

The Use of Influencer and Words of Mouth Techniques in Creating Brand Awareness @Momuung.Id

Dwita Fajardianie¹, Irwansyah²

^{1,2} University of Indonesia, Salemba, Indonesia

dwita.fajardianie01@ui.ac.id, irwansyah09@ui.ac.id

Abstract

The development of digital technology at this time has made society as a digital society. Currently, people only need to use smart cell phones to fulfill their needs. Not only that, it also affects to the strategy in marketing a product. The use of social media that can be reached by smart mobile phones, which almost everyone has, as a promotional medium can make it easier for producers to market their products and be able to cut production costs. Among the strategies to market their products, producers often use influencers and words of mouth (WOM) techniques on Instagram. Besides being the easiest to do, nowadays people also often follow influencers who are considered capable of influencing their target market to use their products. Indonesian people also tend to share experiences in using a product, both verbally and non-verbally in their social media content. This experience is then used as a promotional event by word of mouth by the producers. On Instagram it can be seen from the testimonials written in Instagram Stories (IGS) which can be seen by their followers. The use of strategies in marketing their products is also used to increase brand awareness in the specified target market. One producer that is new and using that strategy is Mom Uung. Mom Uung is a producer of breast milk booster which currently has a target market, namely young mothers who have just had babies and actively use social media to find their needs and knowledge in terms of breastfeeding.

Keywords

influencer; words of mouth;
brand awareness



I. Introduction

The development of the world of goods and services industry has been very rapid today. The products of goods and services produced are also very diverse. The scale of their business also varies from micro to macro. Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020). These industry players are also competing in getting the hearts of consumers. They did any way to get it. It is not uncommon for them to fail or lose in industrial competition in society. Those who succeed or win in this industry, of course, think very much about the right way or strategy to market their products. The macro industry will not necessarily win against the micro industry. It all depends on how their strategy is in winning the hearts of their consumers. Nowadays many micro businesses whose names are starting to appear because of the right strategy in attracting the hearts of their consumers. They know what their potential customers need, they also know the right way to handle complaints or meet the wishes of potential consumers that they may not get from the macro industry. They are

even better able to "touch" the hearts of their potential customers. The strategy certainly doesn't just come with it. They are able to read the market they are targeting.

One strategy for their products to gain a place in the community, is to promote. Promotion is one of the strategy processes to communicate products to the market using various ways (Kotler, 2009). In the past, promotion was only done one way. This is because the old media is indeed one-way. For example, advertising on radio, television, or magazines. Technology that has not been as advanced now is also the reason why it happened. The devices owned are limited to radio and television. Only certain people can buy print media. The rest can only access it from radio and television. Indonesia has had an impact in the development of this technology. Indonesian society has become a "media literate" society and can be said to be a digital society. This can be seen from 61.8% of Indonesians who use social media (Hootsuite, 2021). With the development of advanced technology, we can access various promotional content from various sources, such as on mobile phones through social media that we have. Promotional content that is present in social media is not only in the form of paid advertising. For example, in Instagram social media, these industry players have their own accounts that then share information related to their products in feeds and stories. The content of the feed is also very diverse, combined with information or tips in the use of the product. Instagram is the number three social media most often used by Indonesians (Hootsuite, 2021).

The following is the journal chosen in this study as a reference in processing data:

The first research was the work of Novi Tri Hariyanti and Alexander Wirapraja in 2018. The research was titled The Influence of Influencer Marketing as a Modern Era Digital Marketing Strategy (A Literature Study). In this study, the researchers looked at the use of influencer marketing in the success of marketing through social media. The methodology used is the study of literature. This research looks at how in this modern era marketing through social media is very easy to do and access by these social media users. Influencer marketing strategy is one of the marketing strategies that are easy to do on social media and can cut spending on promotions. The use of this strategy can also then increase brand awareness of the product.

Further research was made by Muhammad Nasih, Otto Mayrad Susanto, Abdul Roziq Fanshury, and Sigit Hermawan in 2009-2020. The title of this study is Influencers and Sales Strategies: Netnography Study on the Use of Celebgram Services as a Promotional Medium. This research was created to look at the impact of using influencers, especially on Instagram social media, as one of the promotional strategies on social media. The method used is netnography with observation data collection and in-depth interviews. There are five points in this study, namely 1) Analysis of how products and segmentation of companies that use influencers. 2) Criteria of selected influencers. 3) the effect of the use of selected influencers on product awareness. 4) the effect of the influencer on increasing the quantity of sales. 5) Satisfaction and evaluation of the performance of the selected influencer. In choosing influencers, companies must be careful not to fail. Many companies are fooled by influencers appearing today without looking at other aspects. The company must still look at its target market, price, and type of product in choosing an influencer.

The third journal is a study from Pin Luarn, Peng Huang, Yu Ping Chiu, and I Jen Chen entitled Motivations to Engage in Word-of-Mouth Behavior on Social Network Sites. This study was conducted in 2015. The methodology used in this study is a survey used to look at things that are able to influence the spread of WOM. The sample from this study was a person who had done WOM at SNSs. This research was conducted to see how WOM is in social networking sites and is able to provide references to companies that will

do marketing practices. We can see that today social network sites (SNSs) are developing as a new form of social interaction. This allows a company to communicate directly with its consumers. They also make it possible to exchange experiences using a product with fellow users of that product. This research then gave birth to a new theory about motivation in the use of WOM. Here it can be seen that private construction is important in the spread of WOM in SNSs. This is also important for companies that want to build an image using this way.

Furthermore, the study entitled *Word-of-Mouth Segments: Online, Offline, Visual or Verbal?* Amata Ring, Aaron Tkaczynski, and Sara Dolnicar in 2014. This journal uses the survey method. This research discusses WOM techniques in the world of tourism. In this journal explained how tourists share information and experiences while on vacation. Furthermore, this then became a promotional event for tourist attractions. The survey had 1003 adult Australians looking for information about travel through online and offline channels. They will then be asked about the source of information regarding their vacation spot and their reasons for making decisions about the tourist attractions they choose. Then, they will also be asked if they will share their experiences while at the tourist spot. Previously, there were three assumptions from WOM. First, WOM is a homogeneous activity. Second, the most dominant WOM is the one that uses electronic devices. Third, WOM is verbal. But the results of this study contradict all three assumptions. WOM is mentioned as a technique that has a pattern. The media used by WOM, can not only use online, but in an offline way must also be considered so that all targets who use offline can also be reached. In addition to verbal, WOM content is also visual. Then in the world of tourism, WOM can be used as a new and creative way by promoting tourist attractions by word of mouth.

Along with the times, the needs of the community are also very developed. In the past, basic needs were only mentioned clothing and foodstuff. Currently the need to access the internet, in this case gadgets and pulses, has also become one of the basic needs. The development and differences in needs are also influenced by technology, economy, and culture in society. If you look at it first, only industries with basic needs can develop and survive. But not with today, many industries outside of basic needs can also develop. For example, the launch of breast milk (breast milk). Breastfeeding directly is currently back on trend among young mothers. They feel that nothing can replace the benefits of breast milk in terms of nutrition. In addition, breastfeeding directly can also increase the closeness between the child and the mother. Therefore, for mothers who feel that their milk is a little bit, they need a breast milk launch product that they can rely on.

One of the breast milks launches that is currently very well known is Mom Uung. Following the development of technology that occurs and the rampant use of social media, Mom Uung is very aggressive in promoting on Instagram social media. The industry knows very well that the target is young mothers, where in a 2019 study conducted by NapoleonCat, as many as 50.8% of those who access Instagram are women. Mom Uung uses Instagram to create brand awareness in her target market by bringing up content about her products by presenting testimonials of well-known influencers or ordinary people. Brand awareness is the ability of customers to remember a particular brand or advertisement spontaneously (Rangkuti, 2004).

II. Review of Literature

2.1 Brand Awareness

Understanding brand awareness according to Rossiter and Percy (1996) is the ability of a person to recognize and mention a brand in the market without mentioning the product in detail in the buying process. Meanwhile, Soehadi (2005), mentioned that the understanding of brand awareness is a thing that can make customers understand how a product or service competes in the market. A high level of brand awareness with a good strategy is able to affect the quantity of sales. The more this product is known, the more users it will be. Strategies in increasing brand awareness can be tailored to the needs of predetermined target customers.

According to Keller (2009), there are several indicators of brand awareness, namely 1) Recall, this indicator is used to see how much consumers remember a product when asked about the product. 2) Recognition, this indicator is used to show how much consumers know the brand and each category owned by a product. 3) Purchase, an indicator used to see how much consumers will mention or choose a brand when they are faced with multiple choices of brands that share the same category. 4) Consumption, an indicator to see how much consumers remember a brand when using products or services from competitors of that brand.

According to Yoo et al. (2000), there are several dimensions in measuring brand awareness. These dimensions, namely consumer knowledge of the type of product of a particular brand, certain brand recognition among competitors, knowledge of a particular brand, ease of remembering characteristics of a particular brand, the ability to remember a brand logo, and easy to imagine a brand. The dimension of measuring brand awareness is also mentioned by Kim and Kim (2004), which is what brand is best remembered or in the top of mind, mentions a brand easily, and is able to realize a brand that is known or not.

2.2 Influencer

One way that can increase brand awareness is to use influencer marketing (Redcomm, 2021). Influencer marketing is a marketing strategy in social media that can reach a wider market. Influencers are very active on various social media, such as Instagram, Twitter, Youtube, Facebook, TikTok, and Podcasts. Influencer marketing then invites influencers who have a strong influence on their followers to promote a brand.

Influencers themselves have the understanding of a person or figure in social media who has a large or significant following and is able to influence the behavior of followers (Haiyanti & Praja, 2018). According to Joseph Grenny (2014), an influencer is someone who has the ability to change human behavior. Influencers have their type judging by the number of followers they have. The first is nano influencers, who have a following of 1,000 to 10,000 people. Usually between influencers and followers know each other and interact, so the engagement created is very strong. This then makes the level of trust of his followers become high. Micro influencers, which have a number of followers from 10,000 to 100,000 people. Usually, people's trust in these influencers is quite high because they usually have the ability in a field, such as beauty, health, or automotive. Macro Influencers have a following of 100,000 to 1,000,000 people. The range of messages conveyed by these influencers is wider, of course, at a considerable cost. Mega influencers, have over 1,000,000 followers. Usually, they are artists or community leaders who have a national reach scale.

2.3 Words of Mouth (WOM)

Words of mouth (WOM) according to Kotler and Keller (2009) is a way of communicating done orally or in writing directly or through electronic media between communities. The message of the communication carried out is usually related to the advantages or disadvantages of a product by telling the experience in using a product or service. So, the reputation that a product produces from a brand can spread widely through WOM. The benefits of WOM, namely communication techniques that tell their experience in using a product from one person to another, WOM can be a means of advertising a product informally and does not cost anything, WOM becomes a medium in conducting product assessments honestly and not engineered, WOM carried out by an influencer. Can exert a strong influence in society, WOM is not limited by space and time especially with technological advances that are currently happening.

WOM itself then has several patterns. According to Silverman (2001), WOM has 3 patterns. First, expert to expert. Usually someone who is an expert in a particular field, does not have time to convey the information they have to other experts. So, if an expert has expressed information related to something, then the information is important and has value. Second, expert to peer. This pattern sees that in making a decision, a person tends to ask questions related to the decision to someone who has expertise in the field. Third, peer to peer. This pattern indicates a person's efforts in figuring out the experiences of others who have a relationship with the decision to be taken. In addition to patterns, Silverman (2001) explained that the dissemination of information through WOM can be done in other ways, both by internal and external parties in a company. Such as, the use of experts, program speakers, trade show events, hammering recordings stored on CDs or cassettes, testimonials, emails, and sponsorships.

2.4 Instagram social media

Instagram is an application that is used to share photos and videos by taking photos or videos and using digital filters that have been provided. The name Instagram itself comes from instant and telegram. The word instant is associated with polaroid cameras that can produce photos instantly. Telegram, meanwhile, refers to a tool that is able to send information to others quickly. Currently, many new features of Instagram that can be used by its users, such as filters, IG Story, IGTV in a very easy way. Instagram was founded on October 6, 2010 by a company called Burbn, Inc. Its founders are Kevin Systrom and Mike Krieger who serve as CEO. As CEO, they want Instagram users to be able to share photos and videos, write comments, and like a photo or video they see. On April 9, 2012, Facebook took over Instagram for \$1 billion. In June 2018, Instagram announced that it had been used by more than a billion people worldwide. This achievement is amazing for social media.

2.5 Instagram account @momuung.id

Mom Uung is one of the breast milk launch products that is currently being talked about by young mothers who need breast milk launch. Its founder is Uung Victoria Finky. The beginning of Uung created this product because it has the same problem, namely the production of very little breast milk. Finally, Uung found a formula that can improve the quality and quantity of breast milk. The products produced by Uung itself already have a halal certificate and have been declared safe by the Food and Drug Supervisory Agency (BPOM). The high and natural content of animal protein then makes This Mom Uung product in demand by young mothers. Mom Uung herself has an Instagram account @momuung.id that promotes this product. This @momuung.id account uses the right

strategy so that it can meet the needs of the users or target market they determine. The @momuung.id account has approximately 185,000 followers. Currently Mom Uung not only sells breast milk launch products, but also breast milk pump products and bags to store breast milk. Mom Uung has the right Instagram strategy and content so that it can entangle its target market.

III. Research Method

This research uses a qualitative approach. This approach is intended to examine an object that makes researchers a key instrument (Sugiono, 2016: 9). The method used in this research is a case study in data collection. Case studies are the process of seeking empirical knowledge in investigating and researching phenomena in real life (Yin, 1996).

IV. Result and Discussion

4.1 Result

One of the breast milk launch companies that is currently being discussed is Mom Uung. In promoting her product, Mom Uung uses Instagram social media which has a following of 187,000 people. Mom Uung first made a post on Instagram on March 2, 2019 by displaying her first product called Kelor. The first post received 99 comments and was liked by 250 people. The average comment written is positive towards this moringa product.



Figure 1. Instagram account @momuung.id

In addition to promoting about the product, the thing that became Mom Uung's name is increasingly known because on her Instagram account Mom Uung also displays tips related to how to get quality breast milk and other things related to breastfeeding to babies. It then adds knowledge for young mothers who are certainly still lay by breastfeeding their babies. The tips shared by Mom Uung show that Mom Uung not only wants to increase sales but also shows her concern for young mothers. These tips are certainly in accordance with his experience that has been in that position.



Figure 2. Tips provided by @momuang.id account in Instagram feed

The tips given by Mom Ung about breastfeeding also received a positive response from her followers. In addition, Mom Ung also opened the comment field to discuss or question and answer about breastfeeding with her followers.

In addition, Mom Ung also uses *the services of influencers* to promote her products. *Influencers* used are *influencers* who have just become mothers and need this product to launch breastfeeding to their babies.

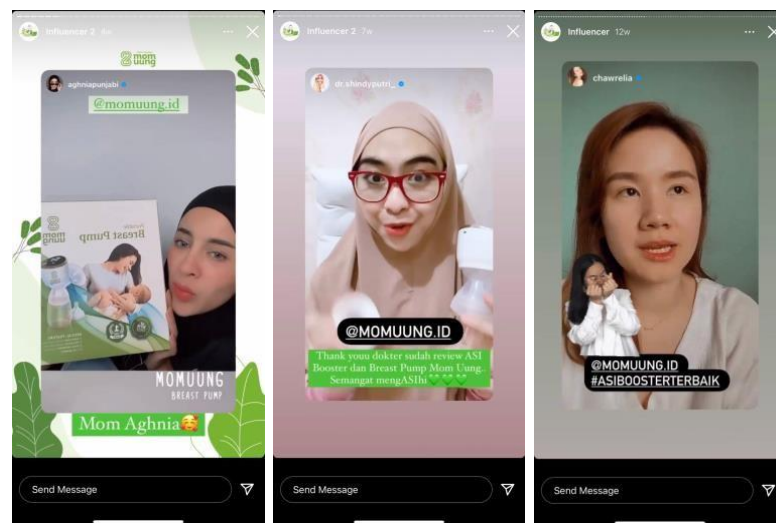


Figure 3. Influencers used by @momuang.id

The first was named Aghnia Punjabi under the account name @aghnipunjabi with a following of about 1,100,000 people. Aghnia is a beauty influencer from Malang who initially liked to upload Outfit of The Day (OOTD) which is used daily. Aghnia is also an entrepreneur with the brands Sylmi, Mornbich, and Kuchen Dessert. Aghnia has a daughter who is seven months old and of course still consumes breast milk. Furthermore, the influencer used by Mom Ung to promote her product is Shindy Putri under the Instagram account name @dr.shindyputri_ with a following of about 1,300,000 people. Shindy Putri is a doctor who is also the older sister of famous Youtuber Ria Richis. In addition to being active as a doctor, Shindy Putri is also active in creating content on YouTube with 2,240,000 subscribers. Similar to Aghnia Punjabi, Shindy Putri also has a toddler child.

The third influencer is Aurelia Carisa Sutjiptonegoro under the instagram account name @chawrelia with a following of about 201,000 people. Aurelia is a makeup artist and author of Diary Chawrelia: Letters to Gallendra. In the book, Aurelia tells how parenting is applied to her son, Gallendra.

Another strategy displayed on Mom Ung's Instagram account is to display testimonials from mothers who have used Mom Ung's breast milk launch products. The testimonials displayed are of course a positive effect that these mothers feel after using Mom Ung products. The testimonials displayed in Mom Ung's account are IGS displayed by these mothers on their Instagram accounts.

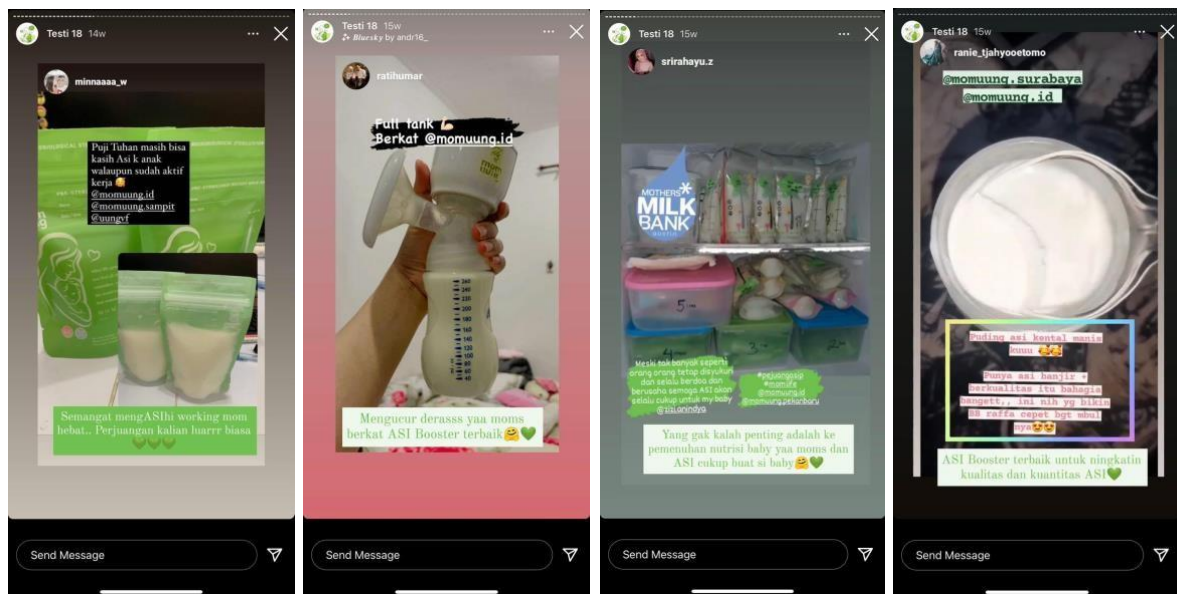


Figure 4. Testimonials from product user @momung.id

The testimonials displayed show an increase in the quality and quantity of breast milk after consuming breast milk launch products from Mom Ung.

4.2 Discussion

One of the breast milk launch companies that is currently being discussed is Mom. This breast milk launch manufacturer with the mom Ung trademark can be said to be a new industry. Therefore, the right strategy is needed so that the newly pioneered business is known so as to create brand awareness for its target market. One of the strategies used by Mom Ung is to utilize Instagram social media which is currently one of the most widely used social media. The use of Instagram as a promotional medium can also cut promotional expenses with great effect, considering that nowadays in accessing social media one can use a smart phone, which of course almost everyone has it today. In the use of Instagram Mom Ung uses the power of *influencers* who are considered capable of influencing their target market. In the use of *influencers*, Mom Ung chooses macro types and mega *influencers*.

When viewed from the five points of research on Muhammad's research Nasih, Otto Maryad Susanto, Abdul Roziq, and Sigit Hermawan in 2020, Mom Ung products have been suitable in choosing *influencers* according to their target market. Mom Ung's target market is young mothers who still give breast milk to their children. Then the influencers used are also young mothers who have children with ages who still need breast milk. The effect of using these influencers then has a positive impact on brand awareness. This can be

seen from the success of Mom Uung who is currently one of the breast milk launches known among young mothers. Satisfaction with the effect of brand awareness created by these *influencers* is then seen from the reviews of influencers stored in *IGS highlights* on the Instagram account @momuung.id. The *Influencers* shared how their experiences using Mom Uung products, including improving the quality and quantity of breast milk after using Mom Uung products. In expressing their experience, influencers explain in a good and positive way so as to invite or influence their followers to use the product.

The next strategy, which is to display testimonials from the experience of its users. This testimonial can then be said to be a *words of mouth (WOM) technique*, or commonly referred to as word of mouth. This testimonial sharing is usually placed in the *IGS* section of its users which can then be seen by its followers. This of course can attract the attention of its followers who also allow using the product. *WOM* can allow its users to share their experiences in using the product. In the testimonials of Mom Uung users, they showed positive comments after using Mom Uung products. They show an increase in the quality and quantity of their breast milk that will be given to the baby. It also allows a company to communicate directly with its users. They can immediately respond to comments made by their users, both positive and negative. This is the @momuung.id account considers that user testimonials are important in promoting their products. This is reflected in the testimonials that are also included in the *highlights* of *IGS* @momuung.id.

The @momuung.id account itself has two patterns in disseminating information through *WOM*. The first pattern is *expert to peer*. This is seen when this account shares tips on how to breastfeed the correct baby to young mothers who have just had children. The second pattern, namely *peer to peer*. For example, when mothers who have used Mom Uung products and have felt the benefits, write their experiences in testimonials. This testimonial can then be seen by a fellow new mother who becomes her *circle* or who becomes a follower of the @momuung.id account. That's because these accounts always share testimonials about their products with their followers through *IGS*. Currently Mom Uung is more focused on online media, such as Instagram, in marketing its products. This is because Mom Uung sees their target market, which is young mothers who are active on social media. The *WOM* content used is audio and visual. Many of its content contains direct explanations from *influencers* or Mom Uung herself in explaining her products or sharing useful tips for her followers.

Mom Uung's decision in carrying out her marketing strategy, looks right and successful. By remembering breast milk launch products, young mothers already know and entrust their choices to Mom Uung products. Users of Mom Uung products also said that they had previously tried other products, so they could judge

Mom Uung is the best product among its competitors. If dug further based on brand awareness indicators, Mom Uung's products have managed to gain brand awareness among its target market. They are able to remember clearly, how the changes they feel when using the product. They are also able to show that they know mom Uung breast milk launch products are the best breast milk launch. Among several brands of breast milk launch, they stay loyal to Mom Uung products by making repeated purchases because they feel a fit and change after using Mom Uung.

V. Conclusion

Breast milk launch with the brand Mom Ung is one of the new industries whose name is known quickly. In the success of creating brand awareness in her target market, Mom Ung utilizes technological developments that are easily accessible to the public. One of the uses of such technology is to use Instagram. Mom Ung's Instagram account under the name @momuung.id able to become one of the promotional tools that support its success. In using Instagram, of course Mom Ung will not succeed if you only display the product. Currently Mom Ung presents influencers who can influence their followers to use the product. In addition, Mom Ung also displays testimonials containing positive comments from Mom Ung users who have felt the impact directly. This testimonial can then be a means of word-of-mouth promotion (WOM) among young mothers who are still breastfeeding their babies, which is the target market of Mom Ung.

Research on the use of strategies with influencers and WOM, it would be better if equipped with quantitative research to see how the direct effect of mom Ung's target market. It can also then make the evaluation and monitoring material specific, because it refers to the numbers or values of the questionnaire or survey used. This research can also provide input to small business actors who are still unsuccessful in promoting their business. They can see that by using influencers and WOM, brand awareness of their products can quickly spread.

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