral Intentions	0,7177

Source: Own-self Processed using SMARTPLS 2.0

Table 10 Q Square

	1 – SSE/SSO
Brand Personality Appeal	0,1424 > 0
Attitudes	0,5754 > 0
Behavioral Intentions	0,5485 > 0

Source: Own-Self processed using SMARTPLS 2.0

Table 11 Summary of the Structural Model: Brand Personality to Brand Personality Appeal

Hypothesis	Path	Original Sample (O)	T Statistics (IO/STERR)	Result	Supported
H ₁	Responsibility → Brand Personality Appeal	0,4568	6,8265	Significant direct and positive path coefficient	Yes
H ₂	Activity → Brand Personality Appeal	0,1736	2,0969	Significant direct and positive path coefficient	Yes
H ₃	Aggressiveness → Brand Personality Appeal	0,2511	3,1827	Significant direct and positive path coefficient	Yes
H ₄	Simplicity → Brand Personality Appeal	-0,0661	1,1772	Insignificant	No
H ₅	Emotionality → Brand Personality Appeal	0,0699	1,471	Insignificant	No

Source: Own-self processed using SMARTPLS 2.0

Table 12 Summary of the Structural Model: Brand Personality to Attitude via Brand Personality Appeal as Mediating Effect

H		Path a	Path b	Path c	SE	t-value	Supported
H ₆	Responsibility → Brand Personality Appeal → Attitude	0,46	0,879	1,743	0,07	19,13	Yes
H ₇	Activity → Brand Personality Appeal → Attitude	0,18	0,879	1,217	0,09	11,77	Yes
H ₈	Aggressiveness → Brand Personality Appeal → Attitude	0,25	0,879	1,349	0,08	14,11	Yes
H ₉	Simplicity → Brand Personality Appeal → Attitude	-0,07	0,879	0,747			No
H ₁₀	Emotionality → Brand Personality Appeal → Attitude	0,07	0,879	1,011			No

Source: Own-self processed using SMARTPLS 2.0

Table 13 Summary of the Structural Model: Brand Personality to Behavioral Intentions via Brand Personality Appeal as Mediating Effect

H		Path a	Path b	Path c	SE	t-value	Supported
H ₁₁	Responsibility → Brand Personality Appeal → Behavioral Intentions	0,46	0,85	1,701	0,07	18,71	Yes
H ₁₂	Activity → Brand Personality Appeal → Behavioral Intentions	0,18	0,85	1,183	0,08	12,88	Yes
H ₁₃	Aggressiveness → Brand Personality Appeal → Behavioral Intentions	0,25	0,85	1,313	0,07	15,71	Yes
H ₁₄	Simplicity → Brand Personality Appeal → Behavioral Intentions	-0,07	0,85	0,721			No
H ₁₅	Emotionality → Brand Personality Appeal → Behavioral Intentions	0,07	0,85	0,976			No

Source: Own-self processed using SMARTPLS 2.0

CONCLUSION AND SUGGESTIONS

This study carried out by developing a model to analyze whether brand personality has an influence to brand personality appeal, plus knowing as if brand personality has a significant impact to attitude and behavioral intentions through brand personality appeal.

After gathering, processing, and analyzing the data, conclusions of the study are Out of fifteen hypotheses which had been proposed, nine hypotheses supported and 6 hypotheses not supported. The result showed three of five dimensions of Brand Personality are impactful directly to Brand Personality Appeal and have an indirect effect to consumer Attitude and consumer Behavioral Intentions. These dimensions are Responsibility, Aggressiveness, and Activity. The highest influencer is Responsibility, then following by Aggressiveness and Activity. The one who should be avoided is simplicity because not only insignificant, it also has a negative influence for GrabBike brand personality appeal.

GrabBike in Indonesia should establish and nurture quality relationships between their brand personality and its appeal for maintain positive consumer's attitude and behavioral intentions. In doing so, the construction for utilizing potential brand personality is crucial. The result would help brand managers to understand the role of brand personality appeal in strengthening brand-consumer attitude and behavioral intentions. Also, brand managers should pay close attention for all those matters in order to have appropriate measures and keep track of their brands' consumers.

Further research need for more deep and specific analysis using multiple mediating effect for each dimension of brand personality appeal, direct influence of brand personality to attitude and behavioral intentions on GrabBike brand for better complete research. Next, the research can try to add more sample size and geographical scope together with another services brand objects for additional perspectives.

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