

REFERENCES AND RECOMMENDED READINGS

- AH Fashion, USA (n.d.) Basic of Men Suits by Mathew, retrieved May 3, 2013 from <http://www.slideshare.net/mathewhandsome/basics-of-mens-suits> and <http://www.ahfashion.com>
- Bhoopat (2008), *Managing Brand Equity*, New York, Free Press
- Bill International Bespoke Tailor, Thailand (n.d.). About Bill International Bespoke Tailor, retrieved April 22, 2013 from <http://billbespoke.com/index.html>
- Cihangir (2009). *Journal of Marketing&Communication: Study on Consumer Buying Behaviour*.
- Davis, D (2005). *Business Research for decision making* (6th Ed.). Belmont, CA:Thomson-Brooks/Cole.
- Grubb and Grathwohl (1967). "Consumer-Self Concept, Symbolism and Market Behaviour: A Theoretical Approach" *Journal of Marketing* Vol 1. ISS 4 pp 22-27
- George E. Belch & Michael A. Belch. (2012). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 9th ed. Singapore, McGraw-Hill/Irwin.
- Imparali Custom Tailor New York (n.d.), Tailored Suit For Men, retrieved May 3, 2013 from <http://www.slideshare.net/AbdurRehman4/tailored-suits-for-men>
- Khanijou (2013), Marketing Communication of Tailoring Business Factors and purchasing decision of Customer at Bill International Bespoke Tailor. May 2013
- Kotler (2001), "Consumer Evaluations of Brand Extensions", *Journal of Marketing*, 54, January, pp 27-41
- Park , C. Whan, Jaworski, Bernard J., McInnis, Deborah J. (1986) *Strategic brand concept image engagement*. **Journal of Marketing**, 50 (4) October, pp 135-145.
- Philip Kotler and Kavin Lane Keller (2009). *Marketing Management: Perception*. 13th ed. New Jersey: Prentice hall., pp.174.
- Philip Kotler and Kavin Lane Keller (2009). *Marketing Management: Marcomodel of The Communication Process*. 13th ed. New Jersey: Prentice hall., pp.174.
- Philip Kotler and Kavin Lane Keller (2009). *Marketing Management: The buying decision process: Evaluation of Alternatives*. 13th ed. New Jersey: Prentice hall., pp.182.
- Rudy Setiono, Shan L. Pan, Ming-Huei, Hsieh and Arnulfo P. Azcarraga, (2007), *An application to Knowledge Discovery in a Cross-National Study of Brand Image Perception*", *The sixth International Conference on Information and Management Sciences*, Lhasa, Tibet, China.

Schiffmann and Kanuk (2007). Developing pricing Strategies and programs, Marketing Management 13th ed, pp146

Sirgy, M (1981). Self-Concept in Consumer Behaviour: A critical review” Journal of Consumer research, 9(3): pp 287-300.

Solomon, Bamossy and Askegaard 1999. Social research: issues, method and process 2nd ed. Trowbridge: Redwood Books.

The San Francisco Tailor, USA (n.d.), 5 Factors to consider before choose wedding suits for men, retrieved May 3, 2013 from <http://www.slideshare.net/thesftailor/5-factors-to-consider-while-choosing-wedding-suits-for-men>

Yamane, T(1967). *Statistic: An introductory analysis* (2nd ed.). New York: Harper and Row