

## REFERENCE

- Aaker, D. A., & Joachimsthaler, E. (2000). *Brand leadership: Building assets in an information economy*: Free Press.
- Aaker, D.A. (1991), *Managing Brand Equity. Capitalizing on the Value of a Brand Name*, the Free Press, New York, NY.
- Aaker, Jennifer L. and Durairaj Maheswaran (1997). "The Effect of Cultural Orientation on Persuasion," *Journal of Consumer Research*, 24 (December), 315-28.
- Aaker, Jennifer L. and Patti Williams (1998). "Empathy versus Pride: The Influence of National Appeals Across Cultures," *Journal of Consumer Research*, 25 (December), 241-61.
- Balabanis, G. and A. Diamantopoulos (2004). "Domestic Country Bias, Country-of-origin Effects, and Consumer Ethnocentrism: A Multidimensional Unfolding Approach." *Journal of the Academy of Marketing Science* **32**(1): 80-95.
- Baron RM, Kenny DA. The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations[J]. *Journal of Personality and Social Psychology* , 1986 , 51 (6), P1173-1182.
- Bian, J., & Liu, C. (2011). Relation between brand equity and purchase intention in hotel industry. *International Journal of Services and Standards*, 7(1), 18-34.
- Choo, H. J., Moon, H., Kim, H., and Yoon, N. (2012). Luxury customer value. *Journal of Fashion Marketing and Management*, 16(1), 81-101  
<http://dx.doi.org/10.1108/13612021211203041>
- Dodds, W., and Monroe, K. B. (1985). The effect of brand and price information on subjective product evaluations. *Advance in Consumer Research*, Vol.2, E.C. Hirschman and M.B Holbrook, eds. Provo, UT: Association for Consumer Research, 85-90
- Donthu, Naveen and Boonghee Yoo (1998). "Cultural Influences on Service Quality Expectations," *Journal of Service Research*, 1 (November), 178-86.
- Doran, K. B. (2002). Lessons learnt in cross-cultural research of Chinese and North American consumers. *Journal of Business Research*, 55, 823-829.  
[http://dx.doi.org/10.1016/S0148-2963\(00\)00222-8](http://dx.doi.org/10.1016/S0148-2963(00)00222-8)
- Duncan, Robert B. (1972). "Characteristics of Organizational Environments and Perceived Environmental Uncertainty," *Administrative Science Quarterly*, 17, 313-27.

- Elliott, G. and Cameron, R. (1994), "Consumer perception of product quality and the country of origin effect", *Journal of International Marketing*, Vol. 2 No. 2, pp. 49-62.
- Farquhar, P. H. (1989). *Managing Brand Equity*, *Marketing Research*, Vol.1, September, 24-33
- Fishbein, M., and Ajzen, I. (1975), *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Addison-Wesley, Reading, MA, 420-438
- G. Liebrand (1990). "Effects of Cultural Femininity on Preference for Methods of Conflict Processing: A Cross-Cultural Study," *Journal of Experimental Social Psychology*, 26, 373-88.
- G. Liebrand (1990). "Effects of Cultural Femininity on Preference for Methods of Conflict Processing: A Cross-Cultural Study," *Journal of Experimental Social Psychology*, 26, 373-88.
- Gatra. (n.d.). Retrieved July 10<sup>th</sup> 2015. From <http://www.gatra.com>
- Griffin, R. W. and Pustay, M. W. (2007). *International Business: A Managerial Perspective* (5th ed.), Upper Saddle River, New Jersey: Pearson Prentice Hall.
- Griswold, Daniel T. (2003). "Free Trade is a Big Issue For Consumers," *Consumers' Research Magazine*, 86 (10), 6-17.
- Gurhan-Canli, Z., & Maheswaran, D. (2000). Cultural variations in country of origin effects'. *Journal of Marketing Research*, 37, 309-317.
- Hair, J. F., Anderson, R. E., Tatham, R. L. & Black, W. C. (1998). *Multivariate Data Analysis* (Fifth Edition ed.) New Jersey: Prentice Hall.
- Hawkins, D. I., Best, R. I. and Coney, K. I. (2004). *Consumer Behaviour: Building Marketing Strategies* (9th ed.), New York: McGraw-Hill.
- Hofstede, G. (2001) *Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations*, 2nd edn. Sage: Thousand Oaks, CA
- Hofstede, G., & Bond, M. (1984) . Hofstede's culture dimensions: An independent validation using Rokeach's Value Survey. *Journal of Cross-cultural Psychology*, 15, 417-433.
- Hofstede, Geert (1980). *Culture's Consequences: International Differences in Work-Related Value*. Beverly Hills, CA: Sage Publications.

- Hofstede, Geert (2001). *Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations*, 2nd ed., Thousand Oaks, CA: Sage Publications.
- Hui, C. Harry and Harry C. Triandis (1986). "Individualism-Collectivism: A Study of Cross-Cultural Researchers," *Journal of Cross-Cultural Psychology*, 17, 225-48.
- Hui, C.H. and H.C. Triandis (1986), "Individualism-Collectivism: A study of cross-cultural researchers," *Journal of Cross-Cultural Psychology*, 17, 225-248.
- Hui, M.K. and L. Zhou, 2002. Linking product evaluations and purchase intention for country-of-origin effects. *Journal of Global Marketing*, 15(3/4): 95–116.
- Irani, Farhad Nezhad Haj Ali, Mohammad Reza Noruzi, 2011, Globalization and Effects; A study on the effects of globalization in the society, Interdisciplinary journal of contemporary research in business, May edition,
- Jiménez Torres, N. H. and San Martín Gutiérrez, S. (2007), The purchase of foreign products: The role of firm's country-of-origin reputation, consumer ethnocentrism, animosity and trust. Universidad de Burgos.Documento de trabajo 13/07, October
- Kaynak, E. and Kara, A. (2002). Consumer Perceptions of Foreign Products: An Analysis of Product-Country
- Kaynak, Erdener and Ali Kara (2002). "Consumer Perceptions of Foreign Products: An Anaysis of Product-Country Images and Ethnocentrism," *European Journal of Marketing*, 36 (September), 928-949.
- Kemenperin. 2013. "Indonesia Lahan Subur Kosmetik", diakses pada Tanggal 4 Januari 2014 dari <http://kemenperin.go.id/artikel/5897/Indonesia-Lahan-Subur-Industri-Kosmetik>
- Khan, M. A. (2006). *The relative importance of the factors influencing consumer perception of product quality across cultures| A two-country empirical analysis*. Touro University International
- Klein, J. G. (2002). "Us versus Them, or Us versus Everyone?Delineating ConsumerAversion to Foreign Goods." *Journal of International Business Studies* **33**(2): 345-63.
- Klein, Jill G. and Richard Ettenson (1999), "Consumer Animosity and Consumer Ethnocentrism: An Analysis of Unique Antecedents," *Journal of International Consumer Marketing*, 11(4), 5-24.

- Kotler, P. (2000). *Marketing Management: The millennium Edition*, New Jersey: Prentice Hall International Inc
- Lantz and Loeb, 1996 G. Lantz, S. Loeb  
Country of origin and ethnocentrism: An analysis of Canadian and American preferences using social identity theory  
*Advances in Consumer Research*, 23 (1996), pp. 374–378
- Leung, Kwok, Michael Harris Bond, D. William Carment, Lila Krishnan, and Wim B. G. Liebrand (1990). “Effects of Cultural Femininity on Preference for Methods of Conflict Processing: A Cross-Cultural Study,” *Journal of Experimental Social Psychology*, 26, 373-88.
- LeVine, Robert A., and Donald T. Campbell. 1972. *Ethnocentrism: Theories of Conflict, Ethnic Attitudes, and Group Behavior*. New York: John Wiley & Sons William Carment, Lila Krishnan, and Wim B.
- Martha Tilaar. (n.d.). Retrieved August 2015. From <http://www.marthatilaargroup.com>
- McCarty, J. A. (1994) . The role of cultural value orientations in cross-cultural research and international marketing and advertising. In Basil G English (Ed.) . *Global and multinational advertising. Advertising and consumer psychology*. 23-45
- McCracken, G. (1986), “Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods,” *Journal of Consumer Research*, 13, 71-84.
- Nguyen, Tho D., Trang T.M. Nguyen, and Nigel J. Barrett. 2008. Consumer ethnocentrism, cultural sensitivity, and intention to purchase local products - evidence from Vietnam. *Journal of Consumer Behaviour* 7 (Jan/Feb):88-100.
- Olsen, J. E., K. L. Granzin and A. Biswas (1993). “Influencing Consumers’ Selection of Domestic versus Imported Products: Implications for Marketing based on a Model of Helping Behaviour.” *Journal of the Academy of Marketing Science* 21(4): 307-21.
- Pahud de Mortanges, C., & Van Riel, A. (2003). Brand equity and shareholder value. *European management journal*, 21(4), 521-527
- Perkosmi. (n.d). Retrieved July 2015. From <http://www.perkosmi.co.id>

- Porter, M. E. (1998). *The Competitive Advantage of Nations*. London, Mcmillan Press LTD.
- Porter, M. E. (1990). *The Competitive Advantage of Nations*. London, Mcmillan Press LTD
- Schiffman, L.G. and L.L. Kanuk (1997), *Consumer Behaviour*, Sixth Edition. Englewood Cliffs, New Jersey: Prentice-Hall International, Inc
- Sekaran, U. (2003). *Research methods for business : A skill-building approach*. New York ; Great Britain, Wiley
- Sekaran, U., & Bougie, R. (2011). *Research methods for business: A skill building approach*. London, England: John Wiley & Sons.
- Sharma, S., Shimp, T. A. and Shin, J. (1995). Consumer Ethnocentrism: A Test of Antecedents and Moderators, *Journal of the Academy of Marketing Science*, 23 (1), pp. 26-37.
- Sharma, Subhash, Terence A. Shimp, and Jeongshin Shin (1995). "Consumer Ethnocentrism: A Test of Antecedents and Moderators," *Journal of the Academy of Marketing Science*, 23 (1), 26-37.
- Shimp, T. A. and Sharma, S. (1987). Consumer ethnocentrism: Construction and Validation of the CETSCALE, *Journal of Marketing Research*, 24 (3), pp. 280-289.
- Shimp, Terence A. and Subhash Sharma (1987). "Consumer Ethnocentrism: Construction and Validation of the CETSCALE," *Journal of Marketing Research*, 24 (August),280-9.
- Sojka, J.Z. and P.S. Tansuhaj (1995), "Cross-cultural consumer research: A twenty-year review," *Advances in Consumer Research*, 22, 461-474
- Spenser-Oatey, Helen (1997). "Unequal Relationships in High and Low Power Distance Societies: A Comparative Study of Tutor-Student Role Relations in Britain and China," *Journal of Cross-Cultural Psychology*, 28 (May), 284-302.
- Suh, Taewon and Ik-Whan G. Kwon (2002). "Globalization and Reluctant Buyers," *International Marketing Review*, 19 (6), 663-680.
- Tajfel, Henri. 1969. Cognitive Aspects of Prejudice. *Journal of Social Issues* 25:79-98.
- Triandis, H.C., R. Bontempo, H. Betancourt, M. Bond, K. Leung, A. Brenes, J. Georgas, C.H. Hui, G. Marin, B. Setiadi, J.B.P. Sinha, J. Verma, J.

- Spangenberg, H. Touzard and G. de Montmollin (1986), "The measurement of the etic aspects of individualism and collectivism across cultures," *Australian Journal of Psychology*, 38, 257-267.
- Watson, J. J., & Wright, K. (2000). Consumer ethnocentrism and attitude toward domestic and foreign products. *European Journal of Marketing*, 34(9/10), 11 - 49. [http://dx.doi.org/ 10.1108/03090560010342520](http://dx.doi.org/10.1108/03090560010342520)
- Yoo, B.H., Donthu, N. & Lee S.H. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195-211.
- Yoo, B.H., Donthu, N. & Lee S.H. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195-211.
- Yoo, Boonghee and Naveen Donthu (2002). "The Effects of Marketing Education and Individual Cultural Values on Marketing Ethics of Students," *Journal of Marketing Education*, 24 (August), 92-103.
- Yu, Julie H., and Gerald Albaum. 2002. Sovereignty change influences on consumer ethnocentrism and product preferences: Hong Kong revisited one year later. *Journal of Business Research* 55 (11):891-899.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence, *Journal of Marketing*, 52(3), 2-22 <http://dx.doi.org/10.2307/1251446>