REFERENCES
REFERENCES


Ayeshkumar Pravinchandra Vora & Dr. Alok Kumar Chakrawal (2009) "Working Capital Management Of Trading Houses In India" Saurashtra University


Guliz Hassan (2001) An empirical assessment of the configural invariance of the brand personality scale: A comparison involving ethnic groups and brands in Canada, Concordia University, Canada

Hazel Hsiu-chen Huang (2009) Self-Identity and Consumption: A Study of Consumer Personality, Brand Personality, And Brand Relationship, University of Warwick


Jie Li (2005) An Examination Of A Structural Equation Model Of Readiness To Complementary And Alternative Medicine Use Among Australian University Students, Doctoral Dissertation, University of Maryland


Jongsuk Choi & Spencer F. Tinkham (2008) Brand Personality Dimensions and the Effects on Consumers’ Brand Selection University of Georgia


Robert Ankoma Opoku (2006) Towards a Methodological Design for Evaluating Online Brand Positioning Luleå University of Technology


Sayyed Mohsen Allameh, Mohammad Mahdi Abrishamkar, Mahshid Gharibpoor & Hadi Abdul-Wahab AlAbrow (2012) Attitude towards online social network service quality and online social network brand personality (Case study LinkedIn) Journal of American Science, 8(7) p144-155 retrieved from http://www.jofamericanscience.org


Von Katharina S. Güse (2011) Brand Personalities and Consumer-brand Relationships as Elements of Successful Brand Management, University of Bamberg Press, Bamberg retrieved from https://opus4.kobv.de
