REFERENCES

Babbie, E. (2012). *The Practice of Social Research*.

Baykal, N. (2016). *Multimodal Construction of Female Looks : An Analysis of Mascara Advertisements*. 39–59.

Erdil, T. S. (2015). Effects of Customer Brand Perceptions on Store Image and Purchase Intention: An Application in Apparel Clothing. *Procedia - Social and Behavioral Sciences*, *207*, 196–205. https://doi.org/10.1016/j.sbspro.2015.10.088

Halloran, K. L. O., & Smith, B. A. (2010). *Chapter 1 Multimoda l Studie s*. 1–24.

Hassett, D. D., & Curwood, J. S. (2009). Theories and Practices of Multimodal Education: The Instructional Dynamics of Picture Books and Primary Classrooms. *The Reading Teacher*, *63*(4), 270–282. https://doi.org/10.1598/rt.63.4.2

Kotler, P. (2000). *Marketing Management , Millenium Edition*.

Kotler, P. (2003). *Marketing Insights from A to Z*. Wiley & Sons. https://doi.org/10.1017/CBO9781107415324.004

Kress, G. (2010). Multimodality A social semiotic approach to Contemporary

Communication. In *Routledge*.

http://publications.lib.chalmers.se/records/fulltext/245180/245180.pdf%0Ahttps:

//hdl.handle.net/20.500.12380/245180%0Ahttp://dx.doi.org/10.1016/j.jsames.20

11.03.003%0Ahttps://doi.org/10.1016/j.gr.2017.08.001%0Ahttp://dx.doi.org/10.

1016/j.precamres.2014.12.0

Oomes, A. H. J. (2001). Perception: Theory, Development and Organisation. In

Optometry and Vision Science (Vol. 78, Issue 7).

https://doi.org/10.1097/00006324-200107000-00005

Scott, R. (2020). *Creating a Brand Identity: 20 Questions to Consider*.

https://www.lean-labs.com/blog/creating-a-brand-identity-20-questions-to-

consider

Wijaya, B. S. (2013). Dimensions of Brand Image: A Conceptual Review from the

Perspective of Brand Communication. *European Journal of Business and

Management*, *10*(22), 107–114. https://doi.org/10.13140/ejbm.2013.55.65