

**T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**THE EFFECT OF BRAND EXPERIENCE AND PERCEIVED
QUALITY ON BRAND LOVE: A STUDY ON COFFEE SHOP
CHAINS IN TURKEY**

MASTER'S THESIS

Marjila YUSUFZAI

**Department of Business
Business Administration Program**

JUNE, 2021

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JUNE, 2021

ONAY FORMU



DEDICATION

I hereby declare with the respect that the study “The effect of brand experience and perceived quality on brand love which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (10/07/2021)



Marjila YUSUFZAI

FOREWORD

With all regards, I would like to express my special thanks of gratitude to my supervisor “Dr. İlkey Karaduman” for his able guidance and support in completing my thesis project.

Secondly, I would like to thank my family members, classmates and friends who helped, encouraged and supported me a lot in finishing this project.

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Marjila YUSUFZAI

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ABSTRACT

There seems to be lack of mutual perception of what makes shoppers choose a brand. The brand love may be a set of sentiments, sensations, cognitions and practices that are correlated with brand-related jolts. Different studies assessed the impact of various variables on brand love where perceived quality and brand experience as well as some other factors have shown to affect brand love.

On the other hand, brand experience and perceived quality are defined through different sub-variables. There are indicators for each variable that they can be defined through. Questioning the correlation between these indicators and brand love, is the path to understand the existing relation of main factors and the nature of it. Restaurant and dining industry has long been known among significant fields in Turkey. The study investigates aspects of brand love in chain restaurants in Turkey that can be main indicator of why some are successful and others fail to sustain love among current and prospective customers. Chain restaurants generally, deal with different social and cultural levels and it sounds important to understand how customers can love the whole experience of dining in any specific restaurant.

Through collecting data of 320 individuals in Istanbul, we figured out that brand experience is positively correlated with brand love. In case of perceived quality, four underlined variables were positively correlated with brand love however, as tangibles did not reveal any relation, we could not maintain relationship between them. Validity, reliability and regression analysis has been employed to analyze data using the Excel and SPSS as data analysis tools.

Keywords: Brand experience, Perceived Quality, Brand love, Coffee shop chains, Turkey.

ARKA TECRÜBESİ VE ALGILANAN KALİTENİN MARKA SEVGİSİ ÜZERİNE ETKİSİ:TÜRKİYE'DE COFFEE SHOP CHIANS ÜZERİNE BİR ARAŞTIRMA

ÖZET

Alışveriş yapanların bir markayı seçmesine neyin sebep olduğuna dair karşılıklı algı eksikliği var gibi görünüyor. Marka aşkı, markayla ilgili sarsıntılarla ilişkili bir dizi duygu, duyum, biliş ve uygulama olabilir. Algılanan kalite ve marka deneyiminin yanı sıra diğer bazı faktörlerin marka aşkını etkilediğini gösteren farklı araştırmalar, çeşitli değişkenlerin marka aşkı üzerindeki etkisini değerlendirdi. Marka deneyimi ve algılanan kalite ise farklı alt değişkenlerle tanımlanmaktadır. Her değişken için tanımlanabilecekleri göstergeler vardır.

Bu göstergeler ile marka aşkı arasındaki ilişkiyi sorgulamak, ana faktörlerin mevcut ilişkisini ve doğasını anlamanın yoludur. Restoran ve yemek sektörü uzun zamandır Türkiye'nin önemli alanlarından biri olarak biliniyor. Çalışma, Türkiye'deki zincir restoranlarda marka sevgisinin, mevcut ve potansiyel müşteriler arasında neden bazılarının başarılı, bazılarının ise sevgiyi sürdürmekte başarısız olduğunun ana göstergesi olabilecek yönlerini araştırıyor.

Zincir restoranlar genellikle farklı sosyal ve kültürel düzeylerle ilgilenir ve müşterilerin herhangi bir belirli restoranda yemek yeme deneyiminin tamamını nasıl sevebileceklerini anlamak önemlidir. İstanbul'da 320 kişinin verilerini toplayarak marka deneyiminin marka aşkıyla pozitif yönde ilişkili olduğunu tespit ettik. Algılanan kalite durumunda, altı çizili dört değişken marka aşkı ile pozitif ilişkiliydi ancak somut veriler herhangi bir ilişki ortaya koymadığı için aralarındaki ilişkiyi sürdüremedik. Veri analiz araçları olarak Excel ve SPSS kullanılarak verilerin analizinde geçerlilik, güvenilirlik ve regresyon analizi kullanılmıştır.

Anahtar Kelimeler: Marka deneyimi, algılanan kalite, marka aşkı, zincir kahve pazarı, Türkiye.

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ABBREVIATIONS

AMOS	: Analysis of a Moment Structures
CFA	: Confirmatory Factor Analysis
Df	: Degrees of Freedom
PQ	: Perceived Quality
IT	: Information Technology
N	: Number (of respondents)
Sig	: Significance (P – Value)
SPSS	: Statistical Package for the Social Sciences
Std	: Standard
USA	: United State of America
UX	: User Experience

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I. INTRODUCTION

A. Statement of the Problem

There are solid fundamental estimations within the way buyers adore brands, and it is imperative to construct on these sentiments. As brand adore may be a modern concept in brand writing, there is still a lack of understanding of what makes shoppers cherish a brand. The brand encounter may be a set of sentiments, sensations, cognitions and practices that are evoked by brand-related jolts. The overall brand encounter can trigger diverse passionate reactions, such as brand adore. These days, numerous companies plan their items and administrations to supply important encounters, particularly when the significance of client encounter is expanding (Schmitt and Zarantonello, 2010). Numerous companies apply one of the fundamental showcasing procedures, to be specific client securing. Companies utilizing this procedure center on improving the brand involvement of customers.

Brands express all the organizations and people's unique identity, its growing importance in the economy and society means that we must know them more. On the other hand, currently organizations have fewer resources, leading marketers and managers to specific and tailored performances for greater operational efficiency.

Brands has no longer functional differentiation that is becoming more and more emotional, such as the parents and children connection, their connection is not based on a functional or rational arguments, they have an emotional connection that keeps them engaged.

This is the nature of human beings in their relational environment, which is also present on brand relationships, establishing with some of them strong emotional attachments, making brands breathe and live under their skin.

This is the relevance of this study, understanding more the brand love and its antecedents such as brand experience, in order to live days of intense love and passion with brands.

B. Purpose of the Study

Any marketing research has looked at the intermediary processes that exist between these two constructs' relationships. However, few of them discussed how brand loyalty is influenced by brand experience through brand love and brand confidence. Previous studies looked into several structures that influence brand loyalty. As a result, the aim of this study is to bridge the gap between brand experience and brand loyalty through brand love and brand confidence. This research also includes Zhang (2019)'s model, which shows how much consumers are building brand loyalty based on their brand experience. This will control out ones differentiated but important measurements. This study replicates earlier research and measures their real essence, notably, brand awareness (sensory, analytical, and behavioral experience) and brand love. As a result, this study can include a more in-depth analysis of the aspects of both brand perception and brand loyalty than previous studies. Not just that, but this study employs the same paradigm to answer these important analysis concerns Zhang (2019) hypothesized that brand perceptions (sensory, analytical, and behavioral experiences), followed by brand love and brand trust, resulted in brand loyalty (behavioral and attitudinal loyalty).

C. Research Questions

According to the researchers, brand love must be grasped at a deeper level, focused on customer experience, expectations, and emotional connection. Brand love is an intimate relationship that customers create with their favorite brands, similar to love or friendship between people. Consumers see products as extensions of themselves, and this phenomenon influences their purchasing decisions. The main purpose of this study to determine the factors affecting brand love specifically brand experience and PQ. Main questions to be answered through this survey would be:

- Is brand love influenced by brand experience?
- Is brand love influenced by perceived quality?
- What are possible factors affecting brand love?

D. Justification of the Study

Brand Love is a comparatively recent concept in the field of marketing studies. Today's consumers are more fashionable and curious about brands than ever before. They put a lot of emphasis on brand prestige, trust, identity, significance, consistency, innovation, value, and presence. Product discovery has become an extremely complicated operation, with consumers making their decision after considering a plethora of variables. To achieve a strategic advantage in the industry, advertisers must first develop a thorough analysis of the complex dynamic performance that influence consumer preference. As a result, this research will bring significant value to the current literature by identifying several new elements that influence Brand Love. Managers should accept these findings if they see brand love like an essential resource in any customer relationships, as brand experience seems to be central to building and promoting brand love.

E. Thesis Outline

The paper is organized into six chapters. Perhaps the most recent chapter gives the viewer a broad outline of the research theory and hypotheses. In the second part, we go through comprehensive meanings and examples to help understand what a brand is, what it loves, and how they communicate with one another. The third chapter will be on theories design and the logical paradigm. We will become acquainted with research techniques, data collection instruments, and the technique for gathering, analyzing, and evaluating data in chapter four. The data will be analyzed in Chapter 5 to verify the validity and accuracy of the methods, and then the data will be analyzed to see if the conclusions are accurate. The conclusions and outcomes are discussed in the final chapter. Each theory will be explored and clarified in terms of whether or not it is confirmed by observations. The same chapter would also highlight some shortcomings of the current research as well as provide readers with a few recommendations that, if implemented, could help additional researches.

II. LITERATURE REVIEW

A. Perceived Quality

Perceived Quality (PQ in this study) is often measured in brand extension studies (Boush, 1988; Keller and Aaker, 1992), the conceptual and organizational meanings of PQ remain unclear. Perceived consistency is often confused with brand name in brand extension research (Keller, 2003). To further understand the positions of PQ and brand image in brand extension, meanings of both terms, as well as their interrelationships, must be explained.

It is a contentious and arbitrary concept (Parasuraman et al, 1985). There are at least five methods to identifying consistency, according to Garvin (1984b). The divine approach, the quality approach, the user-based approach, the manufacturing-based approach, and the real worth approach are the five approaches. Following that, each is quickly analyzed:

- Quality, like perfection, cannot be strictly described, according to the transcendent approach. Quality, according to this viewpoint, can only be appreciated when users have been subjected to those characteristics repeatedly.
- Product-based method - Product-based concepts concentrate on the product's characteristics. A commodity is deemed to be of better quality if it has more desirable qualities than other goods. The amount of an attribute that an individual has is a deciding factor in overall quality judgment. In the economics literature, this term is commonly used.
- User-centered definitions - User-centered definitions focus on the consumer's point of view. High-quality brands are the ones that best please customers. According to this idea, even though a product has technically superior qualities, it cannot be a higher quality product if it does not please customers.

- Manufacturing-based concepts are those that concentrate on the production side of a commodity. Conformance to standards is at the heart of this perspective. Though the customer is not ignored in this strategy, the focus is on engineering and quality management in order to minimize overall costs.
- Value-based approach - According to the value-based approach, a good commodity is one that delivers good results at a reasonable cost (Broh, 1982).

User-based meanings are commonly equated with "perceived accuracy" within these five definitions (Parasuraman et al., 1988). The happiness of the customer and associated subjective expectations of the product's characteristics are at the heart of perceived efficiency (Garvin 1984). While there is some difference in perceived consistency meanings, the nature of all of them is identical to Garvin's (1984) user-based concept. Maynes (1976), for example, describes PQ, as "the degree to which the specimen provides the service characteristics that the individual customer desires".

According to Kotler (1984), perceived consistency is "the rated capacity of the brand to fulfill its job" from the consumer's perspective. PQ is described by Monroe and Krishnan (1985) as "the perceived capacity of a commodity to provide satisfaction relative to possible alternatives". Despite the fact that their primary emphasis is identical, one general flaw in both meanings is the absence of a solid and straightforward rationale. Latest in-depth research on perceived consistency have insights into its theoretical underpinnings and, as a result, merit special consideration (Steenkamp, 1990; Zeithaml et al.,1988). According to Zeithaml (1988), perceived consistency is the consumer's assessment of a product's general excellence or supremacy.

By reflecting on four points, Zeithaml clarifies her concept of perceived consistency. To begin, there is a distinction between perceived and objective quality. Consumer Reports' objective product scores, for example, do not necessarily represent customers' opinions. There is a quality awareness difference between different interest groups (e.g., customers and manufacturers), so objective quality does not exist (Morris, 2002). Second, rather than being a particular feature of a

commodity, perceived consistency is a higher-level abstraction. The physical composition of the substance is one of the intrinsic qualities. Extrinsic features are linked to a commodity but are not used in the physical product. Third, like mood, perceived consistency is a broad appraisal (Olshavsky, 1985; Parasuraman et al., 1988). To put it another way, consistency is a composite assessment created by a mechanism analogous to the multicriteria approach model's method (Fishbein and Ajzen, 1975).

Fourth, a consumer's exhibited range is used to make a decision on perceived consistency. The meaning and precise essence of quality comparisons are limited to the consumer's evaluation of rival goods, not the firm's. In the consumer's quality comparisons, not all potential competing brands on the market are included.

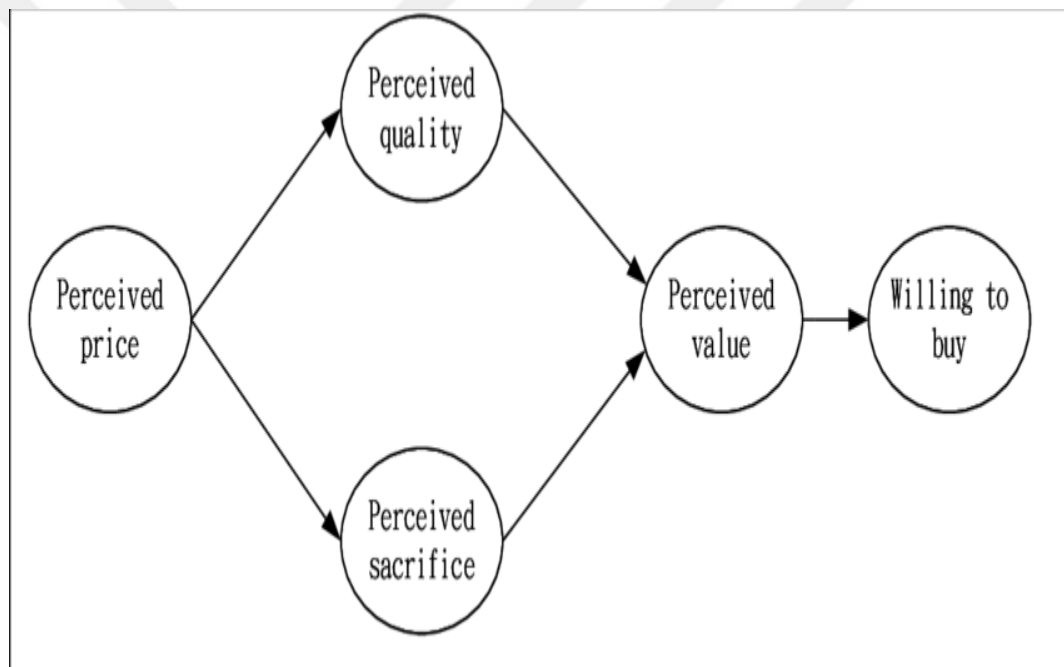


Figure 1 Perceived value model

Source: (Monroe and Krishnan, 1985)

An eccentric moral judgment with regards to quality for consumption, which is dependent on the aware and/or unconscious processing of quality signals in relation to specific quality attributes within the framework of substantial personal situational variables, writes Steenkamp (1990).

To illustrate this concept of perceived consistency, Steenkamp focuses on three issues. To begin, PQ should be investigated as part of the larger issue of values. Since PQ is based on personal opinion, it is neither fully impartial nor completely

subjective, and it does not exist in the act of buying, but rather in the act of using the commodity.

Second, perceived consistency is a subjective assessment. To put it another way, PQ is a consumer's ultimate evaluative judgement as well as a higher level abstraction dependent on the product's interpretation of quality attributes. Third, the subject-object relationship shapes it. PQ is an assessment based on a framework that includes comparative, personal, and situational considerations that do not provide for full subjectivity or objectivity. It is debatable if, as Steenkamp contends, the idea of perceived efficiency should provide a value viewpoint. According to Monroe and Krishnan (1985), perceived efficiency and perceived worth are two distinct structures. Garvin (1984) and Zeithaml (1988) both oppose using value in the concept of quality, claiming that one big issue with the value paradigm is that quality becomes a metric of merit rather than excellence.

Despite of the debate, most researchers conclude that consumers' satisfaction-related decisions are dependent on both intrinsic and extrinsic factors, however this is the secret to perceived consistency. In this analysis, product quality is defined as follows, using Zeithaml's (1988) and Steenkamp's (1990) classifications:

- Investors' analytic and beneficial decisions on a brand's overall excellence depending on intrinsic and extrinsic qualities that are specifically linked to his or her consumer fulfillment.

Quality perception is crucial. As a factor in customer decision-making; as a result, Consumers will weigh the pros and cons of various options. In terms of cost within a segment (Jin and Yong, 2005). Perceived consistency, according to Davis et al. (1989), is directly linked to the company's reputation that fabricates the stock, on the other hand, The National Quality Research Center, or NQRC, described PQ as the degree to which a product or service is perceived to be of high quality. Highlights important consumer needs (customization) and the consistency with which these conditions are met (Consistency) Aaker (1991) and Zeithaml (1988).

PQ is not the same as real quality or the brand or product's consistency, rather, it is the consumers' judgment about an entity's or a service's overall excellence or superiority. Consumers often assess the quality of a good or service based on a number of informational cues associated with it. Some which are related

to appearance of the goods, whereas others aren't. Extrinsic is a term that refers to something that is not intrinsic, to cues that are ambiguous.

as described by Zeithaml (1988), intrinsic concern the goods' physical attributes like efficiency, functionality, and other aspects of the product as confidence, dependability efficiency, features, reliability, conformance, longevity, serviceability, and aesthetics, to name a few.



Figure.2 The Brand Loyalty Pyramid

Source: (Aaker, 1991, p. 40)

Extrinsic characteristics, on the other hand, are cues that are not related to the product itself, such as price, brand name, brand logo, business credibility, the image of the maker, the image of the department shop, and the image of the origination region. Customer buying decisions and brand loyalty are directly influenced by PQ, particularly when consumers have little to no data on the goods they will be acquiring (Aaker, 1991; Armstrong and Kotler, 2003).

As Netmeyer et al. (2004) indicates, Perceived quality is more abstract element to configure in comparison with other features. It varies from one product to another and from one individual to other. On the other hand, it can be viewed as a global emotional metric for comparing a brand's performance to that of other brands -

(Zeithaml, 1988, Netmeyer et al., 2004). Zeithaml (1988) believes that Although it has been connected to new pricing readiness, brand purchasing intention, and perceived quality, PQ is deemed to be a foundational CBBE component.

PQ could also be used to replace other CBBE elements, so it is applicable across market segments (Aaker,1996, Netmeyer et al., 2004).Consumer memory theories, especially the means–end chain model and the expectancy value hypothesis, provide valuable frameworks for understanding how PQ decisions are created. According to the means–end chain theory, a consumer's cognitive system stores label knowledge in memory at various stages of abstraction (Zeithaml, 1988). At the most general sense, brand characteristics imply “quality” advantages (i.e., functional/practical) that result in an overall “value” or reward from using the brand. PQ-relevant information can be collected by ads that emphasize the brand's overall quality or that suggest quality by conveying data about intrinsically or extrinsically product features (Kirmani and Zeithaml, 1993).

Quality assumptions also can be implied from real observation with brand. practical experience judgments seem to be sharper and much more conveniently “obtained” from brain (Fazio and Zanna, 1981). Keller (1993) theorizes, in accordance with expectancy value theory, that brand relations exist at various levels of abstraction, with brand characteristics, rewards, and an overall affective brand attitude representing the levels hierarchically. The concept of “value” is implicit in all analytical approaches to PQ. PVC is used as part of or as a result of PQ decisions in both the means–end chain and expectancy benefit models. While they are formulated as separate, detaching PQ through PVC assumptions, along with any impact on brand-related predicted values in shoppers' memories, can be difficult. The process by which PVC judgments are formulated is logically identical to the process by which PQ conclusions are established. Furthermore, some argue that PQ represents an overall value assessment (Holbrook and Corfman, 1985; Zeithaml, 1988), or even that the factors that have led can be merged to shape one overall overview model of attitudinal loyalty (Zeithaml, 1988, Aaker, 1996).

B. Brand Love

Brand love research started late. Carroll and Ahuvia represented and measured brand love during the first level. They proposed that customer love

represented profoundly satisfied customers' emotional dependence on the brand, and that it entails positive emotive reaction, positive brand assessment, brand attachment, and brand love declaration (Carroll and Ahuvia, 2006). In various contexts, love is treated very differently. Love's metaphysical framework varies as well. The term "persistent brand love" refers to a conventional marketing ploy and is used to measure the nostalgic commitment of pleased consumers to a particular brand. Humans gain knowledge of love in their daily lives. Lately, certain deep end rings through goods and brands, as well as the emotions expressed, were articulated through the philosophy of love. There have not been many studies on brand love, but those who have looked into it define it as an intense relationship between the customer and the product consumed, similar to interpersonal love. In his 1998 report, Fournier emphasized the value of brand love, defining it just as an identification and effective between a consumer and a brand. Through the 1999 report, Fournier and Mick claimed that the extreme pleasure has been felt whenever a user's pleasure for quite a particular product transformed onto affection.

Kevin Robert (2005) offered comprehensive details around brand love in his book *Love marks*. Brand love, as per the speaker, represents the deepest psychological connection with the brand and the client. Buyers often demonstrate their enthusiasm for a product by saying things the same as, "I love this clothes" or "I enjoy buying. Despite the fact that the consumer has many things in his life, he simply enjoys only several items for usage as well as embraces these with affection (Ahuvia, 2005). Any client's sentimental attachment to a specific brand seems to be minimal. Carroll and Ahuvia claimed throughout their 2006 findings how brand love arose via happiness, or that fulfillment served as a foundation. Enjoyment and passion are two distinct anomalies. Multiple buyers may be similarly pleased also with success of a certain brand; however, whose loyalties just at amount of love may vary. If a logo is being used, it is sometimes pleasing; still, in order to talk about brand love, there has to be a lengthy connection (Carroll and Ahuvia, 2006). The majority of brand love research has been conducted on a scientific level. Among researches we can mention the study of Ahuvia (1993) that surveys passion for object or item that they call *philoprgia*, Shimp and Maden (1988) considers mainly connection between client and object in emotional level, They also explained what is considered the customer relationship.

Characterized by three elements of Stenberg's love theory, Shimp and Madden (1988) split the customer-object relationship onto eight classes of phases in research analysis. in Thomson (2005) we further discover of emotions and attach that a customer might have both to service provider as well as brand itself. Whang et al (2004) explored the principle of commodity passion; Centered on Sternberg's Relational Paradigm of Love.

In the case of products with a strong hedonic component, brand love is a relatively new marketing problem. All that being said, it was a point of anxiety mostly as a concept for its own sake, as well as a consideration in some meanings, such as brand affiliation, and exchange of enthusiasm were all established by Hemetsberger et al., (2009), Brand connection, consumer dedication (Pichler and Hemetsberger, 2008), brand continuity or mental bonding (Batra et al., 2012), brand commitment (Rossiter and Bellman, 2012).

Customer satisfaction does indeed have a major effect on multiple consumer behaviors, according to the scant evidence available (Batra et al., 2012; Carroll and Ahuvia, 2006; Park et al, 2010). It also offers a complex understanding of a variety of many manufacturer constructs, that are important to shared identification including ego durability.

Shimp and Madden (1988) were the first to study brand love, concentrating on the definition and assessment of the word. Per the Carroll and Ahuvia (2006), brand love refers to a pleased customer's nostalgic devotion and love for a brand.

There are a few studies on the factors that influence brand loyalty. Some of those still remain become synonymous towards debauched commodity genres and brand egos. This research on brand love is based on Belk's (1988) work, which argues that possessing an object would be an aspect of another's own, but also Fournier's (1998) work, which illustrates the likelihood of a close relationship between brands and customers. Based on a review of the literature, the whole experiment stated that brand love refers to the relational separation of intimacy by intimate interactions, through affection and sympathy as the primary emotional symbols, exhibiting emotional nuances including intolerance, devotion, and spirituality, but containing important intellectual and motivational attributes. Market love is a strong attachment that customers will get to a company. Brand love is a critical component of product partnerships (Sarkar, 2014). In other words, customers

may develop "love" for brand in multiple brands (Fetscherin et al., 2014). Consequently, brand love is regarded as a razor-sharp build (Barker et al, 2015).

Brand love will evolve because of brand experience. Another method is by regulated (company-sponsored) or unregulated (word-of-mouth) brand contact. For example, a customer might feel drawn to or yearn for a brand despite never having had the ability to interact with it. Besides this, the growth of brand love is influenced by human personality. For example, customers who see a brand from the lens of their self-concept are more likely to grow brand love for the brand.

1. Brand Love Attributes

Academics have long been studying how customers acquire "like-dislike" sentiments about companies for years, however the last few years having witnessed the surge of Users passion for brands that resulted in increasing the curiosity of managers and scholars alike. Roberts (2005) is well known among professionals. Especially his novel *Love marks*, is well known in this subject. Lately Bauer et al. (2009) uncovered an increasing usage of the notion of love in promoting the brand while there has been a significant amount of scientific discipline on consumer brand or similar phenomena. Finding out this to be linked to the effective WOM with brand recognition, increased willingness for acquisition and forgiveness of flaws in companies (Carroll and Ahuvia, 2006). The idea of individual and subjective neurology for target market is being modified in 1988 by Shimp and Madden. Later Ahuvia (1993) carries on the first major experimental study indicating that Love is one of the fundamental elements of customer connection with enterprises (Fevtap and Aydin, 2013). Appropriate duties include conscious connection, buyer brand improvements, corporate growth, investments of service providers and social channels and social influence (Fevtap and Aydin, 2013). Although this commitment suggests that celebrity support is a strong publicity topic, there is little agreement as to what consumer loyalty is (Fevtap and Aydin, 2013; Ahuvia, 2006). Rather, previous aspects of brand love largely replaced the additional attributes research on individual and subjective and/or commitment for fundamental research study.

Numerous interpretations of various aspects of user love (platonic, empathetic) are a plenty in the social psychology, including some that notice unconditional love, belonging, affection, compassion, severe desire, dedication, etc.,

based on the specific sort of love (Fehr, 2006). Therefore, there still are solid reasons how such relational love understandings must not be transferred straight to brand love. It is contend that brand love must be designed and implemented from the roots up, based on a thorough comprehension of how user sees it, and only then relevant interactions to individual and subjective can be created.

As a result, present study focuses on two excellent source that can establish a solid and real proof framework for our greater brand love experiments. Likewise with studies on individual and subjective (Fehr, 2006), researchers show that brand love, as experienced by individuals, is better defined as a larger time to complete numerous behaviors, moods, and actions that people reveal to evidence which brand they prefer And is included but not limited to, brand attachment and self-brand connections (Thomson et, al., 1995). We after grow a viable and tractable research model of the brand love prototype based on survey data, which, due to its foundation in the multiple descriptive research, employs predict likely emotional but instead self-related frameworks than previous work (a sense of instinctual convenience and fit). We can express brand love n sense of intimacy and camaraderie, profound incorporation with a user's fundamental beliefs and enhanced willingness and engagement. We demonstrate that our polydispersity theory of the brand love concept substantially increases knowledge of the shopping experience. Brand love also reflects greater variance in brand loyalty and susceptibility to unfavorable brand information than a composite measure of brand love. We get clarity towards how brand loving might ultimately be converted into brand loyalty because of this expanded knowledge of brand love, plus we infer academic and conceptual consequences.

C. Brand Experience

According to Brakus et al. (2009), brand experience is linked to consumers' internal and emotional reactions. All such cognitive and emotional behaviors are triggered by brand-related product attributes policy and identity, packaging, engagement, and indeed the environment. The brand experience seems to be overwhelming as strong Customers will rate their brand experience as greater as or lower than the majority of other shoppers. The brand experience is rather close to the perception of products though services, and the perceived value of the brand

experience differs (Rodrigues et al, 2015).

Many might be a little more positive than others might, while others will be more negative. This is primarily related to characteristic of individual and might not be related to product or service at all. (Brakus et al., 2009). Aside from that, some brand encounters occur spontaneously and quickly, while others evolve deliberately and over long term. Literally, the entire long-term brand history will be remembered in consumers' memories over time, and this will have an effect on them. Various firms now design their goods and services to provide unique experiences, primarily as the significance of the shopping experience grows, including in dining industry (Rodrigues et al, 2015). Countless businesses are using one of the most important sales tactics, which is client retention. Perception, as defined by Brakus et al. (2009), is involved with customers' personal affective reactions.

Product features, including visual identity and image, package, marketing, and the surroundings, cause certain psychological responses. The brand experience is powerful and intense. In several other words, customers should perceive the brand experience to be slightly stronger than that of fellow buyers. To consider the shopping experience as a journey, Firms have to create a satisfying journey experience and that mainly would be to create satisfying perception. (Kotler, 1998). In case of McDonalds experience for example, the experience might not be satisfying from start to end, like customers complaining about quality of foods or differences of sandwich sizes in advertise comparing to real one, however, as the overall perception that is hacked to the memory of client is satisfying, yet customers will love the brand. The brand experience is connected to the perception of goods and services, and the strong brand varies in intensity. Likewise, some brand encounters occur naturally and rapidly, while another emerge purposefully and over a prolonged period. That lengthy brand experience should be retained in customers' minds throughout time and would then affect the consumer.

Users get experience in the field of actions, notably while people seek for items to purchase or whenever they acquire resources, and while utilizing them. Consumption experience, in particular, is a multifaceted entity correlated with sentiment, Sensation, fiction, enjoyment, and some other cognitive measurements. Brand experience as a factor is divided to 3 main sub factors by which the brand experience is defined, (Rodrigues et al, 2015). Sensory, emotional and behavioral

experiences. Sensory experience focuses on user sensual reactions enhanced by product layout which is a feature of visual brand identification, manufacturing, interaction, and the atmosphere (Brakus et al, 2009). Individuals possess sensory experiences that they utilize to interact with a brand. Vision perhaps is the clearest sensation that shows the importance. It can detect changes that take place in the layout and make judgment to comprehend goods or services. The next sensation is the sensation of hearing, which is associated with sentiment and feeling of once customers first learned about the brand. The third feeling is the smell, which is associated with emotions and is directly connected to moods. The fourth perception, taste, is by far the greatest conscious mental and frequently connects with some other senses. The tactile sense is, in the end, the sensation of touching.

It is related to product information and feelings through physical and psychological interactions (Hulten, 2011). According to consumers and advertising literature, individuals experienced a brand when they search, buy and transact, and subsequently utilize the experience at least once (Brakus et al, 2008). The main experience data still has been non-functional product features and group experience in relation to brand experiences. Even before customer explore shop and consume brands, people are drawn to practical brand images. However, numerous special brand-related stimuli like Brand identification colors, typography, slogans, mascots and brand characters, are also exposed to backdrop design components (Brakus et al, 2008, Keller 1987). These brand-related cues are included in the layout and identity of a Brand, including name, logo, signage, packaging and marketing materials, as well as in places that advertise or sell the brand. The brand input is the main reason for the indoor, emotional attitudes of the public this is what we term 'brand experience.

Hence, we define brand experience as intuitive, subjective consumer reactions (stimulation, sentiments, and brain structures) and affective intentions elicited via label stimuli such as layout and branding, marketing, messaging, and advertising. Brand experiences differ in degree and severity; that also is, a few are brighter or more powerful than many others are. Brand experiences, like product experiences, vary in intensity, like being a little more pleasant over others or some encounters might be unfavorable. Additionally, several brand encounters happen according on their own, even without planning. Some are developed more intentionally and

continue more; another appear better purposefully and remain longer. Certain long-lasting brands will develop with time. Experiences recorded in the consumer's mind must have an impact on Consumer pleasure and loyalty (Fevtap and Aydin, 2013).

1. Brand Experience: Definition, Antecedents and Outcomes

Marketing strategy provides a new marketing viewpoint centered on the consumer rather than the item or market. Experiential marketing is the newest marketing trend focuses on the customer rather than the product, resulting in a stronger commitment (Smilansky, 2009). According to the author, experiential marketing comes to change the marketing and focuses on experiences, giving shape to what believed to be the focus of the economy structure (Pine and Gilmore, 1998). Recommended by Schmitt (1999) companies must control five kinds of sensory tactical elements in effort to accomplish a complete experience: sense-based emotional or affective sensory experiences, creative sensory stimuli, Cognitive and physiological interactions and finally reasoning and thinking.

Companies having based on evidence and thought, Physiological, behavioral, and emotional experiences dependent on act as well as gender role sensations based on interactions and resulting from membership to a referent groups. according to the rules of marketing concept Brand experience and is described as the emotional reaction of current customers in terms of perceptions, thoughts, and attributions, as well as behaviors, caused by branding inputs like identification, marketing, interaction, and so on (Brakus et al., 2009).

This idea is particularly noteworthy. Unlike other customer-centric brand strategies, item, purchase, and consuming experiences, brand experience includes internal and perceptual consumers' attitudes empowered by product cues (Taylor, 2012). The severity of a brand experience relies on the amount of variables and the severity of the event itself. The intensity of the brand experience is determined by the consumer's profile. Consumers that enjoy holistic experiences and are actively involved are among those who will have more intense experience in the overall brand experience. Also the most neutral consumers who are unaffected by Brand-related experiences tend to be engraved in long-term memory, playing a significant role in several positive outcomes. The main features in the literature are customer satisfaction and loyalty (Taylor ,2012). The influence of brand experience on

customer satisfaction was studied by (Brakus et al, 2009), and this relation was further examined in services (Rodrigues et al, 2015), internet services and online and in retail brands (Taylor, 2012) by any of the brand's dimensions.

2. Sensory experience

Sensory perception refers to customer sensation reactions elicited by brand-related features, which is an aspect of design and brand identity, packaging, communication, and the environment (Brakus et al, 2009). Humans have five senses that they use to interact with a brand. Sight or vision is the strongest sense. It can detect variations and differences in the world, as well as to use common sense to comprehend products or services. The second sense is the sense of sound, which is associated with sentiment and emotions when customers first learned about the brand. The third sensation becomes smell, which is associated with enjoyment and well-being and is closely linked to feelings and memories.

The fourth sense, taste, is the most distinct emotional sense, which often communicates with other senses. The tactile or touch sensation is, in the end, the sense of touch. It is linked to commodity knowledge and emotions through physical and psychological experiences (Hulten, 2011). Sensory experience enables individuals to have a unique “emotional capability” of their favorite products, that is, they can obtain a sense of pleasure and satisfaction, and thereby construct the meaning of themselves, which also means that consumer atmosphere will promote individuals to actively experience the environment or products with strong sensory colors, and deepen their desire and favorable impression of the brand through unique feelings. Thus, sensory experience positively affects brand emotion, brand intimacy and brand passion (Rodrigues et al, 2015).

3. Intellectual experience

The reaction of customer cognition to brand-related stimuli is referred to as intellectual experience. These triggers include style, identity, packaging, connectivity, brand climate, and other factors (Rodrigues et al, 2015, Brakus et al, 2009). Consumers typically get an intellectual curiosity when they come across a new form of commodity that they have never seen or heard of before. When marketers continue to develop innovative products for the market, customers use their cognition to think about the new product. In filled of this study, for example,

the burger king chain fast food keeps offering new packages every year with new prices and sales that are novel to consumers. As customers dine in a restaurant for specific food they must learn about other products or services that are offered by same restaurant and, as a result, acquire experience of the restaurant and what kind of foods or services they provide.

Intellectual interactions challenge users intellectually by speaking to them in an analytical and imaginative manner. Intellectual ads are stimulating and they sometimes incorporate collective aspects such as creating goods or concepts with the product (Rodrigues et al, 2015). Intellectual expertise is typically seen in technical goods, but it can also be found in food shopping or dining experience.

4. Behavioral experience

Behavioral experience refers to customer reactions empowered by brand-related factors such as a brand's design and logo, pricing, messaging, and climate (Brakus et al., 2009, Rodrigues et al, 2015). Customers are attracted to behavioral encounters when they address existing perceptual distortions and offer them new means of doing tasks by referring to certain behaviors and relationships. Passions and enthusiasm drive dietary and lifestyle changes, which is main indicator of how customers might prefer a restaurant to other. The use of actors in ad promotions will enhance the act experience. In restaurant experience, for example, a specific restaurant can offer healthy, sugarless or vegan meals in order to satisfy the need to remain healthy. They can provide ads that promotes brand through promoting health and diet related concerns.

5. Differences between Brand Experience and Other Constructs

Brand experience is related but also conceptually distinct from other brand constructs. In particular, brand experience differs from evaluative, affective, and associative constructs, such as brand attitudes, brand involvement, brand attachment, customer delight, and brand personality. Attitudes are general evaluations based on beliefs or automatic affective reactions (Rodrigues et al, 2015, Murphy and Zajonc 1993). In contrast, brand experiences are not general evaluative judgments about the brand . They include specific sensations, feelings, cognitions, and behavioral responses triggered by specific brand-related stimuli. For example, experiences may include specific feelings, not just an overall liking.

At many times, experiences may result in general evaluations and attitudes, especially evaluations of the experience itself. However, the overall attitude toward the experience captures only a small part of the entire brand experience. Brand experience also differs from motivational and affective concepts, such as involvement (Rodrigues et al, 2015), brand attachment and customer delight (Rodrigues et al, 2015), brand attachment (Thomson et al., 2005), and customer delight (Zaichkowsky, 1985). Involvement is based on needs, values, and interests that motivate a consumer toward an object that can be a brand or food. Antecedents of involvement include the perceived importance and personal relevance of a brand (Zaichkowsky, 1985).

Brand experience does not presume a motivational state. Experiences can happen when consumers do not show interest in or have a personal connection with the brand. Moreover, brands that consumers are highly involved with are not necessarily brands that evoke the strongest experiences. If involvement can be characterized by mild affect, brand attachment refers to a strong emotional bond between a consumer and a brand, as evidenced by its three dimension including affection, passion, and connection (Zaichkowsky, 1985, Rodrigues et al, 2015). In contrast to brand attachment, brand experience is not an emotional relationship concept.

As we described previously, experiences are sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli. Over time, brand experiences may result in emotional bonds, but emotions are only one internal outcome of the stimulation that evokes experiences. As with brand attachment, customer delight is characterized by arousal and positive affect that can be considered the affective component of satisfaction. Customer delight results from disconfirming, surprising consumption (Rodrigues et al, 2015, Oliver et al, 1999).

In contrast to customer delight, brand experiences do not occur only after consumption; they occur whenever there is a direct or indirect interaction with the brand. Moreover, a brand experience does not need to be surprising; it can be both expected and unexpected. Finally, brand experience is distinct from brand associations and brand image (Rodrigues et al, 2015, Oliver et al, 1999). One of the most studied constructs of brand associations is brand personality (Rodrigues et al, 2015, Oliver et al, 1999).

Consumers tend to link brands with human characteristics that result in a brand personality, which consists of five dimensions to be sincerity, excitement, competence, sophistication, and ruggedness (Aaker, 1997). Brand personality is based on inferential processes (Aaker, 1997). That is, consumers are not sincere or excited about the brand; they merely project these traits onto brands. In contrast, brand experiences are actual sensations, feelings, cognitions, and behavioral responses. Thus, because brand experience differs from brand evaluations, involvement, attachment, and customer delight, brand experience is also conceptually and empirically distinct from brand personality (Rodrigues et al, 2015).

D. Relationships between Brand Experience and Perceived Quality

The terms brand experience and perceived consistency are not interchangeable. They are two separate structures. Brand experience concepts are concerned with a company's overall perceptions. A brand's perceptual features are mirrored in its customer's reactions.

Despite the fact that both meanings capture the essence of conclusions based on a variety of parameters, PQ is more concerned with key subjective evaluations, while brand experience is more consistent with the assessment of attributes and features of a product and services within the process of experience.

Despite their apparent differences, these two factors are often classified using the same methods. For instance, both are determined by taking into account all of a customer's attribute score. Assessments of a brand's neurological characteristics are needed for all structures. The brand experience is for instance correlated with visual and experiential perceptions of a brand's features. To assess expected accuracy, analytic evaluations of a brand's features are often used. In some cases, the correlation among factors can result in ambiguity that demands accuracy research to be further applied. Similarly, students researching perceived quality have used brand image measures to determine perceived quality measurements (Zeithaml, 1988). While perceived quality and brand love are not qualitatively the same, there is little disparity between the two variables at the organizational level. Because of this integration, both constructs have similar meanings and predicted impacts on brand extension decisions. In fact, it is difficult to imagine a product with bad PQ being to create love among customers, or vice versa. Planned product quality, including

optimistic brand value, is a key criterion of consumer decision making in the area of market penetration.

E. Factors Affecting Brand Love

Customers create a unique connection between the favorite brands that is representative of a genuine connection built on loyalty, familiarity, reputation, perceived meaning, and individuality. Buyers have a strong fondness towards certain preferred stores, according to latest survey, similar to the emotions of passion experienced in a relationship. Shimp and Madden on their 1988 article concluded that customers shape connections with brands around very similar way that they shape connections with friends, ranging through hate to mild attraction to love and admiration.

Their practice appears predicated on the Idea of Love that comprised of three core components: intimacy, enthusiasm, and loyalty, as these are similar to relationships with customers. According to Carroll and Ahuvia (2006), brand love is a good predictor of customer loyalty, which contributes to favorable post-purchase activity. Motivated reasoning in brand love was proposed by Ahuvia et al (2006) who stated that consumers assign individual traits or attitudes to products, and that variables including PQ and affection are crucial parts of brand love (F. Malik and U. Malik, 2015).

David Aaker's Brand Equity Model

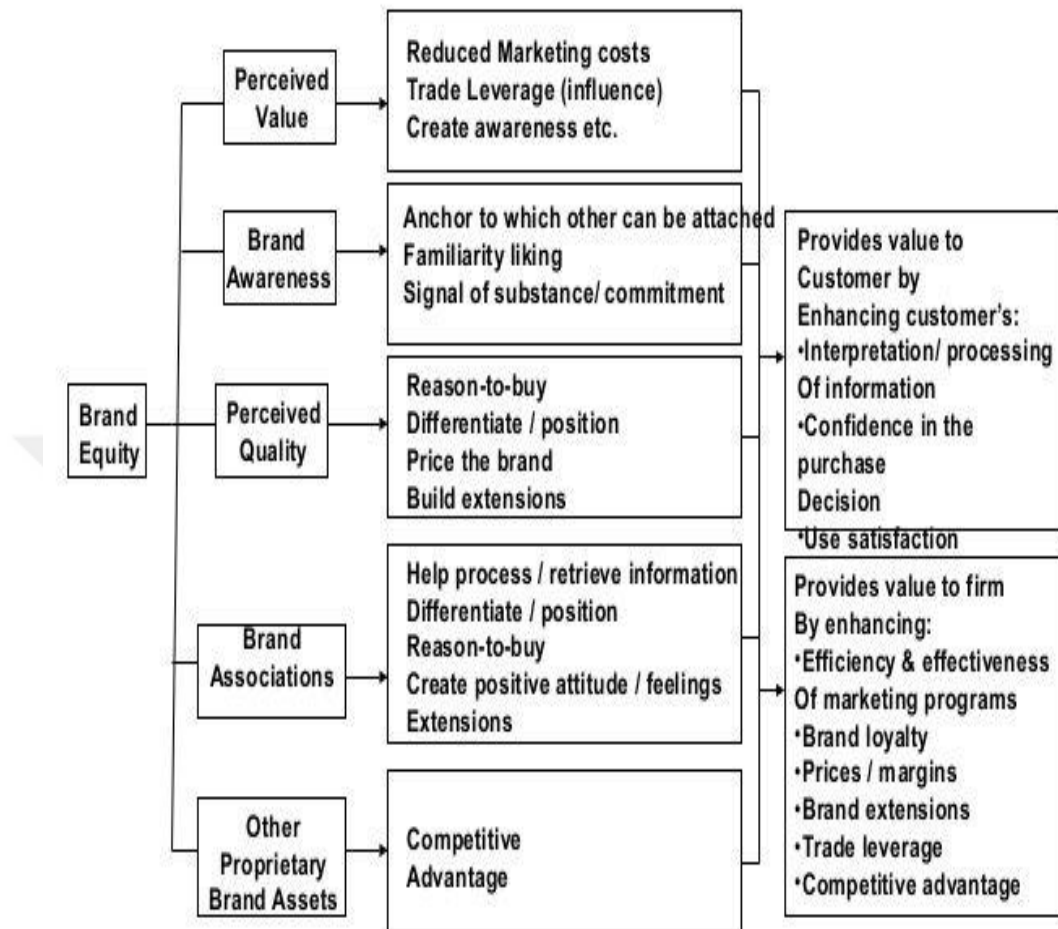


Figure 3 Aaker brand equity model

Sourch: (Aaker, 1991)

Brand attributes like reputation, consumer engagement, and individuality are all crucial predictor of brand love. Ship and madden (1988) further defines brand integrity as from the brand's believability, resulting in a recognizable signature. The brand's authenticity affects a person's desire to be distinguished of other, thus satisfying selfish desires. Brand familiarity seems to be an attribute that ensures shoppers that the brand is constantly listening to any individual desires and forming a close, personal connection with them. In consumer perceptions, brand individuality includes either visible or abstract facets; among example, consistency is often considered as an observable feature of uniqueness, and attractiveness of a brand is

spotted as a distinctive intangible feature. Corona, a Mexican beer, has succeeded in creating a distinct impression in the minds of its customers by depicting a vivid, beautiful, but peaceful vacation landscape of romantic beautiful beaches, warm, and lusty beaches. Corona is the only product that was already able to fully equate beer with a very distinctive and fascinating style, allowing it to carve out a distinct niche in the industry. PQ has often been tied to strong urge in the sense whereby strong confidence is combined with excessive quality expectations. Each concept was also described differently in the subsequent paragraph to formulate accompanying theories.

1. Effect of Brand Experience on Brand Love

Brand perception, as described by Brakus et al. (2009), is connected to shoppers' individual affective reactions. Product influences, including visual identity and image, labeling, messaging, and the atmosphere, are responsible for these responding appropriately. The brand experience is powerful and intense. To put it another way, customers will perceive the brand experience to be better or less than that of some buyers. The brand experience remains linked to both the understanding of goods and services, and indeed the brand experience has varying degrees of polarity.

Most interactions seem to be more beneficial than many others are, but others can also be negative. Moreover, certain brand encounters happen upon that spur of the moment, whilst some are planned ahead of time and last longer. Such lengthy brand experience can be preserved in customers' minds throughout time and therefore will affect them.

Consumers gain experience in a variety of ways, mostly if they look for items and when they buy, or when they shop, when they receive services, and when they consume them. The perception of consuming, in particular, has become a multi-faceted framework with cognitive aspects Sensation, imagination, enjoyment, and other physiological elements represent instances.

Consumers' feeling reactions to brand-related sensations are referred to as sense input, which is a component of architecture, branding, packaging, interaction, and also the atmosphere (Brakus et al, 2009). People possess sensory organs with which they can interact with a brand. Vision has been the strongest sense. It can

detect variations and disparities in the world, as well as use good judgment to comprehend items / products. A second sensation is hearing, which is associated with feeling and thoughts as people learn about a company. The sensation of smell is the third sense, and it is associated with enjoyment and well-being, but also feelings and experiences. The ability to taste is just the most different emotional sense, but it often communicates through the remaining sensations. The tactile sensation is, in the end, the touching. Cognitive and emotional experiences are linked to facts and emotions around a substance (Hulten, 2011).

Market perception responds to product triggers, resulting in rational awareness. Style, identification, packaging, contact, brand setting, as well as other triggers are among them (Brakus et al, 200). Consumers typically have an intellectual curiosity anytime they come across a new form of commodity which people have seldom viewed or learned previously. Buyers use the increasing intellect to learn about various things and marketers will constantly developing new ones again for marketplace.

Consumers are often emotionally engaged by cognitive stimuli that relate to themselves in an intellectual and imaginative manner. Cognitive ads become interesting because they almost always involve collaboration, including professional and non-goods or concepts alongside the brand (Ramly and Omar, 2017). While analytical expertise is commonly associated with technical goods, it can also be seen in style and sales. Consumers' psychological reactions to product cues that have been indicative of either a company's brand layout and identification, packaging, messaging, and atmosphere often referred to as behavioral experience (Brakus et al., 2009). Customers are attracted to cognitive encounters when they approach existing sensory perceptions and teach them various ways of doing things while referring to existing habits and relationships.

Emotions and motivation drive cognitive and social shifts. Famous people could be used in advertising campaigns to enhance the move encounter. Consumers' enthusiastic attachment to a brand is known as brand love. Through buyer partnerships, brand love is central (Sarkar, 2014). Besides that, brand love has been regarded mostly as precise concept (Barker et al, 2015). In many terms, customers will build “love” connections towards brands through a wide range of product categories (Fetscherin et al, 2014).

Brand love will develop over time because of brand experience. Some other method is to communicate around a product in a regulated (corporation) or unregulated (word-of-mouth) manner. For example, a customer might desire or find it necessary by a company even though they have never had the ability to interact with it. Besides this, the growth of brand love is influenced because of each personality traits. Buyers often experience a brand from the lens of their consciousness, for instance, are more likely to establish brand affinity for something like the brand. Brand faith, according to Delgado (2011), is "the sense of confidence that customers find in contact relationships towards goods."

Besides which, shoppers' perceptions of a brand was founded on their perceptions which it is never simply trustworthy, though is often liable for their needs and wellbeing. This description illustrates that brand love entails a tendency to place itself in danger, either by focusing on the brand's pledge of meaning. Furthermore, feelings of confidence and comfort are associated with consumer trust. Instead, since assurance could not occur beyond the risk of mistake, brand trust implies performance objectives. Furthermore, brand loyalty is linked to a favorable or unfavorable result. Ultimately, brand loyalty is inextricably linked to the assignment of temperament to a company. As a result, the product is regarded as trustworthy, trustworthy, etc.

The concept of brand trust includes all-important aspects of faith which scholars use in the implementation, including expectations concerning durability, which corresponds to Delgado's review of the literature. Since it includes the belief whereby the brand will meet or address customers' desires, the durability factor of customer confidence has a technological aspect. This has to do with the person's individual confidence that the product delivers on its importance pledge. Delgado argues that this factor is essential for establishing confidence in a brand as, once customers perceive a brand to have become a guarantee of future success, its dependability in fulfilling that pledge leads the customer to confidence in the incidence of potential fulfillment. Complementing such factor is a feeling of consistency that now the company regularly meets the individual's expectations in constructive ways. Mostly as result, consistency is recognized as a rough guide for describing the label's confidence in all of its principles in performing regular transactions.

Peoples' mental wellbeing is portrayed in other level, subjectivity. The above feature depicts facets of conviction, which really extend outside the current proof so ensure us more surely that its label will be vigilant as well as committed in the actual, despite of new situations or product launch usage issues. These values inspire trust, which is accompanied by the optimistic expectation that possible experiences will confirm their validity. As a result, the neural correlates factor is concerned with the assumption that the brand will not exploit the customers' vulnerability.

In conclusion, all aspects of brand loyalty provide distinct viewpoints from which subjective likelihood assumptions for a brand's trustworthiness can be made. The measurements are derived from various layers of mental and affective representation, and they help consumers understand what a reputable brand is.

A promise to purchase the best suppliers again is influenced by brand loyalty. Loyalty is shown over time and seems to have an effect on return customers from the same item. This dedication is independent of the impact of the circumstances on customers and marketing strategies that may affect switching behavior (Oliver, 1999). This term emphasizes the two sides of brand loyalty. Behavioral and volitional integrity seem to be the two variables of question. Brand loyalty, seems to be a critical and significant indicator of a business's future. However, this would accurately calculated based on both action and mentality, brand recognition could be a great asset for a business in the industry. Of structure the actively traded to loyalty, the idea of brand loyalty being gradually following an inclusive framework.

Behavioral commitment is described as the purchasing of a product or service repeatedly, when measured either by order through those who it is ordered, the amount of transactions, the function of suggestion, the size of the commitment, the extent of the friendship, or perhaps both, or via a combination of certain parameters (Bodet, 2008). Including both corporate and customer communications, affective commitment has become a hot subject. Consumers repurchase the same item out of habit or ease, regardless of whether they want it or not. This is known as behavioral loyalty (Kang, 2015). Consumers' psychological attachment to a brand and their conviction that the brand is unique is known as mindset loyalty (Chaudhuri and Holbrook, 2001). By integrating neurocognitive association as a defining characteristic in allegiance principle, affective commitment is perceived to be a critical feature in recognizing a broad loyalty system. When it comes to determining

commitment, the personality factor is crucial. Brand loyalty, according to this component, entails repeat transactions dependent on emotional, affective, evaluative, and conative influences. These three elements are the most important aspects of attitude (Kang, 2015).

In this study, brand perception is divided into three categories: auditory, cognitive, and behavioral. Behavior perception is an affective reactions however sensory experience and intelligence experience being intellectual reactions. Buyers' intellectual reactions (sensory experience and intellectual experience) as well as behavioral responses (behavior experience) may increase ones sentiments, according to the basic of the pyramid of impact cognition-affectation-behavior model (brand love). Here seem to be still research that show that brand recognition has a major impact on brand love (Laroche et al., 2012) .Buyers' intellectual reactions, like touching, hearing, and understanding, are characterized as sensory and cognitive experiences, who both have mental states. This is relevant to the study that has shown the great part of brand loyalty, including practical value, real needs, or happiness (Huang, 2017). Since these forebears share commonalities, such as psychological concepts, sensory experience, and intellectual experience, they can have an impact on brand loyalty Behavioral experience, identified as behavioral experiences and involvements towards marketing in accordance with results of cognitive. They also can have an impact on cognitive behaviors including purchase intentions (Huang, 2017). There are indeed research that show that brand familiarity has a huge impact on brand loyalty (Kang et al., 2017).

Brand passion is formed by sentiments. Sentiments like enthusiasm, optimistic outlook and appraisal, enjoyment, affection, loyalty, as well as others (Kang, 2015) form brand love. As a result, brand love is shown to have an emotional dimension under certain phrases. If customers want a brand, they are more likely to be faithful to it. Even though they have a strong incentive to use the brand and are able to spend more money to do so. This is referred to as diligent conduct, which entails being more active, spreading good word of mouth and foster a healthy outlook (Laroche et al., 2012). There are also related studies that show the significant effects of this emotional component, for example, attachment on brand loyalty (Huang, 2017).

Consumers' views of a company to be trustworthy, which has an effect on

their experiences, are referred to as customer loyalty. This would be considered a behavioral component of faith (Delgado, 2011). Consumers who seem to have a feeling of protection, such as trust in a brand, are more willing to buy it in the immediate future or to have buying plans, as well as behavioral loyalty. User behavioral commitment, in addition to behavioral loyalty, should constantly evolve as their interest in a brand grows. Brand loyalty is influenced by brand confidence, according to other reports. (Laroche et al., 2012).

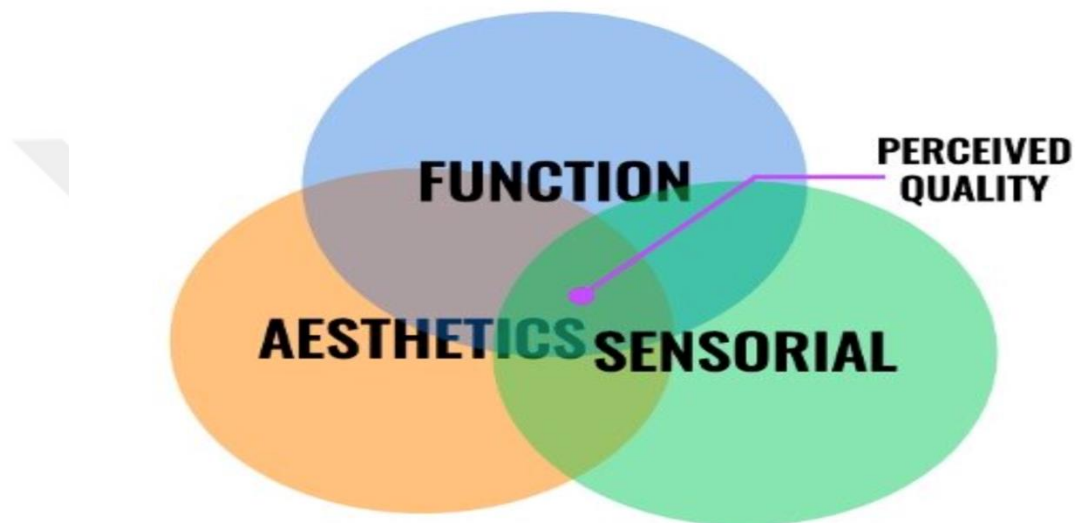


Figure 4 Perceived quality attributes

Source: (userwiseconsulting.com)

2. Measurement of Perceived Quality

Recent developments in the concept of PQ strongly suggest a multidimensional approach to the measurement of PQ (Zeithaml et al., 1990). There is consensus that the two conventional methods of calculating the consistency, including an empirical ratings system from written sources such as Consumer Reports and the unidimensional self-report method of PQ must be excluded (Haddock et al., 1971). Consumer expectations of product quality are not sufficiently reflected with the quantitative aspect of quality. The existence of a PQ discrepancy between quantitative and subjective scores is unavoidable as stated by Morris in his 2003 article. The one-dimensional personality approach fails to capture the complexities of consistency. Furthermore, the multivariate method ignores a single

simple meaning for consistency (Zeithaml et al., 1990), making it invalid. Studies incorporating multidisciplinary theoretical and organizational concepts of PQ are needed to get a good perspective on the importance of PQ in global brand analysis. With respect to consumer durables, Zeithaml et al. (1990) identified six dimensions of PQ. For the development of PQ scales, this research uses Zeithaml's (1990) dimensions. Researchers defined various consistency metrics. Parasuraman et al. (1988) described four service dimensions: dependability, openness, assurance, empathy, and tangibles, Foodstuffs have five measurements according to Bonner and Nelson (1985): healthy flavor, delicious appearance, wealthy flavor, and strong fragrance.

The capacity to launch and run the service, and the consistency of the equipment and instructions, are both factors resulting in convenience of being used. The amount of sophistication with features that differentiate a template or label from a scraped version are referred to as usability. The above aspect is identical to classification's details category (Garvin, 1984). Serviceability refers to how easy it is to get service, how open the service is, and how reliable the service is. Durability refers to how long a commodity persists and functions correctly, as well as how good it stands up against unfavorable circumstances. Performance refers to whether a service achieves what it is meant for and how well it does it reliably. The performance factor includes the core of reliability and dependability. The ability of an item to connect supremacy to different groups of people, which is crucial to the buyer, is referred to as reputation. It encompasses one's look and portrait (Garvin, 1984).

3. Perceived Quality and Customer Satisfaction

The significant association between PQ and consumer engagement has sparked debate within scholars regarding the correlation exists between perceived quality and customer satisfaction (Parasuramanal, 1998). Many marketing scholars on the other hand, support a broader explanation in whereby PQ contributes to fulfillment, especially when PQ is described as a concrete belief assessment and satisfaction is presented as a broader analytic framework (Johnson et al. 2014). At a consequence, satisfaction is one aspect of a universal adaptive assessment, which should be expected from rational and emotional aspects of an individual behavior.) A buyer is perhaps more willing to be pleased with an entrepreneur's products if the

marketer has greater capability in considering the interests of the consumer. As a result, PQ is a predictor of consumer loyalty and has a favorable effect on it (Johnson et al., 2014).

4. The Effect of Perceived Quality in Brand Love

One of the most focused subjects in marketing is concept of brand love. This article experimentally studies the impact of perceived quality on brand love, as well as the important effect of customer experience in relationship with brand love, in order to understand how brand love can be generated or changed. This essay discovers that perceived quality and brand experience can create users brand love, and that the independent quantities are brand love's potential effect. In addition, buyer positive relationship exists between both perceived quality and brand experience.

5. Chain Fast Food Restaurants in Turkey

Price aversion among customers remained high in 2017 because of continuing economic and financial weakness in the form of increasing inflation and the declining currency value of the Turkish lira against foreign currencies. As a result, a growing number of customers usually eat in fast food restaurants. Comparing to other types of dining places such as cafes and restaurants or full-service restaurants because it is a comparatively less expensive option. Leading brands filled market with new product offerings that effectively target shifting customer tastes, and that had a massive influence on fast food in 2017. Young adults are the primary consumers of fast food, and they are particularly interested in trying innovative varieties that effectively combine food culture with foreign styles.

TAB Gıda tried to dominate in terms of value revenue, purchases, and distributors in 2017. Burger King, Popeye's, Arby's, Usta doner and Sabbaro with other fast food franchises are among the many brands. Top fast food firms continuously spend in globalization and quality enhancement for existing online ordering services is promoted to address the growing customer demand for online purchasing, mostly as consequence of increased services and smart population density. Implementing online booking processes with social platforms in total, and Facebook in particular, has been important tool in Turkish chain restaurants marketing.



Figure 5 Perceived Quality and Brand Loyalty

Source: (www.ka.com.tr)

6. SERVQUAL

Parasuraman (1985) carried out in-depth discussions in four firms in order to evolve a perceptual service quality. A method was adopted when it was found that, considering the peculiarities of particular services, a universal pattern for service quality could be formed. There are numerous gaps between consumers' perceptions of excellent service and their expectations of quality service (Parasuraman et al, 1985). Measuring perceived quality in general is mostly adopted or based on Parasuraman study. Later In 1988, the very similar study developed the SERVQUAL model for evaluating service quality, that eventually is now the foremost practical and identifiable method for assessing it. Initially, the SERVQUAL scale featured 97 item divided into 10 categories, however, following modification, the scale now has 97 features organized into 10 dimensions, later, service validity was measured with 22 criteria organized into five factors: tangibles, dependability, responsiveness, assurance, and empathy (Parasuraman et al, 1988). After modifying the SERVQUAL and LODGSERV models, Stevens (1995) developed the DINESERV method to measure service quality in various local restaurants. The 29 characteristics in this system are organized into the five basic Service scale.

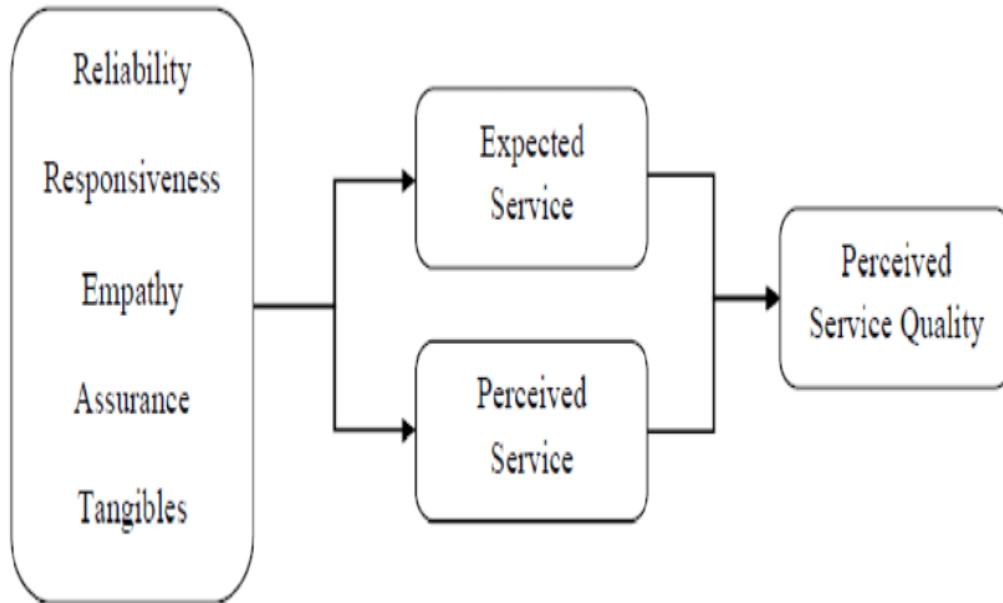


Figure 6 Service quality attributes

Sourch: (Parsamuan et al, 1985)

7. Perceived Quality in Hospitality Sector

In all service businesses, service quality is critical. More specifically, the service sector is one of the industries where service quality is critical to its development and success (Stevens, 1995). Service quality seems to have three key elements: it is somewhat harder to quantify than product quality. Interpretation quality stems from clients' aspirations and perceived service; and customer experience was indeed represented in the differences among dimensions of the service experience (Stevens, 1995). There have been few studies on the quality of service in the hospitality sector in Turkey. Because the number of hospitality businesses and jobs in the industry is growing on an annual basis, such research is required. Supplying outstanding service quality and attaining a superior value in the hospitality sector is an essential problem for sustaining network coverage and the potential to expand service quality.

Many academics have investigated service quality and classified it more as an advantage comes by assessing consumers' perceptions of service quality and their expectations. The quality of restaurant service is hard to ascertain since it would be based just solely on the end perception of product or the service, but also on the

means of treatment to customers. Service quality, according to many academics, represents the differences within the value derived from clients' assumptions and the value derived by their assessments of genuine service delivery.

F. Service Quality in Restaurants

It has long been understood that service companies contribute in economy of developing nations, with performance and so resulting in customers loyalty towards these entities in assessing efficacy, performance, and productivity (Parasuramanal, 1994). The hospitality market has transformed into more than just an engine of growth for many nations, including Turkey, as well as a means of emulating citizens and traditions.

Different measures were published, and commercial and social organizations everywhere in country have nurtured and adopted a variety of programs directed at boosting tourism efficiency. Given these realities, both visitors and government officials agree that the efficiency of all tourism operations, including accommodation and food, needs to be improved quickly. Since SERVQUAL is, the most widely used paradigm of service quality testing and implementations, it is worth looking at whether well it could be extended to dining experience.

SERVQUAL was created in 1988 and is based on Parasuraman conceptual framework. These authors initial research focused on comparing service efficiency to a specific requirement benchmark. Amid many scholars' increasing advocacy of intra methods, the research mentioned in this article is preferred to measure consumer experience and attitudes, and for perceived quality measures the main Servqual model (Parasuraman et al., 1988) is used. The system contains five service efficiency indices (Parasuraman et al., 1988). The 22 elements being considered when determining the level of service offered by a restaurant.

III. RESEARCH MODEL AND HYPOTHESES

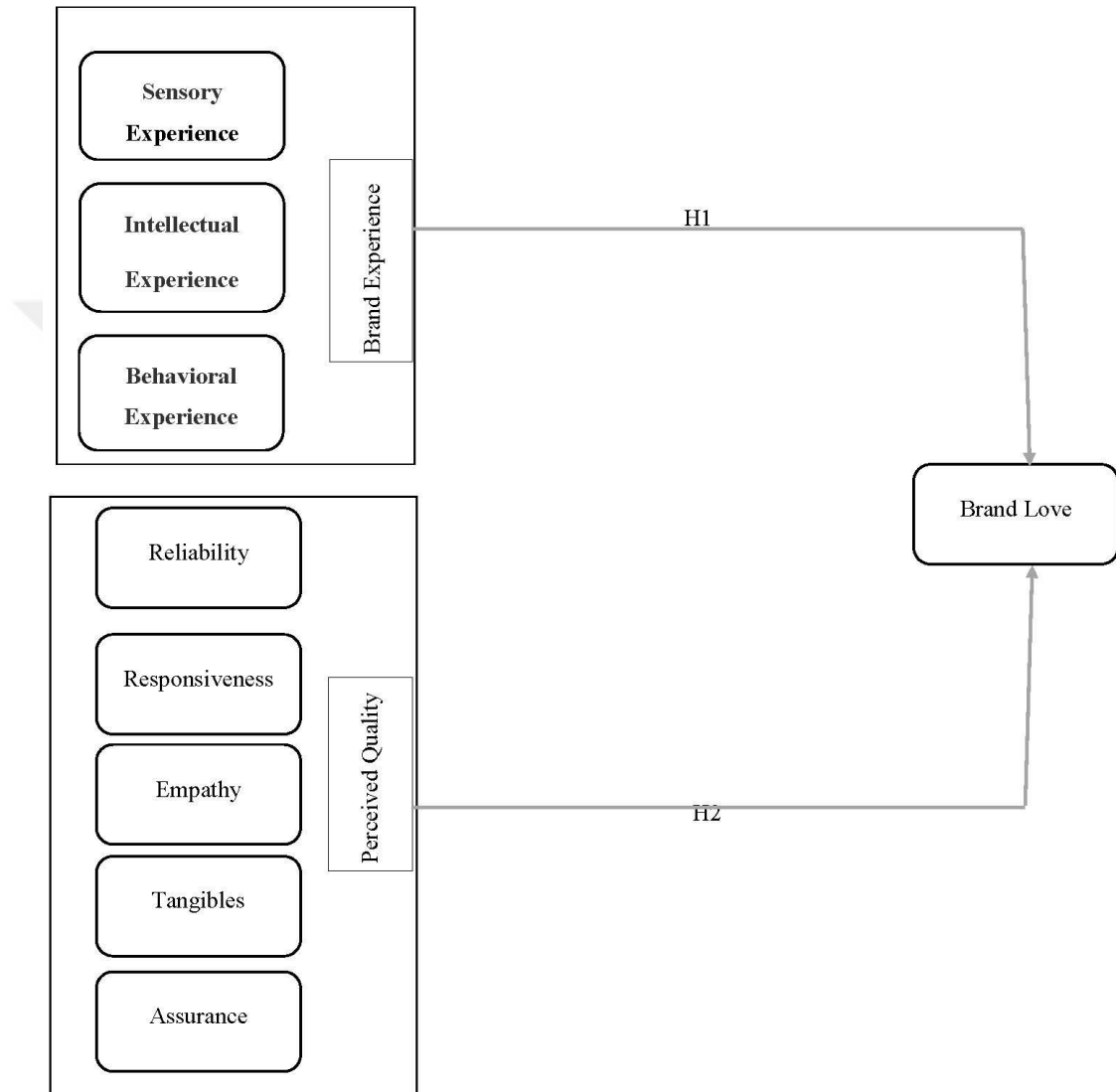


Figure 7 Conceptual Model

A. Proposal of Hypotheses

Consumers would have a strong, involved, and productive perception and connectivity to goods or services whether they have an enjoyable purchase decision or not. People are able to afford to spend a specific amount for the service, which then would increase customers' desire and commitment to the brand. The strongest

level of maturity is social experience. Consumers would appreciate the exotic and immersive experiences, that develop their comprehension and appraisal of the brand, therefore, encouraging the production of their favorite emotion by imagination and spontaneous consuming experiences. Therefore, the following hypotheses are proposed:

Hypothesis 1: Brand experience has a positive effect on brand love H1a: Sensory experience has a positive effect on brand love.

H1b: Intellectual experience has a positive effect on brand love.

H1c: Behavioral experience has a positive effect on brand love.

Consumers can equate the consistency of options in terms of price within a group because perceived quality is a key factor in their judgement (Davis et al., 1989). Perceived consistency, pertaining to Jin and young (2015), is closely linked to the prestige of the company who makes the item. That being said, the National Quality Research Center or (1995) characterized perceived quality as the extent to which a consumer or service meets essential consumer needs as well as whether consistently these needs are met which is called reliability attribute of product. Although Zeithaml in his 1988 article stated that perceived, quality seems to be never the same as true quality. Buyers usually enhance the value of a good or service based on a number of perceptions associated with it. Either of these signals are built into the goods themselves, while others are external. Signals, which are fundamental, involve personality traits of the goods themselves. Efficiency, functionality, reliability, adherence, longevity, serviceability, and attractiveness are all factors to consider (Zeithaml, 1988). External characteristics, on the other side, include signals, which were not internal to the product, including weight, brand name, brand logo, corporate image, maker's image, major retailer image, including nation of origin. (Davis et al., 1989).

Hypothesis 2: Perceived quality has a positive effect on brand love.

H2(a): Reliability has a positive effect on brand love.

H2(b): Responsiveness has a positive effect on brand love.

H2(c): Empathy has a positive effect on brand love.

H2(d): Tangibles has a positive effect on brand love.

H2(f): Assurance has a positive effect on brand love.



IV. METHODOLOGY

A. Research Design

A dedicated questionnaire was formulated for the study based on previous research. The questionnaire comprised of Part A and B. Part A requested general information like occupational level, gender and academic qualifications. In Part B of the questionnaire, Likert scale-type questions are employed where the respondents were asked to respond “Strongly Agree”, “Agree”, “Neutral”, “Disagree” or “Strongly Disagree”.

1. Scales

All of the independent variable measures in this study employed 5 point Likert Scales. (“Strongly Agree”, “Agree”, “Neutral”, “Disagree” and “Strongly Disagree”)

2. Dependent Variable

Brand Love (Zhang, X., 2019)

- The theme brand makes me feel good. (b11)
- The brand lets me yearn. (b12)
- The brand makes me passionate. (b13)
- The relationship between me and the brand's theme brand is intimate. (b14)
- I would like to experience this type of brand. (b15)
- The theme brand has deeply attracted me. (b16)
- When choosing similar products, this brand is my first choice. (b17)

3. Independent Variables

Brand Experience (Zhang, X., 2019)

- The consumption in this brand makes me feel like I belong to a certain consumer group. (SE1)
- The consumption in this brand makes me feel that I have the same consumption concept with other consumers.(SE2)
- The consumption in the brand has strengthened my relationships with others.(EE1)
- The brand allows me to experience a different life experience.(EE2)
- I like to talk about this theme brand with other consumers who have consumption in this brand. (IE1)
- The theme brand allows me to engage in special role-playing. (IE2)
- Perceived Quality (Parasuraman, et al., 1985):

Tangibles (four items)

1. Restaurant has modern-looking equipment. (T1)
2. The physical facilities are visually appealing. (T2)
3. Employees are neat appearing. (T3)
4. Materials associated with the service are visually appealing. (T4)

Reliability (five items)

5. When the restaurant promises to do something by a certain time, it does so. (R1)
6. When a customer has a problem, the restaurant shows a sincere interest in solving it. (R2)
7. The restaurant performs the service right the first time. (R3)
8. Services are provided at the time the restaurant promises to do. (R5)
9. The records are error-free. (R6)

Responsiveness (four items)

10. Employees tell customers when services will be performed. (RE1)
11. Employees give prompt service to customers. (RE2)

12. Employees are willing to help customers. (RE3)
13. Employees are never too busy to respond to customer's requests. (RE4)

Assurance (four items)

14. The behavior of employees instill confidence in customers. (A1)
15. Customers feel safe in their transactions. (A2)
16. Employees are consistently courteous. (A3)
17. Employees have the knowledge to answer customer's questions. (A4)

Empathy (five items)

18. Restaurant gives individual attention to the customer. (E1)
19. Employees give personal attention to customers. (E2)
20. Restaurant understands specific needs of its customers. (E3)
21. Restaurant has customer's interest at heart. (E4)
22. Operating hours are convenient to all customers. (E5)

B. Permission

1. SERVQUAL Model

(Note: This model is also referred to as the **RATER model**, which stands for the five service factors it measures, namely: reliability, assurance, tangibles, empathy and responsiveness.

As is indicated by the name of this model, SERVQUAL is a measure of service quality. Essentially, it is a form of structured market research that splits overall service into five areas or components.

The SERVQUAL model features in many services marketing textbooks, usually when discussing customer satisfaction and service quality. It was developed in the mid 1980's by well-known academic researchers in the field of services marketing, namely [Zeithaml](#), [Parasuraman](#) and Berry. The SERVQUAL model was initially designed for use for service firms and retailers. Note one of their original journal papers has been uploaded by a university. The model is widely applied by scholars, firms and service holders and as a model, it does not require a permission.

2. Brand Experience & Brand Love

Questionnaire to measure brand love and brand experience is adopted by Zhang and necessary permission have been gained through correspondence attached to this paper.

3. Sample Population

This research mainly carries on the questionnaire survey to assess the consumer whom dinning in chain food restaurant. There are two main types of respondents: One type includes the theme brand-dining customers, whom have consumption experience with service receiving, therefore experience evaluation for them is more real and accurate in the theme brand. The other type includes the customers who have visited the theme brand for many times. They have emotional dependence on the theme brand and have a more comprehensive evaluation of the previous experience. A total of 360 questionnaires were distributed in this survey and 320 were recovered. Table 5.1 depicts the general statistics of respondents in terms of age, gender and educational level.

As can be seen in table, female respondents contribute 54 percent of sample population while almost 46 percent were male. In terms of educational level, main percentage of respondents have a bachelor degree with 86 percent, while 13 percent hold a master degree and only one percent of whole population hold PhD degree. Represented in second row, 39 percent of population are youth between 15 to 25 years old, which shows the main percentage of customers who use such fast food that seem to be very young. After that, other generation with age of 25 to 40 years old, contribute to 31 percent of respondents. Respondents older than 40 years old contribute to 30 percent of respondents.

Table 5.2 represents descriptive statistics and total score of all dependent variables of survey. N means number of correct responses, which is 320. Table 5.2 displays the Mean value and standard deviations for each items. As the measure utilized has been 5 point Likert scale with, minimum score for all items was one, which indicates totally, agree and maximum has been 5 meaning totally disagree. The scores have been explained below:

Table 1 Sample Population

Category	Percentage
Level of study	Bachelor: 86% Master: 13% Phd:1%
Age	15- 25 :39% 25-40 :31% 40-60 :19 % >60: 11%
Gender	Male: 46 % Female: 54 %

Std. Deviation: a statistic representing the distribution of a set of data in relation to its average and is computed by square root of the variance.

As can be seen, most of Mean values report amounts higher than mid-point that can be interpreted due to population age (young population aged 17-35), education level (all academic degree students) that represent either bias or emotional attachment.

Mean: Average of scores calculated by summing up all the scores dividing by N.

SE (Standard Error): Standard error is being used to denote the standard deviation of several statistical samples, including mean or median- $SE = SD / \sqrt{\text{sample size}}$ - less standard error usually is interpreted as more data represent the actual mean, this item will decrease by sample size growing as a result of data getting closer to real population.

Median: indicator for middle of data set. Therefore, if set of data has odd amount, the median will be simply the middle number in data set (while ordering data from small to large), for even dataset, median will be average of two middle numbers.

Table 2 Basic Descriptive Statistics and Total Score

Variable	N	Min	Max	Mean	Std. Deviation
Sensory Experience	320	1.00	5.00	3.14	.87
behavioral Experience	320	1.00	5.00	2.78	.67
Intellectual Experience	320	1.00	5.00	3.08	.62
Tangibles	320	1.00	5.00	3.26	.74
Responsiveness	320	1.00	5.00	2.62	.60
Reliability	320	1.00	5.00	3.13	.58
Empathy	320	1.00	5.00	3.21	.83
Assurance	320	1.00	5.00	2.69	.72

Table 5.3 shows the above factors for all questions in the survey. High mean values and low standard deviations are similar patterns to be noticed here

Table 3 Basic Descriptive Statistics

ITEMS	Min	Max	Mean	Std. Deviation
<i>BL1</i>	1	5	2.86	1.41
<i>BL2</i>	1	5	3.74	1.21
<i>BL3</i>	1	5	2.68	1.08
<i>BL4</i>	1	5	3.24	1.19
<i>SE1</i>	1	5	4.02	.74
<i>SE2</i>	1	5	3.36	.83
<i>EE1</i>	1	5	2.95	.89
<i>EE2</i>	1	5	3.74	.75
<i>IE1</i>	1	5	2.87	1.09
<i>IE2</i>	1	5	3.53	1.02
<i>T1</i>	1	5	3.33	1.14
<i>T2</i>	1	5	3.12	1.07
<i>T3</i>	1	5	3.09	1.16
<i>T4</i>	1	5	2.45	.86
<i>R1</i>	1	5	2.74	.99
<i>R2</i>	1	5	2.93	.87
<i>R3</i>	1	5	2.64	.96
<i>R4</i>	1	5	3.69	1.12
<i>R5</i>	1	5	2.80	1.03
<i>R6</i>	1	5	3.11	.98
<i>RE1</i>	1	5	3.69	1.06
<i>RE2</i>	1	5	3.26	.87
<i>RE3</i>	1	5	2.41	.97
<i>RE4</i>	1	5	3.14	.79
<i>E1</i>	1	5	3.06	.98
<i>E2</i>	1	5	2.47	1.16
<i>E3</i>	1	5	2.96	.91
<i>E4</i>	1	5	3.15	1.08
<i>E5</i>	1	5	3.42	1.11

4. Pearson Correlation

This correlation of SPSS is a proof of entitlement that shows the correlation among variables. The number of Pearson correlation numbers over 0.4 well proves the significant correlation. Although all the data are obviously positive values higher than 0.4. The value of one variable will have a positive increase in other estimated values, which means that the variables are related and affect each other. Many Pearson coefficients indicate that the effect on the dependent variable cannot be explained by one independent variable alone.

5. Reliability and Validity

Reliability can be assessed through Cronbach alpha coefficient or Composite Reliability (CR). Internal consistency is a broad concept commonly used to assess the reliability of a measure, based on assessment of the consistency in responses. It applies only to multi-item measuring instruments. In contrast, Cronbach (coefficient) Alfa, the most frequently applied tool for calculating internal consistency, is based on: I) one-dimensionality and II) elements have an equal connection with the construct, i.e. they are interchangeable.

Table 4 Standard Regression Weights

			Est	S.E.	C.R.	P
Brand Experience	<--	Sensory Experience	.625	.084	8.254	***
Brand Experience	<--	behavioral Experience	.389	.012	10.746	***
Brand Experience	<--	Intellectual Experience	.765	.067	19.249	***
Perceived Quality	<--	Tangibles	1.253	.041	23.297	***
Perceived Quality	<--	Responsiveness	1.324	.032	17.135	***
Perceived Quality	<--	Reliability	.874	.062	17.254	***
Perceived Quality	<--	Assurance	1.547	.076	23.698	***
Perceived Quality	<--	Empathy	1.417	.084	17.643	***

*** P < 0.05

Composite reliability is also well evidenced for all factors (> 0.7). AVE illustrate values above threshold, which corresponds in building convergent validity. With MSV values below AVE beside AVE square roots holding values higher than inter-construct values, the discriminant validity is also well evidenced. Results on Table 5.5 demonstrate that utilized survey illustrates acceptable validity and reliability to measure the review attitude and purchase intention. (Istanbul Aydin thesis, Alizadeh, 2019).

Table 5 Validity, Reliability and Inter-Correlation for Brand Experience

Factors	CR	AVE	MSV	Max R(H)	SE	BE	IE
SE	.815	.512	.212	.598	.455*		
BE	.848	.684	.329	.563	.148	.556*	
IE	.753	.619	.247	.539	.299	.308	.597*

SE: Sensory Experience, BE: Behavioral Experience, IE: Intellectual Experience

Table 6 Validity, Reliability and Inter-Correlation for SERVQUAL Model

Factor	CR	AVE	MSV	Max R(H)	R	EM	T	RE	A
R	.902	.823	.348	.557	.634*				
EM	.715	.752	.145	.632	.248	.628*			
T	.763	.665	.314	.519	.294	.279	.573*		
RE	.636	.579	.225	.426	.195	.176	.386	.596*	
A	.652	.648	.189	.598	.371	.237	.279	.341	.609*

R: Reliability, EM: Empathy, T: Tangibles, RE: Responsiveness, A: Assurance

*Square Root of AVE.

Validity thresholds:

- AVE should be greater than 0.5 for convergent validity.
- Discriminant validity. This should be underneath the AVE value for MSV and above the inter-construction correlations indicated in Table 5.9 for AVE's square root.
- CR should be over 0.7
- Reliability threshold.
- $-1 < \text{Interrelationship} < 1$ (Hair et al et al., 2010).

In practice, therefore, Alpha presumes that the factor loads in all items are the same. The composite reliability (CR) does not presume so, however, it takes into account the variation in factor loads of the items. In the event that items I) are measuring the same construction, II) exhibit exactly the same factor loads, and III) are not subject to error variance, then composite reliability coefficient and alpha coefficient would be almost the exact amount or very similar. The larger the factor loading variation across the items, the greater the gap between the composite and Cronbach Alpha reliability values. Current study applies CR measure to assess the reliability of questionnaires. Assessment has been simplified by employing Amos

plugins downloaded from” <http://statwiki.kolobkreations.com> “websites in which by importing correlations and standardized regression weight from Amos, it automatically calculates composite reliability (CR), Average Variance Extracted (AVE), maximum shared variance (MSV), square root of AVE -shown in bold in Table 5.9 - and inter correlations. Following tables will present Amos outputs including Standardized Regression Weight and Correlation for default model that contribute in measuring reliability, validity, inter construct correlation as well as model goodness of fit (Istanbul Aydin thesis, Alizadeh, 2019).

- **C. Model fit**

The Chi-square (χ^2) test measures the discrepancy of expected and monitored covariance matrices. A chi-square value-approaching zero exhibits a minor deviation between the expected and the monitored covariance matrix. In addition, the likelihood level will have to be higher than 0.05 if the chi square value falls close to zero.

Table 7 Model Fit Absolute Indices

Model fit Indices	Values
CMIN/df	1.246
RMSEA	0.075
SRMR	0.071
CFI	0.931
GFI	0.814
AGFI	0.826
P- Value	0.000
P- Close	0.000

Computation of degrees of freedom (Default model):

Number of distinct sample moments: 205

Number of distinct parameters to be estimated: 39

Degrees of freedom (195 - 34): 173

- SRMR is an accurate matching metric that defines the standardization difference between the measured correlation and the projected relationship. Levels of RMSEA and SRMR for model approval are below 0.08 (Hu and Bentler, 1999).
- Freedom degrees (df) relates to the quantity of variables that are free to

vary. Usually df below 2 is a great fit indication. The CFI exhibits variance characteristics according to the sample size. The CFI range is about 0 to 1, with a higher number that shows that the model is more accurate. A CFI score of 0.90 or above document the approved model fit (Hu and Bentler, 1999).

- The Root Mean Square Error of Approximation (RMSEA) is a description of the residuals of the model. The RMSEA values lie between 0 and 1, with a lower RMSEA value expressing a better model fit (Hu and Bentler, 1999).
- Goodness of fitness index (GFI) indicates to what degree the hypothesis model coincides with the covariance matrix measured.
- P-Value is a p-value for monitoring the public's null hypothesis.
- The p-value is used to evaluate the size of the result. The p-value is lower than the meaning level (typically as equal to 0.05), indicating a firm anti-zero hypothesis, thus you may deny the null hypothesis; it is the number value between 0 and 1 that can be assessed as stated below. The CFA models are shown in Table 5.6.
- The adjusted Fitness Index (AGFI) adjusts the number of indicators for each variable to the GFI. The scores near 1.00 are better sign for model fitting for AGFI and GFI (Byrne, 2010).
- The parameter you wish to forecast or understand is dependent variable.

6. Testing Hypothesis by Regression Analysis

Analysis of regression is a solid method to determine variables affecting a certain subject. In order to identify the main components, elements to be removed and their interactions, the regression analysis may conduct a detailed study. The following ideas need to be thoroughly understood in this analysis:

- Independent variable: the factors you assume will affect dependent ones, which in our case refers to perceived quality and brand experience that might affect the brand love. Perceived quality and brand experience are therefore independent variables of current study.

- Dependent variable: the main factor you try to predict or understand. Brand love is dependent variables in our study methodology. There is then one dependent variable as can be seen in conceptual model featured in chapter 3.

The analysis of regression is different; the one we use is linear.

The linear regression tries to describe the correlation between two variables by applying a linear algorithm to both the data sets observed. In the below are two forms of linear regression:

Simplified mathematical regression: for each dependent of Y variable, one "X" variable is used. Examples are: (X1, Y1). Simple regression result equation

$$Y = b_0 + b_1 X \quad 1$$

Where Y is the dependent variable, X shows the independent variable, b1 indicates the association and b0 indicates the intercept.

Multiple regression: in this regression form, more than one "X" factor will then be termed as independent determinants for predicting the performance of the model and this formula describes:

$$Y = b_0 + b_1 x_1 + b_1 x_2 + \dots b_1 x_n \quad 2$$

This is also true for simple linear Y (in our instance, brand love), where x1-xn are our relevant factors (brand experience and perceived value). b1 is the anticipated Y to X1 regression if all other X variables have been maintained constantly, for b2, b3 and so on. Our sample clearly has 8 distinct factors to determine brand love. We will thus conduct two analyzes of multiple regression for 2 set of dependent variables:

In first regression, Y = brand love, X1 = empathy, X2 = tangibles, X3 = responsive ness, X4 = reliability and X5 = assurance. The linear formula is proposed as follows:

$$Y = b_0 + b_1 X_1 + b_1 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 \quad .3$$

In second regression analysis, Y as dependent variable is the same whereas 3 dependent variables of X1= sensory experience, X2= behavioral experience and X3=intellectual experience that will result in following Relation:

$$Y = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3$$

The regression analysis yielded the following results:

The lowest mean (b1...bn): the sign of the standard error indicates whether the connection for each independent variable and the dependent variable is positive or negative. A positive one indicates that when the value of the independent variable increases, so does the average value of the dependent variable. The indication of a regression relationship indicates that raising the value of the independent variable leads to a decrease in the dependent variable.

Intercept (b0): the predicted mean value of Y when X is equal to zero. In practice, when X is not zero, this number has no observable relevance.

R squared: The regression model also gives us an R squared value, which is an outcome showing the effectiveness of the software and shows how much of the variation in a data is measured by independent variables. In practice, the value runs from 0 to 1, with 0 being the worst model and 1 representing the best.

Nevertheless, in other disciplines, such as psychology research, since there is a plethora of determinants for an event, especially low R squared values might have significant consequences, while this outcome is highly reliant on the approaches. A variety of disciplines of study, by far, has a greater degree of unexplained variance. R2 values are often lower in these sectors. For example, studies attempting to demonstrate human behavior often reveal R2 values of less than 50%, but R square value of 70% in a clinical study may not be deemed satisfactory. Humans seem only more difficult to anticipate than physical things.

Low R squared scores are also seen in high data sets; however, when additional predictors are added to the study, R squared generally rises. Fortunately, even when we have tiny R-squares but statistically relevant predictor variable, we may indeed make important predictions about the correlations. When the independent variable is moved from one unit, relevant quantitative coefficients represent the mean shift of the dependent variable.

Adjusted R squared: The adjusted R squared has been used to modify recompense for the Added factors and grows only if the novel forecast increases the risk beyond what Chances might produce. It will fall inversely if a forecast moves the algorithm below than random prediction. The number is often smaller than R

squared.

P-Value: The p-value within each phrase evaluates the null hypothesis that is represented by the zero factor (no effect). A p-value less than the significance threshold – which is usually set to 0.05 – indicates that the null hypothesis should be rejected. Assuming the forecast quantitative data are connected to variations in the reply variable, a forecast with a low p-value is still most definitely a legitimate inclusion to the equation.

A higher (irrelevant) p-value, on the other hand, indicates that alterations in the forecast are unrelated to variations in the responder. P-value quantities may be discovered in the regression output's ANOVA table. In our investigation, the scientific method each of the categories is there was no relationship amongst platform ratings and each of the individual differences scores.

However, in some fields, such as psychology research, there are many predictors of results, and even a low R score in the square may indicate significant consequences, because the results are highly dependent on the context of the data. In these areas, the R² value is inevitably low. For example, studies that attempt to illustrate human behavior usually show that R² values are less than 50%, and a 70% R-squared value cannot be considered a good result in clinical trials. Humans are more difficult to predict than physical phenomena. A large sample size will also have a low R-squared. In contrast, R-squared always increases as additional predictor variables are added to the analysis. Fortunately, in the small R-square scenario with statistically significant explanatory variables, they still made valuable predictions about the relationship between the variables. When the independent variable moves by one unit, the statistically significant coefficient also reflects the shift in the mean of the dependent variable.

In contrast, a greater (insignificant) p-value implies that predictor changes are not linked to changes in the response. P-value amounts can be found in ANOVA table in regression output. Null hypothesis in our study for each of the systems is that there is no relation between system scores and each of the personality traits scores.

To test our hypotheses, we conducted 2 multiple regressions for Results are demonstrated in Table 5.13

Table 8 Brand Experience Multiple Regression Output (N: 320)

Model	Correlations Output				Model Summary		
	B	Std. E	Beta	Sig.	R ²	Adj R ²	ANOVA Sig.
Constant	.025	.069		.845	.013	.011	.000
Sensory. E	.014	.074	.013	.000			
Intellectual. E	.083	.096	.050	.000			
Behavioral .E	.039	.064	.025	.000			

Above tables map out the linear regression analysis descriptive results. Number of respondents for each system can be found in top of each table shown as N. Intercept or constant (b₀), standardized and unstandardized coefficients for each independent variable in relation with brand love are shown in left columns of tables. Right columns demonstrate model summary and values for R squared and adjusted R squared, plus P value attained from ANOVA test for model.

The sign of B or Beta as a multiple in the equation $Y = BX + \text{constant}$ reveals the nature of relation if there is any. As can be seen from table, all three independent variables have significant P-value (below .001) and. As sign of B for all 3 variables are positive, it clears the direct relationship between underlined factors and brand love. Meaning that if any of experiences increase, there will be higher possibility for brand love. As all three sub variables of brand experience have significant P-value and show impact on brand love, therefore, brand experience has also impact on brand love. We can see R square and adjusted R square that represent what percent of the impact can be defined through brand experience. After all, ANOVA Sig indicates if main hypothesis is true. Which in our model as value falls below .001 means that null hypothesis is wrong and main one is right.

Table 9 Perceived Quality Multiple Regression Output (N: 320)

Model	Correlations Output				Model Summary		
	B	Std. E	Beta	Sig.	R ²	Adj R ²	ANOVA Sig.
Constant	.025	.064		.912	.019	.016	.004
Tangibles	.018	.037	.014	.826			
Responsiveness	.042	.085	.031	.000			
Reliability	.008	.043	.006	.000			
Assurance	.049	.071	.038	.000			
Empathy	.029	.067	.019	.000			

Table 5.14 depicts regression analysis for perceived quality and brand love variables. Perceived quality as mentioned above, consist of 5 main subcategory to have been correlated with brand love. Each of these variables are known as branch hypothesis for H2.

Same with brand experience analysis, here we pay attention to the value and sign of B and Beta to figure out nature of correlation. We look at P-value for each sub variable to see if they have any effect on dependent variable, we monitor R square and adjusted R square to know what percent of changes in brand love can be explained through perceived quality and finally we consider ANOVA P-value to know if main hypothesis is right.

Shown in table, except tangibles holding P-value of .826, which is insignificant, rest of variables, hold significant P-value of .000 to be below .001 and therefore, except tangibles, all other variables have impact on brand love. Together with tangibles, all hold positive values for B and Beta presenting direct relation between variables. ANOVA sig value goes above .001, which is insignificant indicating that H2 hypothesis is not supported as one of variables do not show relation with brand love.

V. DISCUSSION

A. Findings and Reasoning

Researchers deal with two choices in multiple regressions: person usually is this same actual suit of our so-called model, wherein our model includes eight predictors (emblem enjoy and perceived first-class characteristics) to assume impartial factors, and the other is the total outfit of our other edition, wherein our edition includes eight predictors (emblem enjoy and perceived first-class characteristics) to assume impartial factors. In determining how good our model is and why such factors anticipate symbol love (the broad use of the model), author is interested in learning how the variables directly influence rand love (every unbiased variable acts as a predictor of application). The following chart of the preceding table contains the results of the basic matching of the method: R- and R-squared values, as well as P-values from ANOVA.

As a result, the P value of the ANOVA test indicates the overall effect of all sub parameters around each predictor variables of the mixture. Furthermore, the modified R-square indicates that our prediction factors may account for the rate of customization in particular brand. To establish the efficacy of each predictor, individually analyze the normalized and non-standardized coefficients (B) and P-values provided in the rows. The findings of the study shed light on an essential component of brand experience on brand love, as well as certain factors of actual value that are significant in brand love ratings. The previous study's findings imply there are relationships that may be investigated deeper. Though brand experience has been demonstrated to have a direct impact on brand love, perceived quality has not been completely validated to have a full effect owing to the physical elements that show no link; nonetheless, several components of perceived quality have been found to be associated.

Hypothesis 1: Brand experience has a positive effect on brand love.
H1a: Sensory experience has a positive effect on brand love.

H1b: Intellectual experience has a positive effect on brand love.

H1c: Behavioral experience has a positive effect on brand love.

For the first hypothesis to come true, all three sub hypotheses must be correct. For H1a as can be seen in table 5.13, P-value is insignificant (.000) that shows there is correlation existing between sensory experience and brand love. Values of B and Beta are both positive (.014 and .013) that says about direct relation between sensory experience and brand love. We can say, increase in sensory experience will result in brand love enhancement round .013.

So hypothesis H1a is supported through insignificant P-value and positive coefficient. Same analysis can be applied for emotional and behavioral experience where P-value for both predictors are insignificant (.000) and standardized coefficients reveal positive values (.050 for emotional and 0.64 for intellectual).

Based on proven positive correlation existed between brand experience three predictors with brand love, positive correlation between brand experience and brand love can be sustained. Furthermore, ANOVA sig of .000 showing that null hypothesis is wrong and main hypothesis is right. Through value of adjusted R square, we can say that 0.11 percent of changes in brand love can be explained through brand experience. There for hypothesis H1. H1a, H1b and H1c are all supported through data analysis.

Hypothesis 2: Perceived quality has a positive effect on brand love.

H2(a): Reliability has a positive effect on brand love.

H2(b): Responsiveness has a positive effect on brand love.

H2(c): Empathy has a positive effect on brand love.

H2(d): Tangibles has a positive effect on brand love.

H2(f): Assurance has a positive effect on brand love.

Except for tangibles where there is no relation established at all, as can be seen in tables, the correlation between other four predictors and brand love is well indicated through insignificant P in each regression analysis beside the positive and medium significant amount of correlation coefficient which implies positive correlation.

On the other hand, adjusted R square value (0.16) and significant ANOVA P-Values for 5 predictors, reject the main hypothesis of H2 that there is relation between perceived quality and brand love due to lack of correlation sustained by tangibles. However, in 4 other predictors to be: empathy, reliability, responsiveness and assurance, insignificant P-values of (0.000) indicates the relationship between these predictors and underlined factor. Standardized coefficients of Beta all represent positive values (.031, .006, .019, and .038) that indicate positive and direct relation. In this regard hypothesis H2(b), H2(c), H2(d) and H2(f) are supported through out the data analysis however H2(a) is not supported. Due to tangibles results H2 hypothesis is not supported.

We can say about positive impact if some aspects of perceived quality on brand love, though not all aspects are correlated with the factor. The adjusted R-square shows the diversity of the difference to above average. As human factors are involved, all deviations can be explained by predictor variables. In fact, other factors such as experience, prejudice, and taste also play a role in such comments. As with any research involving human factors, as human behavior changes in different situations, predictions will obviously have a certain degree of unreliability.

B. Research Limitations

This research has been conducted while Covid-19 pandemic has paralyzed many activities such as schooling and education. During the pandemic, access to academic entities and getting permitted file has been frustrating for most students. Furthermore, for long time the restaurants in Turkey have been closed and that access to respondents in the location of restaurants to gather data was not possible. Beside that, physical presence was not wise and face-to-face data collection as well, The survey therefore, had to be distributed in social media pages. Current study unfortunately faced many obstacles and delays aroused by authorities. Academic support for conducting such survey has been zero and the researcher had to carry everything alone. Forcing students to publish an article before defense date has been the most annoying part of writing thesis in current situation. Covid pandemic has long generated issues and therefore access to resources, supervisors, authorities, respondents and all is very difficult. Finding the respondents who dinning occasionally in specific restaurants has not been easy at all.

Generally, studies like this have received strong academic support for data collection, particularly due to the length of survey and that research requires assuring the highest level of honesty being engaged in responses.

It thus sounds necessary that further research will be conducted through authorities, companies and university professors whom own sufficient resources to attract participants for such study.

C. Suggestion for Future Research

A possible suggestion for future research might be conducting same research with specific social categories or for other geographical zone in different cultures to compare findings by controlling different variables. In addition, testing hypotheses in “think aloud scenarios” where users are given new options to test can also result to varying conclusions.

Secondary, some other aspects of brand experience or perceived quality can be assessed utilizing different questionnaire.

Current research faces many obstacles and sufficient support resources for participants. It is recommended that researchers like this seek absolute help from psychology researchers before establishing relationships to fully grasp the field of personality and individual differences. Especially with regard to data interpretation and the best way to collect, analyze and interpret the data. We hope that current research can provide useful results to help future researchers fully understand and explore how brand experience and perceived quality affect the concept of brand love.

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APPENDICES

APPENDIX A: QUESTIONNAIRE

APPENDIX B: ETHICAL FORM



APPENDIX A: QUESTIONNAIRE

Dear Participants

Current survey is aiming to provide information in regard to factors that affect brand love in Turkish Restaurant market. Questionnaire is divided in two Sections, first section you are asked to respond questions about your general status like gender, education level and income status. Second section, considers the specific questions estimating brand experience, brand love and perceived quality. This study is supervised under Istanbul Aydin University. Your personal information will be preserved anonymous and confidential. In second section you are asked to rate your experience from dinning in theme restaurant from strongly agree to strongly disagree.

Thanks for your support.

Marjila YUSUFZAI

Age:

17-24

24-35

35-50

above 50

Educational Level:

Bachelor

Master

Phd

Gender: Male

Female

The theme brand allows me to engage in special role-playing.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

The theme brand makes me feel good.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

The brand lets me yearn.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

The brand makes me passionate.

Strongly Agree Agree Neutral Disagree Strongly Disagree

The relationship between me and the brand's theme brand is intimate.

Strongly Agree Agree Neutral Disagree Strongly Disagree

I would like to experience this type of brand.

Strongly Agree Agree Neutral Disagree Strongly Disagree

The theme brand has deeply attracted me.

Strongly Agree Agree Neutral Disagree Strongly Disagree

When choosing similar products, this brand is my first choice.

Strongly Agree Agree Neutral Disagree Strongly Disagree

The consumption in this brand makes me feel like I belong to a certain consumer group.

Strongly Agree Agree Neutral Disagree Strongly Disagree

The consumption in this brand makes me feel that I have the same consumption concept with other consumers.

Strongly Agree Agree Neutral Disagree Strongly Disagree

The consumption in the brand has strengthened my relationships with others.

Strongly Agree Agree Neutral Disagree Strongly Disagree

The brand allows me to experience a different life experience.

Strongly Agree Agree Neutral Disagree Strongly Disagree

I like to talk about this theme brand with other consumers who have consumption in this brand.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Restaurant has modern-looking equipment.

Strongly Agree Agree Neutral Disagree Strongly Disagree

The physical facilities are visually appealing

Strongly Agree Agree Neutral Disagree Strongly Disagree

Employees are neat-appearing

Strongly Agree Agree Neutral Disagree Strongly Disagree

Materials associated with the service are visually appealing.

Strongly Agree Agree Neutral Disagree Strongly Disagree

When the restaurant promises to do something by a certain time, it does so

Strongly Agree Agree Neutral Disagree Strongly Disagree

When a customer has a problem, the restaurant shows a sincere interest in solving it.

Strongly Agree Agree Neutral Disagree Strongly Disagree

The restaurant performs the service right the first time

Strongly Agree Agree Neutral Disagree Strongly Disagree

Services are provided at the time the restaurant promises to do The records are error-free

Strongly Agree Agree Neutral Disagree Strongly Disagree

Employees tell customers when services will be performed

Strongly Agree Agree Neutral Disagree Strongly Disagree

Employees give prompt service to customers

Strongly Agree Agree Neutral Disagree Strongly Disagree

Employees are willing to help customers

Strongly Agree Agree Neutral Disagree Strongly Disagree

Employees are never too busy to respond to customer's requests

Strongly Agree Agree Neutral Disagree Strongly Disagree

The behavior of employees increase confidence in customers

Strongly Agree Agree Neutral Disagree Strongly Disagree

Customers feel safe in their transactions

Strongly Agree Agree Neutral Disagree Strongly Disagree

Employees are consistently courteous

Strongly Agree Agree Neutral Disagree Strongly Disagree

Employees have the knowledge to answer customer's questions

Strongly Agree Agree Neutral Disagree Strongly Disagree

Restaurant gives individual attention to the customer

Strongly Agree Agree Neutral Disagree Strongly Disagree

Employees give personal attention to customers

Strongly Agree Agree Neutral Disagree Strongly Disagree

Restaurant understands specific needs of its customers

Strongly Agree Agree Neutral Disagree Strongly Disagree

Restaurant has customer's interest at heart

Strongly Agree Agree Neutral Disagree Strongly Disagree

Operating hours are convenient to all customers

Strongly Agree Agree Neutral Disagree Strongly Disagree

APPENDIX B: ETHICAL FORM

Evrak Tarih ve Sayısı: 01.12.2021-32133



T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : E-88083623-020-32133
Konu : Etik Onayı Hk.

01.12.2021

Sayın MARJILA YUSUFZAI

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 01.12.2021 tarihli ve 2021/12 sayılı kararıyla uygun bulunmuştur. Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

Bu belge, güvenli elektronik imza ile imzalanmıştır.

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2014-2015 Aria University- *Research Intern*

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Languages:

-Persian-Dari: Native Language

-English: Upper-Intermediate

-Turkish: Intermediate

Skills:

-Communication, Teamwork, Problem Solving, Flexibility, Creativity

-Microsoft Office (Excel, Word, PowerPoint)

-Interests: Volunteering, Learning new languages, Traveling, Reading book