

銷售人員服飾與顧客價格敏感度關係之研究

謝庭華、毛筱艷

E-mail: 325954@mail.dyu.edu.tw

摘要

過往文獻指出，有形因素是顧客購買決策的關鍵因素，本研究有形因素指的是，公司及產品的有形因素是否可延伸到銷售人員之有形因素，而此尚未有實證上的解答。本文旨在瞭解銷售人員有形因素之一的服飾穿著對消費者的價格敏感度的影響，為了解其間關係，本文進而檢測公司形象，專業能力及工作投入三個變數的中介效應。本研究以服飾業及飯店業之消費者為研究對象，由5名經訓練之商管博士生為訪問員進行人員訪問，飯店業280位、服飾業222位共502份消費者進行訪談問卷，並從現有文獻中影響顧客敏感度之顯著因素：性別、年齡、教育程度及收入當作控制因素，以階層迴歸分析期間之影響關係，並對研究假設進行檢測，其結果如下：(1)銷售人員穿著服飾之整齊與清潔度會影響顧客的價格敏感度，然而穿著制服與非制服對價格敏感度並無顯著差異。(2)銷售人員穿著服飾之整齊與清潔度對公司形象且進一步對價格敏感度關係上存有顯著之中介效果。(3)銷售人員穿著服飾之整齊與清潔度與顧客對銷售人員專業能力且進一步對價格敏感度關係上存有顯著之中介效果。(4)銷售人員穿著服飾之整齊與清潔度與顧客對銷售人員之工作投入且進一步對價格敏感度關係上存有顯著之中介效果。研究結果之實務建議及後續研究建議亦在本文中陳述。

關鍵詞：銷售人員服飾、價格敏感度、公司形象、專業能力、工作投入

目錄

內容目錄 中文摘要	iii	英文摘要	iii
v 誌謝辭		vii 內容目錄	
viii 表目錄		x 圖目錄	
xiv 第一章 緒論	1	第一節 研究背景	1
1 第二節 研究問題	2	第三節 研究目的	2
4 第四節 研究重要性	5	第二章 文獻回顧	5
6 第一節 制服	6	第二節 專業能力	6
8 第三節 價格敏感度	9	第四節 影響價格敏感度之因素	9
11 第五節 公司形象	13	第六節 工作投入	14
第七節 代理理論	19	第三章 研究假設	21
研究架構	21	第一節 研究假設	22
29 第一節 樣本與資料蒐集	29	第二節 操作性定義變數測量及問卷設計	30
30 第三節 資料分析方法	34	第四節 樣本基本特性	36
36 第五節 因素分析	38	第六節 信度分析	43
43 第七節 平均數差異分析	45	第八節 相關分析	48
實證結果	31	第一節 銷售人員穿著整齊或清潔服飾對價格敏感度之影響	31
31 第二節 銷售人員是否穿著制服以及整齊清潔對公司形象之影響	59	第三節 銷售人員是否穿著制服以及整齊清潔對專業能力之影響	71
71 第四節 銷售人員穿著整齊清潔服飾對價格敏感度之影響	95	第六章 結論與建議	128
128 第一節 結論	134	第二節 建議	134
134 第三節 研究限制	137	附錄 問卷	161
表目錄		表 4-1 樣本性別分佈	36
36 表 4-2 樣本年齡分佈	37	表 4-3 樣本教育程度分佈	37
37 表 4-4 樣本收入分佈	39	表 4-5 產業與穿著制服與否之樣本分佈	39
39 表 4-6 整齊與清潔度因素分析表	40	表 4-7 企業形象因素分析表	41
41 表 4-8 專業能力因素分析表	42	表 4-9 工作投入因素分析表	43
42 表 4-10 價格敏感度因素分析表	44	表 4-11 銷售人員服飾整齊度與清潔度信度分析表	44
44 表 4-12 企業形象信度分析表	44	表 4-13 專業能力信度分析表	45
45 表 4-14 企業形象信度分析表	45	表 4-15 企業形象信度分析表	45
45 表 4-16 制服與			

非制服在價格敏感度之獨立樣本T檢定分析表	46	表 4-17 制服與非制服在消費者認知公司形象之獨立樣本T檢定分析表	46
表 4-18 制服與非制服在銷售人員專業能力之獨立樣本T檢定分析表	47	表 4-19 制服與非制服在銷售人員工作投入之獨立樣本T檢定分析表	48
表 4-20 各變數間之相關分析	48	表 5-1 銷售人員穿著整齊或清潔服飾對價格敏感度之階層迴歸分析表	50
表 5-2 銷售人員穿著整齊或清潔服飾對價格敏感度變異數膨脹因素VIF值	52	表 5-3 飯店業銷售人員穿著整齊或清潔服飾對價格敏感度之階層迴歸分析表	52
表 5-4 飯店業銷售人員穿著整齊或清潔服飾對價格敏感度變異數膨脹因素VIF值	53	表 5-5 服飾業銷售人員穿著整齊或清潔服飾對價格敏感度之階層迴歸分析表	54
表 5-6 服飾業銷售人員穿著整齊或清潔服飾對價格敏感度變異數膨脹因素VIF值	55	表 5-7 銷售人員是否穿著制服以及整齊清潔對公司形象之階層迴歸分析表	57
表 5-8 銷售人員是否穿著制服以及整齊清潔對公司形象變異數膨脹因素VIF值	58	表 5-9 飯店業銷售人員是否穿著制服以及整齊清潔對公司形象之階層迴歸分析表	61
表 5-10 飯店業銷售人員是否穿著制服以及整齊清潔對公司形象變異數膨脹因素VIF值	62	表 5-11 服飾業銷售人員是否穿著制服以及整齊清潔對公司形象之階層迴歸分析表	64
表 5-12 服飾業銷售人員是否穿著制服以及整齊清潔對公司形象變異數膨脹因素VIF值	65	表 5-13 銷售人員是否穿著制服以及整齊清潔對專業能力之階層迴歸分析表	68
表 5-14 銷售人員是否穿著制服以及整齊清潔對專業能力變異數膨脹因素VIF值	70	表 5-15 飯店業銷售人員是否穿著制服以及整齊清潔對專業能力之階層迴歸分析表	73
表 5-16 飯店業銷售人員是否穿著制服以及整齊清潔對專業能力變異數膨脹因素VIF值	74	表 5-17 服飾業銷售人員是否穿著制服以及整齊清潔對專業能力之階層迴歸分析表	76
表 5-18 服飾業銷售人員是否穿著制服以及整齊清潔對專業能力變異數膨脹因素VIF值	78	表 5-19 銷售人員是否穿著制服以及整齊清潔對工作投入之階層迴歸分析表	81
表 5-20 銷售人員是否穿著制服以及整齊清潔對工作投入變異數膨脹因素VIF值	82	表 5-21 飯店業銷售人員是否穿著制服以及整齊清潔對工作投入之階層迴歸分析表	85
表 5-22 飯店業銷售人員是否穿著制服以及整齊清潔對工作投入變異數膨脹因素VIF值	86	表 5-23 服飾業銷售人員是否穿著制服以及整齊清潔對工作投入之階層迴歸分析表	89
表 5-24 服飾業銷售人員是否穿著制服以及整齊清潔對工作投入變異數膨脹因素VIF值	90	表 5-25 銷售人員穿著整齊清潔服飾、公司形象、專業能力、工作投入與價格敏感度之階層迴歸分析表	93
表 5-26 銷售人員穿著整齊清潔服飾、公司形象、專業能力、工作投入與價格敏感度變異數膨脹因素VIF值	94	表 5-27 銷售人員穿著整齊清潔服飾對中介變數(公司形象、專業能力、工作投入)之階層迴歸分析表	97
表 5-28 銷售人員穿著整齊清潔服飾對中介變數(公司形象、專業能力、工作投入)變異數膨脹因素VIF值與Durbin- Watson 值分析表	98	表 5-29 飯店業銷售人員穿著整齊清潔服飾、公司形象、專業能力、工作投入與價格敏感度之階層迴歸分析表	100
表 5-30 飯店業銷售人員穿著整齊清潔服飾、公司形象、專業能力、工作投入與價格敏感度變異數膨脹因素VIF值	101	表 5-31 飯店業銷售人員穿著整齊清潔服飾對中介變數(公司形象、專業能力、工作投入)之階層迴歸分析表	107
表 5-32 飯店業銷售人員穿著整齊清潔服飾對中介變數(公司形象、專業能力、工作投入)變異數膨脹因素VIF值與 Durbin- Watson 值分析表	108	表 5-33 服飾業銷售人員穿著整齊清潔服飾、公司形象、專業能力、工作投入與價格敏感度之階層迴歸分析表	111
表 5-34 服飾業銷售人員穿著整齊清潔服飾、公司形象、專業能力、工作投入與價格敏感度變異數膨脹因素VIF值	112	表 5-35 服飾業銷售人員穿著整齊清潔服飾對中介變數(公司形象、專業能力、工作投入)之階層迴歸分析表	118
表 5-36 服飾業銷售人員穿著整齊清潔服飾對中介變數(公司形象、專業能力、工作投入)變異數膨脹因素VIF值與 Durbin- Watson 值分析表	119	表 6-1 本研究假設檢定結果彙整	122
圖 3-1 研究架構圖	123	圖 5-1 銷售人員穿著整齊清潔服飾、企業形象與價格敏感度迴歸路徑係數分析圖	123
圖 5-2 銷售人員穿著整齊清潔服飾、專業形象與價格敏感度迴歸路徑係數分析圖	131	圖 5-3 銷售人員穿著整齊清潔服飾、工作投入與價格敏感度迴歸路徑係數分析圖	131
圖 5-4 飯店業銷售人員穿著整齊清潔服飾、企業形象與價格敏感度迴歸路徑係數分析圖	131	圖 5-5 飯店業銷售人員穿著整齊清潔服飾、專業形象與價格敏感度迴歸路徑係數分析圖	131
圖 5-6 飯店業銷售人員穿著整齊清潔服飾、工作投入與價格敏感度迴歸路徑係數分析圖	131	圖 5-7 服飾業銷售人員穿著整齊清潔服飾、企業形象與價格敏感度迴歸路徑係數分析圖	131
圖 5-8 服飾業銷售人員穿著整齊清潔服飾、專業形象與價格敏感度迴歸路徑係數分析圖	131	圖 5-9 服飾業銷售人員穿著整齊清潔服飾、工作投入與價格敏感度迴歸路徑係數分析圖	131

參考文獻

一、中文文獻 邱皓正(2000), 社會與行為科學的量化研究與統計分析:SPSS中文視窗板資料分析範例解析, 台北:五南圖書出版公司。徐敏嘉(2004), 來源國形象知覺與消費者價格敏感度關係之研究, 中國文化大學國際貿易研究所未出版之碩士論文。陳順宇(2007), 結構方程式AMOS操作, 台北:心理。謝安田(2006), 企業研究方法論, 台北:著者發行。謝安田, 倪家珍, 紀鳳娟(2007), 消費者自信心對價格敏感度影響之研究, 文大商管學報, 12(1), 25-50。

二、英文文獻 Allenby, G. M., & Lenk, P. J. (1995). Reassessing brand loyalty, price sensitivity, and merchandising effects on consumer brand choice. *Journal of Business & Economic Statistics*, 13(3), 281-289. American Laundry News(2006), 32(10), p15. Anderson, E. W. (1996). Customer satisfaction and price tolerance. *Marketing Letters*, 7(3), 265-274. Andreassen, T. W., & Lindstead, B. (1998). The effects of corporate image in the formation of customer loyalty. *Journal of Service Marketing*, 9(1), 82-92. Arons, L. (1961). Does TV viewing influence store image and shopping frequency? *Journal of Retailing*, 37(3), 1-13. Bacon, T. R., & Pugh, D. (2004) Ritz-Carlton and EMCL the gold standard in operation behavioral differentiation. *Journal of Organizational Excellence*, 23(3), 61-76. Baker, J. A., & Lamb, C. W. Jr (1993). Measuring architectural design service quality. *Journal of Professional Services Marketing*, 10(1), 89-106. Bass, B. M. (1965). *Organizational psychology*. Boston: Allyn & Bacon. Balkin, S., & Houlden, P. (1983) Reducing fear of crime through occupational presence. *Criminal Justice and Behavior*, 10(1), 13-33. Barber, B. (1963). Some problems in the sociology of the professions. *Journal of American Academy of Arts and Sciences*, 92(2), 669-688. Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182. Barr, J. (2007). Uniforms promote brand, inspire customer confidence. *Northeast Pennsylvania Business Journal*, 22(11), 27. Bean, K. J. (1991). How to develop a marketing plan. In C. A. Congram & M. L. Friedman (Eds), *The AMA Handbook for Service Industries* (pp. 169-182). New York: American Management Association. Behling, D., & Williams, E. A. (1991). Influence of dress on perception on intelligence and scholastic achievement. *Clothing Textile Research*, 9(4), 1-7. Bickman, L. (1974). The social power of the uniform. *Journal of Applied Social Psychology*, 4(1), 47-61. Bitner, M. J. (1990). Evaluating service encounters: The effect of physical surrounding and employee responses. *Journal of Marketing*, 54(2), 82-92. Bitner, M. J. (1992). Services capes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57-71. Blau, P. M. (1964). *Exchange and power in social life*. New York: Wiley. Bloch, P. H., & Richins, J. R. (1983). A theoretical model for the study of product importance perceptions. *Journal of Marketing*, 47(3), 69-81. Bodla, M. A., & Danish, R. Q. (2009). Politics and workplace: an empirical examination of the relationship between perceived organizational politics and work performance. *South Asian Journal of Management*, 16(1), 44-63. Boles, J. S., Johnson, J. T., & Barksdale, H. C. (2000). How sales-people build quality relationships: A replication and extension. *Journal of Business Research*, 48(1), 75-81. Bolton, R. N. (1989). The robustness of retail-level price elasticity estimates. *Journal of Retailing*, 65(2), 193-219. Bonifas, R. P. (2008/2009). Nursing home work environment characteristics: Associated outcomes in psychosocial care. *Health Care Financing Review*, 30(2), 19-34. Brown, S. P. (1996). A meta-analysis and review of organizational research on job involvement. *Psychological Bulletin*, 120(2), 235-255. Brown, T. J., Mowen, J. C., Donovan, D. T., & Licata, J. W. (2002). The customer orientation of service workers: Personality trait effects on self-and supervisor performance ratings. *Journal of Marketing Research*, 39(1), 110-119. Buffa, E. S., & Bogue, III, M. C. (1985). Productivity and the exchange rate. *National Productivity Review*, 5(1), 32-46. Burgoon, J. K., & Saine, T. (1978). *The unspoken dialogue: An introduction to nonverbal communication*. Boston: Houghton Mifflin. Business World (1997). In the Workplace: What's in a name? Manilla Business/Technology Editors (1998). Pilot software announces retail performance monitor; pre-defined retail applications for merchandise, operational analysis. *Business Wire*, 23(1). Cameron, G. T., Sallot, L. M., Curtin, P. A. (1997). Public relations and the production of news: critical review and a theoretical framework. In B. R. Bureson (Ed.), *Communication Yearbook* (Vol. 20, pp. 111-155). Thousand Oaks: California. Cho, C. H., Kang, J., & Cheon, H. J. (2006). Online shopping hesitation. *CyberPsychology & Behavior*, 9(3), 261-274. Churchill, G., Ford, N., Hartley, S., Walker, O. (1985). The determinants of salesperson performance: A meta-analysis. *Journal of Marketing Research*, 22(5), 103-18. Conner, B. H., Kathleen, P., & Nagasawa, R. H. (1975). Person and costume: Effects on the formation of first impressions. *Home Economics Research Journal*, 4(1), 32-41. Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16, 297-334. Cutter, H. P. (2004). Rig Refurbishment. *Ational Driller*, 31(5), 42-43. D'Aurizio, P. (2008). Southwest Airlines: Lessons in Loyalty. *Nursing Economics*, 26(6), 389-393. Delleart, B., & Lindberg, K (2003). Variations in tourist price sensitivity: A stated preference model to capture the joint impact of differences in systematic utility and response consistency. *Leisure Sciences*, 25(1), 81-96. Dichter, E. (1985). What's in an image? *Journal of Consumer Marketing*, 2(4), 75-81. Diefendorff, J. M., Brown, D. J., Kamin, A. M., & Lord, R. G. (2002) Examining the roles of job involvement and work centrality in predicting organizational citizenship behaviors and job performance. *Journal of Organizational Behavior*, 23, 93-108. Douty, H. I. (1973). Influence of clothing on perceptions of people. *Journal of Home Economics*, 55, 197-202. Eskin, G. J., & Penny, H. B. (1997). Effects of price and advertising in test-market experiments. *Journal of Marketing Research*, 14(4), 499-508. Fama, E. F., & M. C. Jensen (1983). Separation of ownership and control. *Journal of Law and Economics*, 26, 301-325. Farris, G. F. (1971). A predictive study of turnover. *Personnel Psychology*, 4, 311-328. Ferrell, O. C., & Hartline, M. D. (2005). *Marketing Strategy* (3rd ed.), Mason, Ohio: Thompson/South-Western College. Ford, R. C., & Heaton, C. P. (2000). *Managing the Guest Experience in Hospitality*. Albany: Delmar. Forsythe, S. M. (1990). Effect of applicant's clothing on interviewer's decision to hire. *Journal of Applied Social Psychology*, 20(19), 1579-1595. Frone, M. R., & Russell, M. (1995) Job stressors, job involvement and employee health: A test of identity theory. *Journal of Occupational and Organizational Psychology*, 68, 1-11. Gabor, A., & Granger, C. W. (1964). Price sensitivity of the consumer. *Journal of Advertising Research*, 4(4), 40-44. Garavan, T. (2007). A strategic perspective on human resource development. *Advances in Developing Human Resources*, 9(1), 11-30. Gatignon, H. (1984). Competition as a moderator of the effect of advertising on sales. *Journal of Marketing Research*, 21(4), 387-398. Gibson, S. (2001). Uncovering your best side.

Landscape Management, 40(1), 30-34. Goldhammer, J. M., & Perera, N. Y. (2009). We never talk any more: evaluating confidentiality rules and no-fraternization policies – Dintas Corp. *The Labor Lawyer*, 24(3), 379-398. Goldsmith, R. E., Kim, D., Flynn, L. R., & Kim, W. M. (2005). Price sensitivity and innovativeness for fashion among Korean consumers. *The Journal of Social Psychology*, 145(5), 501-508. Goldsmith, R. E., Flynn, L. R., & Kim, D. (2010). Status consumption and price sensitivity. *Journal of Marketing Theory and Practice*, 18(4), 323-339. Goldsmith, R. E., & Newell, S. J. (1997). Innovativeness and price sensitivity: Managerial, theoretical and methodological issues. *Journal of Product & Brand Management*, 6(3), 163-174. Gronroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36-44. Gronroos, C. (1990). *Service Management and Marketing*. Massachusetts: Lexington Books. Gronroos, C. (2007) *Service management and marketing: Customer management in service competition* (3rd ed.). Chichester: John Wiley and Sons. Hackman, J. R., & Oldham, G. R. (1975). Development of the job diagnostic survey. *Journal of Applied Psychology*, 60, 159-179. Hackman, J. R., & Oldham, G. R. (1976). Motivation through the design of work: Test of a theory. *Organizational Behavior and Human Performance*, 16(2), 250-279. Hackman, J. R., & Oldham, G. R. (1980). *Work redesign*. Reading, Massachusetts: Addison-Wesley. Hanford, A. (2007). Dress to impress. *Health & Beauty Salon*, 29(1), 48-50. Hastak, M., & Olson, J. C. (1989). Assessing the role of brand-related cognitive responses as mediators of communication effects on cognitive structure. *Journal of Consumer Research*, 15(4), 444-456. Haycock, L. A., McCarth, P., & Skay, C. L. (1998). Procrastination in college students: The role of self-efficacy and anxiety. *Journal of Counseling & Development*, 76(3), 317-324. Hendricks, S. H., Kelley, E. A., & Eicher, J. B. (1968). Senior girls' appearance and social acceptance. *Journal of Home Economics*, 60, 167-172. Hillman, A. J., & Dalziel, T. (2003). Boards of directors and firm performance: Integrating agency and resource dependence perspectives. *Academy of Management Review*, 28(3), 383-396. Hobson, D. (2006). There are good reasons for a uniform strategy. *Food Management*, 41(13), 56-57. Hobson, D., & Bendall, D. (2006). Market Your Restaurant with Uniforms [online]. Available: http://restaurant-hospitality.com/equipment/rh_imp_15735/ [2006, Dec 1]. Homburg, C., & Stock, R. M. (2004). The link between salespeople's job satisfaction and customer satisfaction in a business-to-business context: A dyadic analysis. *Academy of Marketing Science*, 32(2), 144-159. Hsieh, A. T., & Chang, W. T. (2004). The effect of consumer participation on price sensitivity. *Journal of Consumer Affairs*, 38(2), 282-296. Huber, J., Holbrook, M. B., & Kahn, B. (1986). Effects of competitive context and additional information on price sensitivity. *Journal of Marketing Research*, 23(3), 250-260. Hunter, L., Beaumont, P., & Lee, M. (2002). Knowledge management practice in Scottish law firms. *Human Resource Management Journal*, 12(2), 4-21. Johnson, L., Mayer, K. J., & Champaner, E. (2004). Casino atmospherics from a customer's perspective: A re-examination. *UNLV Gaming Research & Review Journal*, 8(2), 1-10. Joseph, N. (1986). *Uniforms and nonuniforms: communication through clothing*. New York: Greenwood Press. Kalyanaram, G., & Little, J. D. C. (1994). An empirical analysis of latitude of price acceptance in consumer package goods. *Journal of Consumer Research*, 21(3), 408-418. Kalyanaram, G., & Winer, R. S. (1995). Empirical generalization from reference price research. *Marketing Science*, 14(3), 161-169. Kamen, J. M., & Nelson, P. (1974). The economic consequences of advertising. *Journal of Business*, 48(2), 213-241. Kamen, J. M., & Toman, R. I. (1970). Psychophysics of prices. *Journal of Marketing Research*, 7(1), 27-35. Kanetkar, V., Weinberg, C., & Weiss, D. (1992). Price sensitivity and television advertising exposures: Some empirical findings. *Marketing Science*, 11(4), 359-371. Kang, G. D. (2006). The hierarchical structure of service quality: integration of technical and functional quality. *Managing Service Quality*, 16(1), 37-50. Kanungo, R. N. (1982). *Work alienation: An integrative approach*. New York: Praeger Publishers. Kaul, A., & Wittink, D. R. (1995). Empirical generalization about the impact of advertising on price sensitivity and price. *Marketing Science*, 14(3), 151-160. Keaveney, S. M., & Hung, K. A. (1992). Conceptualization and operationalization of retail store image: a case of rival middle-level theories. *Journal of the Academy of Marketing Science*, 20(2), 165-176. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22. Keller, K. L. (2000). *Building and managing of corporate brand equity*. London: Oxford University Press. Kelsch, N. (2010). Personal protective clothing. *RDH*, 82-85. Kemper, A., & Martin, R. L. (2010). After the fall: The global financial crisis as a test of corporate social responsibility theories. *European Management Review*, 7(4), 229-240. Kennedy, S. H. (1977). Nurturing corporate image. *European Journal of Marketing*, 11(3), 120-164. Ketcham, H. (1958). *Color planning for business and industry*. New York: Harper & Brothers. Khandelwal, K. A. (2009). Organisational commitment in multinationals: A dynamic interplay among personal, organisational and societal factors. *ASBM Journal of Management*, 11(1), 99-122. Khurana, R. (2007). From higher aims to hired hands: The social transformation of American business schools and the unfulfilled promise of management as a profession. New Jersey: Princeton University Press. Koo, D. M. (2003). Inter-relationships among store images, store satisfaction, and store loyalty among Korea discount retail patrons. *Journal of Marketing and Logistics*, 15(4), 42-71. Krishnamurthi, L., & Raj, S. P. (1985). The effect of advertising on consumer price sensitivity. *Journal of Marketing Research*, 22(2), 119-129. Krishnamurthi, L., & Raj, S. P. (1988). Model of brand choice and purchase quantity price sensitivities. *Marketing Science*, 7(1), 1-20. Krishnamurthi, L., & Raj, S. P. (1991). An empirical analysis of the relationship between brand loyalty and consumer price elasticity. *Marketing Science*, 10(2), 172-183. Kunnumkal, S. & Topaloglu, H. (2010). A stochastic approximation algorithm for making pricing decisions in network revenue management problems. *Journal of Revenue and Pricing Management*, 9(5), 419-443. Lawler, E. E., & Hall, D. T. (1970). Relationship of job characteristics to job involvement satisfaction and intrinsic motivation. *Journal of Applied Psychology*, 54(4), 305-312. Lazarus, R. S. (1991). *Emotion and adaptation*. New York: Oxford University Press. Lennon, S. J., & Miller, F. G. (1984). Salience of physical appearance in impression formation home. *Economics Research Journal*, 13(2), 95-104. Lewis, R. C., & Shoemaker, S. (1997). Price-sensitivity measurement: A tool for the hospitality industry. *The Cornell Hotel and Restaurant Administration Quarterly*, 38(2), 44-54. Little, M. M., & Dean, A. (2006). Link between service climate, employee commitment and employees' service quality capability. *Managing Service Quality*, 16(5), 460-476. Livingstone, M. (1995). Nursing uniform preferences of parents and children in a paediatric

setting. *British Journal of Nursing*, 4(7), 390-395. Lock, E., Frederick, E., Lee, C., & Bobko, P. (1984). Effect of self-efficacy, goals and task strategies on task performance. *Journal of Applied Psychology*, 69(2), 241-251. Lodahl, T. M., & Kejener, M. (1965). The definition and measurement of job involvement. *Journal of Applied Psychology*, 49(1), 22-33. Maddux, J. E. (1995). *Self-efficacy, adaptation, and adjustment: Theory, research, and application*. New York: Plenum Press. Mangold, G. W., & Babakus, E. (1991). Service quality: the front-stage perspective vs the back-stage perspective. *Journal of Services Marketing*, 5(4), 59-70. McCain, B. E., R ' Reilly, C., Pfeffer, J. (1983). The effects of depart-mental demography on turnover: The case of a university. *Academy of Management Journal*, 26(4), 626-642. Messmer, M. (2005). Counting the benefits of association involvement. *Strategic Finance*, (July), 12-14. Meyer, D. (1992). Children ' s responses to nursing attire. *Pediatric Nursing*, 18(2), 157-160. Milligan, M. (2006). Fashion sense. *Travel Weekly*, 65(47), p49. Monroe. K. B. (1973). Buyers ' subjective perceptions of price. *Journal of Marketing Research*, 10, 70-81. Moore, P. (2004). A uniform approach to business [online]. Available: <http://www.nzbusiness.co.nz> [No date]. Naylor, J. C., Pritchard, R. D., & Ilgen, D. R. (1980). *A theory of behavior in organizations*. New York: Academic Press. Nelson, K., & Bowen, J. (2000). The effect of employee uniforms on employee satisfaction. *Cornell Hotel and Restaurant Administration Quarterly*, 41(2), 86-95. Nguyen, N., & LeBlanc, G. (2001). Corporate image and corporate reputation in customers retentions decisions in services. *Journal of Retailing and Consumer Service*, 8, 227-236. Nguyen, N. (2006). The collective impact of service workers and ser-vicescape on the corporate image formation. *International Journal of Hospitality Management*, 25(2), 227-244. Nickson, D., Warhurst, C., & Dutton, E. (2005). The important of at-titude and appearance in the service encounter in retail and hospitality. *Managing Service Quality*, 15(2), 195-208. Nino, L. (2011). Ideological and historical challenges In business education. *American Journal of Business Education*, 4(1), 19-27. O ' Hara, B. S., Boles, J. S., & Johnston, M. W. (1991). The influence of personal variables on salesperson selling orientation. *Journal of Personal Selling & Sales Management*, 11 (Winter), 61-67. Oliver, J. D., & Rosen, D. E. (2010). Applying the environmental propensity framework: A segmented approach to hybrid elec-tric vehicle marketing strategies. *Journal of Marketing Theory nad Practice*, 18(4), 377-394. Osman, M. Z. (1993). A conceptual model of retail image influences on loyalty patronage behavior: The international review of Retail. *Distribution and Customer Research*, 3, 133-148. Oxenfeldt, A. R. (1974). Developing a favourable price-qulaity image. *Journal of Retailing*, 50(4), 8-14. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future re-search. *Journal of Marketing*, 49(4), 41-50. Patchen, M. (1970). Participation, achievement and involvement on the job. New York: Prentice-Hall. Perkins, H. C., Yatchak, S. J., & Hadfield, G. M. (2010). Franchisor Liability for Acts of the Franchisee. *Franchise Law Journal*, 29(3), 174-185. Preston, J. (2006). Extreme operator makeover will be branding exer-cise. *Automatic Merchandiser*, 48(11), 18-22. Rabinowitz, S., & Hall, D. T. (1977). Organizational research on job involvement. *Psychological Bulletin*, 84(2), 265-288. Rafaeli, A., & Pratt, G. M. (1993). Tailored meanings on the meaning and impact of organizational dress. *Academy of Management Review*, 19(1), 32-55. Rafaeli, A., Dutton, J., Harquail, C. V., & Mackie-Lewis, S. (1997). Navigating by attire: The use of dress by female administra-tive employees. *Academy of Management Journal*, 40(1), 9-45. Pratt, M. G., & Rafaeli, A. (1997). Organizational dress aas a symbol of multilayered social identities. *Academy of Management Journal*, 40(4), 862-898. Ramirez, E., & Goldsmith, R. E. (2009). Some antecedents of price sensitivity. *Journal of Marketing Theory and Practice*, 17(3), 199-214. Rao, K., Stenger, A. J., & Wu, H. J. (1992). Integrating the use of computers in logistics education. *International Journal of Physical Distribution & Logistics Management*, 22(2), 3-16. Riketta, M. (2002). Attitudinal organizational commitment and job performance: A meta-analysis. *Journal of Organizational behavior*, 23(3), 257. Ritzer, G. (1988). *Sociological theory*. New York: Knopf. Robertson, T. S., & Gatignon, H. (1986). Competitive effects on tech-nology diffusion. *Journal of Marketing*, 50(3), 1-12. Rogers, E. M. (1983). *Diffusion of Innovations* (3rd ed.). new York: Free Press. Rosenberg, M. (1965). *Society and the adolescent self-image*. New Jersey: Princeton University Press. Rowland, W. (1994). Patients ' perceptions of nurses ' uniforms. *Nurs-ing Standard*, 8(19), 336. Ruh R. A., White, J. K., & Wood, R. L. (1975). Job involvement, val-ues, personal bakgrnd, participation in decision making and job attitudes. *Academy of Management Journal*, 18(2), 300-312. Sandler B. E. (1974). Eclectism at work: Approaches to job design. *American Psychologist*, 29, 767-773. Schein E. H. (1983). *Organizational Psychology* (3rd ed.). Prentice Hall of India Private Limited, New Delhi, India. Schreuder, H. (1994). The Tie-pology. *Organization Studies*, 15(4), 609-618. Sekaran, U. (1992). *Research methods for business: A skill-building approach* (2nd ed.). New York: John Wiley and Sons, INC. Sekaran, U. (2000). *Research methods for business: A skill-building approach* (3rd ed.). New York : John Wiley & Sons, Inc. Shankar, V., & Krishnamurthi, L. (1996). Relating price sensitivity to retailer promotional variables and pricing policy: An empirical analysis. *Journal of Retailing*, 72(3), 249-272. Shimp, T. A., Dunn, T. H., & Klein, J. G. (2004). Remnants of the U.S. Civil War and modern consumer behavior. *Psychology & Marketing*, 21(2), 75-91. Shin, J. H., Cameron, G. T. (2003). Informal relations: a look at per-sonal influence in media relation. *Journal of Communication Management*, 7(3), 239-53. Sirvanci, M. B. (1993). An empirical study of price sensitivity and price thresholds. *Journal of Applied Business Research*, 9(2), 43-49. Siefert, L., & Galloway, F. (2006). A new look at solving the under-graduate yield problem: The importance of estimating indi-vidual price sensitivities. *College and University*, 81(3), 11-17. Sparrow, S. (1990). An exploration of the role of the nurses ' uniform through a period of non-uniform wear on an acute medical. *Journal of Advanced Nursing*, 16(1), 116-122. Stock, R. M., & Hoyer, W. D. (2005). An attitude-behavior model of salespeople ' s customer orientation. *Journal of academy of Marketing Science*, 33(4), 536-552. Surprenant, C. F., & Solomon, M. R. (1987). Preditability and perso-nalization in the service encounter. *Journal of Marketing*, 51(4), 86-96. Teece, D. (2003). Expert talent and the design of (professionl ser-vices) firms. *Industrial and Corporate Change*, 12(4), 895-916. Tellis, G. J. (1988). The price elasticity of selective demand: A me-ta-analysis of econometric models of sales. *Journal of Mar-keting Research*, 25(4), 331-341. Thakor, M. V., & Kumar, A. (2000). What is a professional service? A conceptual review and bi-national investigation. *Journal of Services Marketing*, 14(1), 63-82. Tulip, S. (2001). How to buy workwear. *Supply Management*, 6(20), 24-26. Valentini, C. (2010).

Personalised networks of influence in public re-lations Strategic resources ofr achieving successful professional outcomes. *Journal of Communication Management*, 14(2), 153-166. Wakefield, K. L., & Inman, J. J. (2003). Situational price sensitivity: the role of consumption occasion, social context and income. *Journal of Retailing*, 79(4), 199-212. Walters, C. G. (1978). *Consumer behavior: A integrated framework*. NewYork: Richard D. Weitz, B. A., Sujan, H., & Sujan, M. (1986). Knowledge, motivation, and adaptive behavior: A framework for improving selling ef-fectiveness. *Journal of Marketing*, 50(4), 174-191. Wigand, R., & Benjamin, R. I. (1995). Electronic markets and virtual value chains on the information superhighway. *Sloan Man-agement Review*. 36(2), 62-72. Wilkie, W. L. (1994). *Consumer Bahvior*. New York: John Wiley & Sons. Wilson, A. (1997). Marketing professional associations. *Management Decision*, 35(1/2), 49-53. Zagenczyk, T. J., & Murrell, A. J. (2009). It is better to receive than to give: Advice network effects on job and work-unit attach-ment. *Journal of Business Psychology*, 24(2), 139-152. Zeithaml, V. A., Berry, L., & Parasuraman, A. (1988). Communica-tion and control process in the delivery of service quality. *Journal of Marketing*, 52(2), 35-48.