

Diversity in Unity

Perspectives from Psychology and Behavioral Sciences

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ROUTLEDGE



Table of contents

Preface	xi
Organizing committee	xiii
 <i>Keynote speech</i>	
Exploring human nature and inspiring heroic social action <i>P. Zimbardo</i>	3
Job burnout in professional and economic contexts <i>C. Maslach</i>	11
 <i>Contributions</i>	
The role of family strength on the relationship of parentification and delinquent behaviour in adolescents from poor families <i>F. Nurwianti, E.K. Poerwandari & A.S. Ginanjar</i>	19
Stress management intervention for women with multiple roles: Case study of working women in post-partum period <i>T.P. Ningrum, A.S. Ginanjar & Y.R. Sari</i>	27
Boost outcome expectancies to improve cancer survivors' health behaviours <i>G.M. Hartono & L.D. Pohan</i>	35
Social relation of criminals: The analysis of causes and concepts of prevention <i>W. Kristinawati, E.K. Poerwandari & Z. Abidin</i>	41
Comparison of the marital satisfaction between dual-earner and single-earner couples <i>C.M. Faisal & Y.R. Sari</i>	49
The impact of self-efficacy on health behaviour in young adults whose mothers were diagnosed with breast cancer <i>G. Fatimah & L.D. Pohan</i>	57
A comparative study: The effect of self-esteem and anger coping strategies on the level of anger among ordinary teenagers and teenage prisoners <i>M.A. Putri & P. Hidayah</i>	65
Solution-focused brief therapy approach intervention for increasing self-esteem of young adult women with cancer who experience chemotherapy-induced alopecia <i>C. Anakomi, A.D.S. Putri & L.D. Pohan</i>	73
The contribution of parenting style and theory of mind to the understanding of morally relevant theory of mind in Indonesian children <i>I.A. Kuntoro, G. Dwiputri & P. Adams</i>	83

The development of mental time travel in Indonesian children <i>I.A. Kuntoro, E. Risnawati & E. Collier-Baker</i>	91
Father involvement and sanctification of parenting in Aceh <i>N.Z. Amani, L.S.Y. Savitri & D.R. Bintari</i>	99
Flat face expression as a typical Sundanese mother's social cue <i>A.H. Noer, S.H.R. Suradijono & T.R. Umar-Ali</i>	107
Electronic vs non-electronic toys: Which one is better for mother-child interaction? <i>R. Hildayani, L.S.Y. Savitri, A. Dwyniaputeri, D.V. Tertia, R. Wukiranuttama & T. Gracia</i>	115
The effectiveness of a training programme for kindergarten teachers to teach critical thinking in science learning <i>J. Suleeman & Y. Widiastuti</i>	123
The correlation between young children's emotion regulation and maternal stress in low socioeconomic status families <i>R.F. Dewi & M.A. Tjakrawiralaksana</i>	133
Optimising executive function in early childhood: The role of maternal depressive symptoms and father involvement in parenting <i>A.E. Nurilla, D. Hendrawan & N. Arbiyah</i>	141
The contribution of maternal management language to predicting executive function in early childhood <i>S.N.F. Putri, D. Hendrawan, D.M. Hestiany & N. Arbiyah</i>	151
The effect of literary fiction on school-aged children's Theory of Mind (ToM) <i>Wulandini, I.A. Kuntoro & E. Handayani</i>	159
Analyzing the influence of parent involvement and co-parenting on parenting self-efficacy <i>S.Y. Indrasari & M. Dewi</i>	167
The relationship between social expectation and self-identity among adolescents <i>J. Suleeman & N. Saputra</i>	175
The correlation between parenting style of working mothers and mothers' perception of their school-aged children's academic achievement <i>G.A.F. Tinihada & F.M. Mangunsong</i>	183
Parental support and achievement motivation differences between adolescents whose parents work as migrant workers and those who work as non-migrant workers <i>Q. Masturoh, W. Prasetyawati & S.S. Turnip</i>	193
The relationship between interest differentiation, interest consistency and career maturity in Grade 10 school students <i>W. Indianti & N. Sinaga</i>	203
Enhancing reading motivation through the teaching of RAP (Read, Ask, Put) reading strategy and writing reading diaries for an underachieving student <i>F. Febriani, S.Y. Indrasari & W. Prasetyawati</i>	209
Applying a sex education programme in elementary schools in Indonesia: Theory, application, and best practices <i>S. Safitri</i>	217
Training a father to better use prompt and reinforcement: Effects on the initiation of joint attention in a child with pervasive developmental disorder, not otherwise specified <i>H. Ekapraja, F. Kurniawati & S.Y. Indrasari</i>	225

Self-directed learning as a mediator of the relationship between contextual support and career decision self-efficacy <i>P.L. Suharso, F.M. Mangunsong & L.R.M. Royanto</i>	231
The correlation between shame and moral identity among undergraduate students <i>H.R. Kautsar, E. Septiana & R.M.A. Salim</i>	241
Challenges to facilitating social interaction among students in the inclusive classroom: Relationship between teachers' attitudes and their strategies <i>Y. Candradesmi & F. Kurniawati</i>	247
The role of parental involvement in student's academic achievement through basic needs satisfaction and school engagement: Construct development <i>J. Savitri, I.L. Setyono, S. Cahyadi & W. Srisayekti</i>	255
Applied behaviour analysis and video modelling programme to enhance receptive and expressive abilities in children with mild autism <i>F. Putra & F.M. Mangunsong</i>	265
The use of the pajares principles to increase mathematics self-efficacy in a middle childhood student <i>A. Selandia, W. Prasetyawati & R.M.A. Prianto</i>	275
Teacher's perception of school climate and social-emotional learning, job satisfaction, teaching efficacy, and stress among teachers in special schools for the mentally disabled <i>M.S. Natalia & F.M. Mangunsong</i>	283
Teachers' attitude and instructional support for students with special educational needs in inclusive primary schools <i>A. Marhamah, F. Kurniawati & F.M. Mangunsong</i>	291
Relationship between parental attachment and career adaptability in grade 12 senior high school students <i>U.J. Khusna & W. Indianti</i>	297
Effectiveness of a self-regulated strategy development programme based on metacognition in improving story-writing skills of elementary school students <i>A.K. Banuwa, D. Maulina & P. Widiasari</i>	303
The relationship between proactive personality and self-directed learning among undergraduate students <i>S.M. Sari & P.L. Suharso</i>	311
The relationship between teacher efficacy and teaching strategies in inclusive private primary schools <i>A.A. Novara, F.M. Mangunsong & P. Widiasari</i>	317
Inclusive education in primary school: Do teachers' attitudes relate to their classroom management? <i>M. Maulia & F. Kurniawati</i>	323
Successful implementation of inclusive education on primary school: Roles of teachers' attitudes and their emotional support for students with special educational needs <i>A. Virginia & F. Kurniawati</i>	331
Relationship between parental involvement and student self-regulation in music practice <i>W.G.Y. Kesawa & L. Primana</i>	337

Me or us? How values (power and benevolence) influence helping behaviour at work <i>N. Grasiawaty, D.E. Purba & E. Parahyanti</i>	345
Do self-monitoring and achievement orientation assist or limit leader effectiveness? <i>A.M. Bastaman, C.D. Riantoputra & E. Gatari</i>	355
The effect of psychological capital as a mediator variable on the relationship between work happiness and innovative work behavior <i>A. Etikariena</i>	365
The role of work-life balance as a mediator between psychological climate and organizational commitment of lecturers in higher education institutions <i>V. Varias & A.N.L. Seniati</i>	373
The role of job embeddedness as a mediator in the relationship between job demand resources and turnover intentions <i>T.A.P. Atan & D.E. Purba</i>	381
Positive identity as a leader in Indonesia: It is your traits that count, not your gender <i>C.D. Riantoputra, A.M. Bastaman & H.C. Duarsa</i>	389
The role of professional commitment as a mediator in the relationship between job satisfaction and organizational commitment among lecturers in higher-education institutions <i>R.L. Sari & A.N.L. Seniati</i>	397
Role of job satisfaction as a mediator in the relationship between psychological climate and organisational commitment of lecturers at higher education institutions <i>A. Krishnamurti & A.N.L. Seniati</i>	405
Convergent evidence: Construct validation of an Indonesian version of interpersonal and organisational deviance scales <i>P.T.Y.S. Suyasa</i>	415
Differences in personality and individual entrepreneurial orientation between entrepreneur students and non-entrepreneur students <i>A. Wisudha, G.A. Kenyatta & P.C.B. Rumondor</i>	429
Intergenerational differences in shame and guilt emotions and the dissemination of cultural values among the Buginese <i>Z.Z. Irawan & L.R.M. Royanto</i>	437
To be leader or not to be leader? Correlation between men's negative presumption toward women leaders and women's leadership aspirations <i>N.I. Muthi'ah, E.K. Poerwandari & I. Primasari</i>	445
Democratic quality as a predictor of subjective well-being <i>B. Takwin</i>	451
Mother-child interaction in families of middle-to-low socioeconomic status: A descriptive study <i>R. Hildayani, S.R.R. Pudjiati & E. Handayani</i>	457
Time metaphors in Indonesian language: A preliminary study <i>D.T. Indirasari</i>	467
Better now than later: The effect of delayed feedback from the receiver of a thank-you letter on the sender's happiness <i>A. Kartika, I.I.D. Oriza & B. Takwin</i>	473

The contribution of parental autonomy support and control on executive function of preschool children <i>I.P. Hertyas, D. Hendrawan, N. Arbiyah & R. Nurbatari</i>	481
The effect of social distance between the benefactor and the beneficiary on the beneficiary's emotion of gratitude among female college students <i>L. Mardhiah & B. Takwin</i>	489
The role of bystanders' psychological well-being and gender as moderators of helping behaviour in bullying incidences <i>R. Djuwita & F.M. Mangunsong</i>	495
The effect of job satisfaction in employee's readiness for change <i>M.V. Azra, A. Etikariena & F.F. Haryoko</i>	503
The important role of leader-member exchange in the relationship between cognitive and affective trust and leader effectiveness <i>A. Mustika & C.D. Riantoputra</i>	511
The relationship between behavioral integrity and leader effectiveness mediated by cognitive trust and affective trust <i>P. Maharani & C.D. Riantoputra</i>	521
Playground breakpoint mapping of urban open spaces in DKI Jakarta province <i>R.K. Pratomo, M.M. Ali & Y.D. Pradipto</i>	529
The correlation between motivational values and emotions of shame and guilt in adolescents <i>M. Tarisa & L.R.M. Royanto</i>	535
The use of mastering self-leadership training to improve self-leadership and innovative work behaviour <i>P.D. Arista & E. Parahyanti</i>	545
The effect of negative valence on memory and perception: Negative brand names experimental study <i>J.E. Yulianto, C.A. Rhenardo, J. Juan & J. Pauline</i>	553
The effects of academic stress and optimism on subjective well-being among first-year undergraduates <i>M. Yovita & S.R. Asih</i>	559
The role of the shame (<i>isin</i>) moral value in Javanese culture and its impact on personality traits, and shame and guilt emotions of the young Javanese generation <i>G.S. Prayitno, H.S.S. Sukirna & C. Amelda</i>	565
The association between the five-factor model of personality and the subjective well-being of Abdi Dalem of the Keraton Kasunanan Surakarta Hadiningrat <i>M.A. Alhad & S.S. Turnip</i>	571
The effect of positive electronic word-of-mouth element variation on intention to use the TransJakarta bus <i>F.I. Rodhiya & B. Sjabadhyni</i>	577
The relationship between system justification and belief in God: The moderating effect of cognitive style and religious system justification <i>M.H.T. Arifianto & B. Takwin</i>	587
Comparing fear, humour, and rational advertising appeals and their effect on consumer memory and attitude centred on video-based e-commerce advertising <i>S.A. Kendro & E. Narhetali</i>	595

Seeking context for the theory of the enforceability of the moral licensing effect in a collectivist culture: When moral surplus leads law enforcers to get involved in corruption <i>N.M.M. Puteri, H. Muluk & A.A. Riyanto</i>	605
Exploration of moderation effect of price on the relationship between observational cues and sustainable consumption <i>G.C. Wajong & E. Narhetali</i>	613
The end justifies the terrorist means: Consequentialist moral processing, involvement in religious organisations, and support for terrorism <i>J. Hudyana, H. Muluk, M.N. Milla & M.A. Shadiqi</i>	621
The need for cognitive closure and belief in conspiracy theories: An exploration of the role of religious fundamentalism in cognition <i>A.N. Umam, H. Muluk & M.N. Milla</i>	629
Non-normative collective action in Muslims: The effect of self-versus group-based emotion <i>M.A. Shadiqi, H. Muluk, M.N. Milla, J. Hudyana & A.N. Umam</i>	639
Author index	647

The effect of negative valence on memory and perception: Negative brand names experimental study

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ABSTRACT: While some studies suggest that a positive brand name may better predict consumers' memory of the product, other studies agree the opposite. The aims of this study are to explore how people recognise a negative brand name, and to investigate how it relates to people's preference and willingness to buy the product. A two-stage experiment was conducted on 84 undergraduate students. The results show that when structured stimuli are exposed with attractive colourful pictures, negative brand names are more likely to have lower recognition compared to positive brand names. However, negative brand names with no colourful picture are easier to remember. The results also show that compared to positive brand names, negative brand names are more likely to have lower correlation to consumers' preference and willingness to buy the products.

1 INTRODUCTION

'A product can be copied by competitor, a brand is unique. A product can be quickly outdated, a successful brand is timeless' (Stephen King, as cited in Trott and Sople (2016)).

Consumers' memory is influenced by their cognitive ability, learning experiences, mental health state, and environmental situation (Pierce & Gallo, 2011). Their cognitive ability and memory capacity in remembering a brand name are limited and differ from one to another depending on how strong their short-term memory is (Pierce & Gallo, 2011). Klink (2009), for example, found that males and females differed in responding to a brand name. Kellogg (2001) stated that it was easier for people to receive visual stimuli than auditory. Furthermore, Kellogg (2001) also emphasised that because the human brain interacts continuously with the social environment, the accuracy of people in remembering a brand name is not always reliable. The interaction makes the human brain process the information to create a new meaning. These processes then explain how consumers remember and forget new brand names in marketing.

Stephen King's statement reflects the importance of selecting a suitable brand name for a business. It is important for introducing either a new product or a new business. The success of a marketing campaign often depends on how easily the consumers like and recognise a particular brand. Klink and Athaide (2012) argue that brand name is strongly related to brand personality. It can be said then that a good brand name may improve the consumers' awareness of the brand. However, failure in determining the right brand name can prevent the product's or business's development (Ghodeswar, 2008; Keller & Lehmann, 2006). Since the numbers of start-up businesses are growing rapidly, we think that research on brand names is important.

Most people agree that a brand name could influence how consumers remember and are aware of a certain product (Mccracken & Macklin, 1998; Oladepo & Abimbola, 2015). The importance of brand name challenges many entrepreneurs to determine the right brand for their business. However, which type of brand name that has the highest effect on the

consumers' memory remains debatable. Some studies revealed that a positive brand name may better predict the consumers' memory of the product compared to a negative brand name (Kensinger & Corkin, 2003), but other studies showed the opposite results (Guest et al., 2016). Furthermore, those studies only focused on one type of brand, either only a positive brand name or a negative brand name.

The present studies also want to investigate consumer perception, which is measured by two aspects: the liking and intention to buy. Studies on how a brand name influences consumers' perception are extensively reviewed among scholars. Klink (2003), for example, studied how people perceive brand images through brand name, including their structure (font, size, shape, and colour) and consistency in design. Gunasti and Ross (2010) also found another structure, called alphanumeric brand name, which affects consumer preferences. In their study, they found that alphanumeric brand name activates consumer attribution and increases the liking aspect towards brands. Other scholars also found that certain brand names influence people's expectation and understanding of the product (Pavia & Costa, 1993). These findings reveal that memory and perception are two interrelated important issues in discussing a brand name.

Some studies compared negative words with other types of words. Guest et al. (2016), for example, found that negative brands and non-negative brands have no correlation with negative meaning. Another example is a study by Kensinger and Corkin (2003), which investigated the relationship between negative words and neutral words. They found that participants more likely remembered negative words rather than neutral words. It was also easier for participants to remember the font used in negative words rather than in neutral words.

Some advertisements use unusual or negative words to gain attention from the consumers. In Indonesia, for example, some food and beverage businesses are gaining attention from their consumers because they use unusual or negative words. This has become a trend in Indonesia and is well-received by Indonesian consumers. 'Nasi Goreng Mafia', 'Nasi Goreng Jancuk', and 'Mie Setan' are some brands that are reportedly succeeding in gaining consumers since their first introduction (Kompas, 2013; Thohari, 2015; Wisanggeni, 2016). Therefore, we suggest the following hypotheses:

H1: Negative brand names are more memorable than positive brand names.

H2: Consumers express a higher rate of liking and willingness to buy positive brand names.

2 METHODS

2.1 *Participants*

A two-stage experiment was given to 84 undergraduate students ($M_{age} = 19-22$; $SD_{age} = 20.34$) from several departments. Opportunity sampling was used to select participants by promoting research participation opportunities in each class. All participants signed an informed consent statement before entering the experimental room. Students who were not able to complete the two stages of the experiment could withdraw from the study without any consequences. There was no incentive given to the participants on joining the experiment. The experimental session was divided into four parallel sessions to control the number of participants in each session. Each session took place in different classrooms which had the same room setting. All instructions were in Indonesian language.

2.2 *Design and procedure*

2.2.1 *Experiment I*

In this first experiment, we investigated whether negative brand names were easier to memorise compared to positive brand names. We added particular colour, font, and logo in both types of brand names. Every slide of visual stimulus contained one positive brand and

one negative logo. The duration of exposure to each slide was five seconds to explain the stimulation, and three seconds to show the experimental presentation. After that, the participants were asked to watch and remember a total of 20 slides in each session. They were not told that the stimuli were brand names, to avoid attention bias.

In the first stage, the participants were instructed to give a mark to every brand that had appeared in the previous slide. Then, the experimenter showed a total of 30 positive brand names and 30 negative brand names. Thus, the worksheet contained the logos of the brands. In the second stage, the participants were instructed to give a mark to the name of the brand that had appeared in the previous slide. Then, the experimenter showed a total of 20 negative names and 20 positive names. Thus, the worksheet only contained the names of the brands without any pictures. In the last stage, the participants were instructed to give a mark to the names of the brand that had appeared in previous slide. Then, the experimenter showed a total of ten positive brand names and ten negative brand names. Both the logos and worksheet only contained the names of the brands without any pictures.

2.2.2 Experiment II

In the second experiment, we explored how much the participants like particular brand names and their intention to buy the products. We used 40 products which were divided into 20 negative products and 20 positive products. A PowerPoint slide was used to show each product for ten seconds. A seven-point Likert-style scale, ranging from 1 (Not interested) to 7 (Strongly interested) was used to analyse the degree of the participants' preferences and intention to buy the product.

2.3 Stimuli

There were two types of stimuli used in this study. The first is the negative stimuli which are widely accepted as options to be chosen as brand names in contemporary new products and businesses. Some noticeable brands that we used in the present research include stereotypically antagonistic words. The likes of 'Demon', 'Freak', 'Nerds', and 'Mafia' were among them (see Figure 1 for examples).

The second is the positive stimuli. We used some brands that use positive words in their structure. The likes of 'Handsome', 'Smart', 'Donation', and 'Positive Energy' were chosen as stimuli (see Figure 2 for examples).

These pictures were taken from a search engine and categorised as free-to-reuse pictures. All stimuli were shown in their original colour. The researchers controlled the size of the pictures to make sure that the participants could see the stimuli without being overexposed. The resolution of the pictures was no less than 400 megapixels.



Figure 1. Examples of negative stimuli.



Figure 2. Examples of positive stimuli.

3 RESULTS

3.1 Experiment I

From the first experiment, we found that positive brand names like ‘Chris Angel’ are surprisingly easier to remember than negative brand names such as ‘Blood Buster’ ($F(84) = 19.25$, $\eta^2 = 0.25$, $p < 0.001$), as well as their colour ($F(84) = 12.42$, $\eta^2 = 0.87$, $p < 0.001$). However, negative brand names are still easier to memorise if their structure includes only a name with no associated logo ($F(84) = -1.93$, $\eta^2 = 0.23$, $p < 0.001$) (see Table 1).

3.2 Experiment II

In the second step, we want to examine whether the participants like positive and negative brands being offered, and whether they want to buy the products. We correlate the liking rating and willingness to buy rating and then compare the results between the negative brand images and positive brand images. For the negative brand names, the correlation value between liking and the willingness to buy is relatively moderate ($r = 0.657$, $p < 0.001$), whereas the positive brand names have higher correlation value of liking and willingness to buy ($r = 0.839$, $p < 0.001$) (see Figure 3).

4 DISCUSSION

The present research aims to answer two research questions: (1) Are negative brand names easier to remember than positive ones? (2) Do consumers express a higher rate of liking and the willingness to buy for positive brand names. The result shows that compared to positive brand names, negative brand names have lower recognition. This result does not support previous research that argued that negative brand names are more likely to be remembered

Table 1. Recognition data.

	Negative brand names	Positive brand names
Word recognition (% correct)	66.326%	68.784%
Partial word colour recognition (% correct)	67.321%	68.631%
Full name recognition (% correct)	48.810%	47.487%

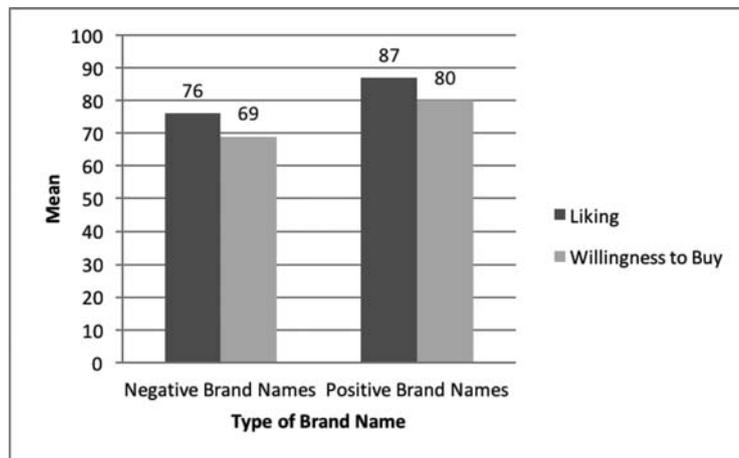


Figure 3. Mean evaluation rating: Liking and willingness to buy.

(Guest et al., 2016; Kensinger & Corkin, 2003). Negative brand names reportedly fail to activate arousal in the consumers' minds in remembering previous stimuli. The factor behind this could be the differences of arousal sources in particular words (Xu et al., 2015). Some scholars also mention that all humans have their own perception when considering a word as negative, neutral, or positive (Purkis et al., 2009; Robinson et al., 2004).

The first result also provides evidence on how negative valence tends to have higher recognition if exposed with no visual stimuli. This finding supports previous research on how the human brain tends to react better to visually colourful stimuli rather than word-based stimuli (Kuperman et al., 2014). The present finding is also in line with Adelman and Estes (2013), who found that both positive and negative words tend to activate human arousal better than neutral stimuli. However, the present finding also supports previous findings that negative brand names without pictures activate strong attention compared to both neutral and positive words (Doerksen & Shimamura, 2001; Kuperman et al., 2014).

The second experiment shows that negative brand names have lower correlation value of preference and willingness to buy compared to positive brand names. The result provides evidence that negative valence leads to negative evaluation towards the products. We interpret this result as avoidance response generated by participants through negative information from negative brand names. The result strongly supports the arguments by some scholars, that claimed that consumers tend to have automatic appraisal in perceiving negative brand names as negative information (Chen & Bargh, 1999; Krieglmeier et al., 2010).

The implication of the findings can be applied to marketing strategy. Negative brand names should be packaged in visually colourful form rather than in merely words. In other words, business owners who want to use negative brand names as their ace brand should start to restructure, so that the logo emphasises on integrating attractive colourful pictures along with the negative brand name, rather than the negative brand name itself. Second, it is also important to consider that negative brand names probably have different effects at different levels. We are also aware of the automatic judgement among consumers in perceiving negative brand names. Thus, it is necessary to conduct implicit bias in perceiving negative brand names in future research.

5 CONCLUSION

It can be concluded that negative brand names with logos tend to be harder to remember than negative brand names. However, negative brand names with no logo are more likely to be remembered. We find that it is important for a logo to have attractive figures and colours to gain consumers' attention. The results also show that, compared to positive brand names, negative brand names tend to have lower correlation to consumers' preference and willingness to buy the product. In making a brand name, a marketer should consider the valence of negative words, since consumers tend to make automatic judgements in relation to negative brand names.

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