

REFERENCES

- Asian Economic and Social Society. (n.d.). Asian Economic and Social Society. Retrieved November 25, 2021, from <http://www.aessweb.com/>
- Babin, B. J., & Zikmund, W. G. (2015). Essentials of marketing research. Cengage Learning.
- Casson, M. (2018). The multinational enterprise: Theory and history. Edward Elgar Publishing.
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism management*, 29(4), 624-636. <https://doi.org/10.1016/j.tourman.2007.06.007>
- Creswell, J. W. (2014). Qualitative, quantitative and mixed methods approaches. Sage.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*.
- Hennart, J. F. (2012). Emerging market multinationals and the theory of the multinational enterprise. *Global Strategy Journal*, 2(3), 168-187. <https://doi.org/10.1111/j.2042-5805.2012.01038.x>
- IARJournalVolume 2(2) 2016 | IARJ-BT |. (n.d.). IARJournal. Retrieved November 25, 2021, from <http://www.iarjournal.com/volume-22-2016-iarj-bt/>
- Jalilvand, M. R., Esfahani, S. S., & Samiei, N. (2011). Electronic word-of-mouth: Challenges and opportunities. *Procedia Computer Science*, 3, 42-46. <https://doi.org/10.1016/j.procs.2010.12.008>
- Krajewski, L. J., Ritzman, L. P., & Malhotra, M. K. (2010). Operations management: Processes and supply chains. New Jersey: Pearson.
- KRAJEWSKI, L., Ritzman, L. P., & Malhotra, M. K. (2019). Operations management. Processes and Supply Chains, Harlow: Pearson.
- Mao, Y., Lai, Y., Luo, Y., Liu, S., Du, Y., Zhou, J., ... & Bonaiuto, M. (2020). Apple or Huawei: understanding flow, brand image, brand identity, brand personality and purchase intention of smartphone. *Sustainability*, 12(8), 3391. <https://doi.org/10.3390/su12083391>

- Nikhashemi, S. R., Valaei, N., & Tarofder, A. K. (2017). Does brand personality and perceived product quality play a major role in mobile phone consumers' switching behaviour?. *Global Business Review*, 18(3_suppl), S108-S127. <https://doi.org/10.1177/0972150917693155>
- Oyenuga, M., Ahungwa, A., & Onoja, E. (2021). Effect of Brand Equity on Consumer Behaviour Among Students of Veritas University, Nigeria: A Study of Apple Smartphones. *Marketing and Branding Research*, 8(1), 48-64. <https://doi.org/10.33844/mbr.2021.60329>
- Pearson. (n.d.). Pearson. Retrieved November 25, 2021, from <https://www.pearson.com/uk/>
- Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N., & Ali, S. M. (2016). Factors influencing purchasing intention of smartphone among university students. *Procedia Economics and Finance*, 37, 245-253. [https://doi.org/10.1016/S2212-5671\(16\)30121-6](https://doi.org/10.1016/S2212-5671(16)30121-6)
- Rashotte, L. (2007). Social influence. *The Blackwell encyclopedia of sociology*.
- Rose, J. (2015). The Effects of Brand Familiarity on Perceived Risks, Attitudes, and Purchase Intentions toward Intimate Apparel Brands: The Case of Victoria'Secret. University of Arkansas.
- Sharma, P., Leung, T. Y., Kingshott, R. P., Davcik, N. S., & Cardinali, S. (2020). Managing uncertainty during a global pandemic: An international business perspective. *Journal of business research*, 116, 188-192. <https://doi.org/10.1016/j.jbusres.2020.05.026>
- TEXTROAD Journals. (n.d.). TEXTROAD Journals. Retrieved November 25, 2021, from <http://www.textroad.com/>
- WileyPLUS. (n.d.). WileyPLUS. Retrieved November 25, 2021, from <https://www.wileyplus.com/>
- Wu, S. I., & Ho, L. P. (2014). The influence of perceived innovation and brand awareness on purchase intention of innovation product—an example of iPhone. *International Journal of Innovation and Technology Management*, 11(04), 1450026. <https://doi.org/10.1142/s0219877014500266>
- Yunus, N. S. N. M., & Rashid, W. E. W. (2016). The influence of country-of-origin on consumer purchase intention: The mobile phones brand from China. *Procedia Economics and Finance*, 37, 343-349. <https://doi.org/10.2478/sbe-2018-0029>