

## Daftar Pustaka

- Ailawadi, K.L., Neslin, S.A., Gedenk, K., 2001. *Pursuing the value conscious consumer: store brands versus national brand promotions*. J. Mark. 65 (1), 71–89.
- Ambroise, L., Brignier, J.-M., Mathews, C., 2010. *Les Motivations cachées des consommateurs de marques d'enseigne: et si on parlait d'autre chose que du rapport qualité-prix*. Rev. Fr. Mark. 227 (2/5), 45–59.
- Aurier, P., N'Goalà, G., 2010. *The differing and mediating roles of trust and relationship commitment in service relationship maintenance and development*. J. Acad. Mark. Sci. 38 (3), 303–325.
- Babin, B.J., Darden, W.R., Griffin, M., 1994. *Work and/or fun: measuring hedonic and utilitarian shopping value*. J. Consum. Res. 4 (20), 644–656.
- Ball, A.D., Tasaki, L.H., 1992. *The role and measurement of attachment in consumer behavior*. J. Consum. Psychol. 2 (1), 155–172.
- Barham, E., 2003. *Translating terroir: the global challenge of French AOC labeling*. J. Rural Stud. 19 (1), 127–138.
- Belaid, S., Lacoeuilhe, J., 2015. *Mesure de l'attitude à l'égard de la MDD: nouvelles perspectives*. Rev. Fr. Mark. 253 (2–4), 41–53.
- Belaid, S., Breton, P., Lacoeuilhe, J., 2016. *Repenser l'offre des MDD: le regard croisé des développeurs et des managers de rayon*. Rev. Fr. Mark. 257 (3–4), 7–22.
- Belk, R.W., 1988. *Possessions and the extended self*. J. Consum. Res. 2 (15), 139–168.
- Belk, R.W., 1992. *Attachment to possessions*. In: Low et I Altman, S.M. (Ed.), *Place Attachment: Human Behavior And Environment*. Plenum Press, New York, pp. 37–62.
- Beristain, J.J., Zorilla, P., 2011. *The relationship between store image and store brand equity: a conceptual framework and evidence from hypermarkets*. J. Retail. Consum. Serv. 18 (6), 562–574.
- Bezes, C., 2013. *Effect of channel congruence on a retailer's image*. Int. J. Retail Distrib. Manag. 41 (4), 254–273.
- Bloemer, J., de Ruyter, K., 1998. *On the relationship between store image, store satisfaction and store loyalty*. Eur. J. Mark. 32 (5–6), 499–513.
- Bowlby, J., 1969. *The making and breaking of affectional bonds*. Tavistock, London.
- Burton, S., Lichtenstein, D.R., Netemeyer, R.G., Garretson, J.A., 1998. *A scale for measuring attitude toward private label products and an examination of its psychological and behavioral correlates*. J. Acad. Mark. Sci. 26 (4), 293–306.
- Camus, S., 2004a. *Proposition d'échelle de mesure de l'authenticité perçue d'un produit alimentaire*. Rech. Appl. Mark. 18 (4), 39–63.
- Camus S., 2004b. *Créer de l'authenticité au sein des points de vente*. In: 17ème Colloque Etienne Thil, La Rochelle, France, CD-Rom.
- Castaldo, S., Perrini, F., Misani, N., Tencati, A., 2009. *The missing link between corporate social responsibility and consumer trust: the case of fair trade products*. J. Bus. Ethics 84 (1), 1–15.

- Chaniotakis, I.E., Lymeropoulos, C., Soureli, M., 2009. *A research model for consumers' intention of buying private label frozen vegetables*. J. Food Mark. 15 (2), 152–163.
- Charters, S., 2006. *Wine and Society: The Social and Cultural Context of a Drink*. Butterworth-Heinemann, Oxford.
- Charters, S., Spielmann, N., Babin, B.J., 2017. The nature and value of terroir products. Eur. J. Mark. 51 (4), 748–771.
- Charton-Vachet, F., Lombart, C., 2015. New conceptual and operational approach to the link between individual and region: regional belonging. Rech. Appl. Mark. 30 (1), 50–75.
- Chaudhuri, A., Holbrook, M.B., 2001. The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. J. Mark. Res. 65 (2), 81–93.
- Chin, W.W., Dibbern, J., 2010. An introduction to a permutation based procedure for multi-group PLS analysis: results of tests of differences on simulated data and a cross cultural analysis of the sourcing of information system services between Germany and the USA. In: Vinzi, V.E., Chin, W.W., Henseler et H Wang, J. (Eds.), *Handbook of Partial Least Squares Concepts: Concepts, Methods and Applications*. Springer Handbooks of Computational Statistics, New York, pp. 171–193.
- J. Lacoeuilhe et al. *Journal of Retailing and Consumer Services* 39 (2017) 43–53
- 52 Chen, P.-T., Hu, H.-H., 2010. *How determinant attributes of service quality influence customer-perceived value: an empirical investigation of the Australian coffee outlet industry*. Int. J. Contemp. Hosp. Manag. 22 (4), 535–551.
- Coelho do Vale, R., Verga Matos, P., Caiado, J., 2016. *The impact of private labels on consumer store loyalty: an integrative perspective*. J. Retail. Consum. Serv. 28, 179–188.
- Collins-Dodd, C., Lindley, T., 2003. *Store brands and retail differentiation: the influence of store image and store brand attitude on store own brand perceptions*. J. Retail. Consum. Serv. 10 (6), 345–352.
- Cristau, C., 2001. *Définition et mesure et modélisation de l'attachement à la marque avec deux composantes: la dépendance et l'amitié vis-à-vis d'une marque* 3 IAE Aix-Marseille, Marseille.
- Cronin, J.J., Brady, M.K., Hult, G.T.M., 2000. *Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments*. J. Retail. 76 (2), 193–218.
- Cross, R., Plantinga, A.J., Stavins, R.N., 2011. *What is the value of terroir?* In: *American Economic Review: Papers & Proceedings*, vol. 101(3), pp. 152–156.
- Debenedetti, A., 2014. *Place attachment in commercial settings: a gift economy perspective*. J. Consum. Res. 40 (5), 904–923.
- Diallo, M.F., Chandon, J.L., Cliquet, G., Philippe, J., 2013. *Factors influencing consumer behaviour towards store brands: evidence from the French market*. Int. J. Retail Distrib. Manag. 41 (6), 422–441.
- Duman, T., Mattila, A.S., 2005. *The role of affective factors on perceived cruise vacation value*. Tour. Manag. 26 (3), 311–323.

- Dwyer, F.R., Schurr, P.H., Oh, S., 1987. *Developing buyer-seller relationship*. J. Mark. 51 (2), 11–27.
- Fornell, C., Larcker, D.F., 1981. *Evaluating structural equation models with unobservable variables and measurement error*. J. Mark. Res. 18 (1), 39–50.
- Fort, F., Fort, F., 2006. *Alternatives marketing pour les produits de terroir*. Rev. Fr. Gest. 32 (162), 145–159.
- Fournier, S., 1998. *Consumers and their brands: developing relationship theory in consumer research*. J. Consum. Res. 24 (4), 343–373.
- Garbarino, E., Johnson, M.S., 1999. *The different roles of satisfaction, trust, and commitment in customer relationships*. J. Mark. 63 (2), 70–87.
- Garretson, J.A., Fisher, D., Burton, S., 2002. *Antecedents of private label attitude and national brand promotion attitude: similarities and differences*. J. Retail. 78 (2), 91–99.
- Geyskens I., Steenkamp J., 1995. *An investigation into joint effects of trust and interdependence on relationship commitment*. In: *Proceedings of the 24th EMAC Conference*, Cergy, France, CD-Rom.
- Gilliland, D.I., Bello, D.C., 2002. *Two sides to attitudinal commitment: the effect of calculative and loyalty commitment on enforcement mechanisms in distribution channels*. J. Acad. Mark. Sci. 30 (1), 24–43.
- Gundlach, G.T., 1995. *The structure of commitment in exchange*. J. Mark. 59 (1), 78–92.
- Hair, J.F., Sarstedt, M., Ringle, C.M., Mena, J.A., 2012. *An assessment of the use of partial least squares structural equation modeling in marketing research*. J. Acad. Mark. Sci. 40 (3), 414–433.
- Holbrook, M.B., Hirschman, E.C., 1982. *The experiential aspects of consumption: consumer fantasies, feelings and fun*. J. Consum. Res. 9 (2), 132–140.
- Jacoby, J., Chesnut, R.W., 1978. *Brand Loyalty: Measurement and Management*. John Wiley & Sons, New York.
- Jara, M., 2009. *Le capital-marque des marques de distributeurs: une approche conceptuelle*. Rev. Fr. Mark. 221 (1), 47–61.
- Jöreskog, K., 1971. *Statistical analysis of sets of congeneric tests*. Psychometrika 36 (2), 109–133.
- Julienne, E., 2013. *Le lien entre le consommateur et ses actes*. Rech. Appl. Mark. 28 (1), 27–45.
- Keller, K.L., 1993. *Conceptualizing, measuring and managing customer-based brand equity*. J. Mark. 1 (57), 1–22.
- Khan, N., 2010. *Functional and relational value influence on commitment and future intention: the case of banking industry*. The. J. Int. Social. Res. 3 (10), 376–391.
- Kiesler, C.A., 1971. *Commitment*. In: Abelson, R.P. (Ed.), *Theories of Cognitive Consistency: A Sourcebook*. Rand McNally, Chicago, pp. 448–455.
- Lacey, R., 2007. *Relationship drivers of customer commitment*. J. Mark. Theory Pract. 15 (4), 315–333.
- Lai, Y.H., 2015. *Enhance online purchase intentions: the role of perceived value, trust and commitment*. J. Tour. Hosp. Manag. 3 (2), 89–99.
- Lenglet, F., 2014. *Influence of terroir products meaning on consumer's expectations and likings*. Food Qual. Prefer. 32, 264–270.

- Liu, T.C., Wang, C.Y., 2008. *Factors affecting attitudes toward private labels and promoted brands*. J. Mark. Manag. 24 (3–4), 283–298.
- Lin, C.-P., Chen, S.-C., Chin, C.-K., Lee, W.-Y., 2011. *Understanding purchase intention during product-harm crises: moderating effects of perceived corporate ability and corporate social responsibility*. J. Bus. Ethics 102 (3), 455–471.
- Lombart, C., Louis, D., 2014. *A study of the impact of Corporate Social Responsibility and price image on retailer personality and consumers' reactions (satisfaction, trust and loyalty to the retailer)*. J. Retail. Consum. Serv. 21 (4), 630–642.
- Lombart, C., Louis, D., Labb  -Pinlon, B., 2016. *Price image consequences*. J. Retail. Consum. Serv. 28 (1), 107–116.
- Louis, D., Lombart, C., 2010. *Impact of brand personality on three major relational consequences (trust, attachment and commitment to the brand)*. J. Product. Brand Manag. 19 (2), 114–130.
- Luarn, P., Lin, H.-H., 2003. *A customer loyalty model for E-service context*. J. Electron. Commer. Res. 4 (4), 156–167.
- Magnoni, F., 2016. *The effects of downward line extension on brand trust and brand attachment*. Rech. Appl. Mark. 31 (1), 2–25.
- Mende, M., Bolton, R.N., Bitner, M.J., 2013. *Decoding customer-firm relationships: how attachment styles help explain customers' preferences for closeness, repurchase intentions, and changes in relationship breadth*. J. Mark. Res. 50 (1), 125–142.
- Moorman, C., Zaltman, G., Deshpande, R., 1992. *Relationships between providers and users of market research: the dynamics of trust within and between organizations*. J. Mark. Res. 29 (3), 314–328.
- Morgan, R.M., Hunt, S.D., 1994. *The commitment-trust theory of relationship marketing*. J. Mark. 58 (3), 20–38.
- Park, C.W., Young, S.M., 1986. *Consumer response to television commercials: the impact of involvement and background music on brand attitude formation*. J. Mark. Res. 23 (1), 11–24.
- Park, C.W., MacInnis, D.J., Priester, J., Eisingerich, A.B., Iacobucci, 2010. *Brand attachment and brand attitude strength: conceptual and empirical differentiation of two critical equity drivers*. J. Mark. 6 (74), 1–17.
- Pivato, S., Misani, N., Tencati, A., 2008. *The impact of corporate social responsibility on consumer trust: the case of organic food*. Bus. Ethics.: Eur. Rev. 17 (1), 3–12.
- Richins, M.L., 1994. *Valuing things: the public and private meanings of the self*. J. Consum. Res. 21 (3), 504–521.
- Spielmann, N., Charters, S., 2013. *The dimensions of authenticity in terroir products*. Int. J. Wine Bus. Res. 25 (4), 310–324.
- Spielmann, N., G  linas-Chebat, C., 2012. *Terroir? That's not how I would describe it*. Int. J. Wine Bus. Res. 24 (4), 254–270.
- Stanaland, A.J.S., Lwin, M.O., Murphy, P.E., 2011. *Consumer perceptions of the antecedents and consequences of corporate social responsibility*. J. Bus. Ethics 102 (1), 47–55.
- Tenenhaus, M., Esposito Vinzi, V., Chatelin, Y.M., Lauro, C., 2005. *PLS path modeling*. Comput. Stat. Data Anal. 48 (1), 159–205.

- Thomson, M., MacInnis, D.J., Park, W., 2005. *The ties that bind: measuring the strength of consumer's emotional attachments to brands.* J. Consum. Psychol. 15 (1), 77–91.
- Vaudour, E., 2002. *The quality of grapes and wine in relation to geography: notions of terroir at various scales.* J. Wine Res. 13 (2), 117–141.
- Wallendorf, M., Arnould, E.J., 1988. "My Favorite Things": a cross-cultural inquiry into object attachment, possessiveness, and social linkage. J. Consum. Res. 14 (4), 31–547.
- Yoon, Y.S., Lee, J.S., Lee, C.K., 2010. *Measuring festival quality and value affecting visitors' satisfaction*