Brand Equity, Brand Experience, Consumer Satisfaction and Loyalty

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ABSTRACT

This study was aimed at evaluating whether brand experience mediates the effects of the components of Consumer Based Brand Equity (CBBE) i.e. lifestyle congruence, staff behavior, physical quality and self-congruence and on consumer satisfaction and loyalty within the confines of Famagusta, North Cyprus.

The research adopted a quantitative research methodology where a number of surveys were distributed within Eastern Mediterranean University with a remarkable response rate. An analysis was conducted that proved that most of the respondents had a clear understanding of the survey.

Analysis was done using the structural equations modelling test following the bootstrapping method. However necessary reliability and validity tests were carried out for the scales likewise the confirmatory factor analysis for the construct.

The results of the study showed that brand experience did not mediate the effects of the dimensions of CBBE on brand loyalty. However, brand experience did fully mediate the effects of two of the dimensions of CBBE i.e. brand identification and lifestyle congruence which signifies that consumers tend to be more satisfied with brands that give experiences that match with their lifestyles and self-concepts. The research also further confirmed the facts from previous research that CBBE does have an effect on consumer satisfaction and loyalty.

The study recommended that managers and marketers should seek to understand the interests and needs of consumers and give them experiences that would match their

self-concepts and lifestyles thereby stimulating them to show attachment to the brand and identify with it.

Keywords: Consumer-Based Brand Equity, Brand Identification, Brand Experience, Brand Loyalty, Consumer Satisfaction.

ÖZ

Bu çalışmanın amacı marka tecrübesinin "Müşteri Tabanlı Marka Değer" bileşenlerini hangi yönde etkilediğini değerlendirmek ve araştırmaktır. Ayrıca, Müşteri Tabanlı Marka Değer faktörünü oluşturan "yaşam tarzı uyumu", "çalışan davranışı", "fiziki kalite", "uyum" bileşenlerinin Gazimağusa'daki tüketicilerin davranışları üzerine etkisini değerlendirmektir.

Araştırmamızda kantitatif araştırma yöntemi kullanılmış ve literatür taraması sonucunda oluşturulan anket Doğu Akdeniz Üniversitesinde dağıtılarak veriler elde edilmiştir. Anketin çoğu katılımcılarımız yönünden temiz bir anlaşılabilirliği olduğunu gösteren çalışma da ayrıca yapılmıştır.

Yapısal Eşitlik Modellemesi istatistiksel yöntem kullanılarak ortaya konan kavramsal model bootstrapping yöntemi ile test edilmiş ve bulgulara ulaşılmıştır. Bunun yanında, modelde kullanılan değişkenlerin güvenilirliği Cronbach alfa ve doğrulama faktör analiz yöntemleri ile analiz edilmiştir.

Araştırma sonunda elde edilen bulgular marka tecrübesinin Müşteri Tabanlı Marka Değer bileşenlerini etkilemediği bulgusunu ortaya çıkarmıştır. Bunun yanında, marka tecrübesi boyutunun "Müşteri Tabanlı Marka Değer" bileşenlerinden iki tanesinin markada sadakatini tam olarak etkilediği sonucuna da varılmıştır.

Çalışma sonucunda pazarlamadan sorumlu yöneticilerin müşteri ilgi ve ihtiyaçlarını daha iyi anlamaları için araştırma yapmaları müşterilerin benlik kavramı ve yaşam tarzlarını uyumlaştırmaları gerektiği anlaşılmıştır.

Anahtar Kelimeler: Müşteri Tabanlı Marka Değeri, Marka kimliği, Marka Tecrübesi, Marka sadakati, Müşteri memnuniyeti

DEDICATION

I dedicate this work to as many that have the will to pursue their dreams and are not relenting in achieving the goals they have set.

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My profound gratitude would always go to God who marked this path out for me and kept guiding me. I deeply appreciate my mum, Mrs Adesola Oke who believed in me and saw the light at the end of the tunnel.

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LIST OF ABBREVIATIONS

CBBE Consumer-Based Brand Equity

BL Brand Loyalty

BE Brand Experience

PQ Physical Quality

SB Staff Behavior

SC Ideal Self-Congruence

LC Lifestyle Congruence

CS Consumer Satisfaction

EMU Eastern Mediterranean University

Chapter 1

INTRODUCTION

1.1 Background of the Study

Evidently, it is now being realized that understanding the way consumers experience a brand is important for developing effective and successful strategies for goods and services (Brakus, Schmitt, & Lia, 2009). Recently, attention has been drawn to the concept of brand experience having discovered that consumers engage in various experience while searching for, purchasing and consuming a product or service.

Research today within the marketing literature has established that consumers do not buy goods based on the functionalities but increasingly are making choices based on experiences with the offers (Zarantonello, Schmitt, & Bernd, 2010). This has pushed practitioners and academics to carry further research on the concept.

However, little or no research has been conducted on whether brand experience mediates the effect brand equity on consumer satisfaction and loyalty. It is important to find out whether these experiences that customers have with the brand affect their perception of brand equity and also in turn has an influence on their satisfaction and loyalty.

Brand equity on the other hand, has been gaining a lot of attention from various scholars as its significance in the marketing field cannot be over-emphasized.

Various views have emanated from the different scholars, likewise various components adopted as means of measurement. Scholars have put forward different views on brand equity as it has been classified as multi-dimensional within the marketing sphere. In much broader sense, brand equity has been defined as the marketing effects that are uniquely attributable to the brand (Keller K. D., 1993). This definition tries to explain that certain outcomes or results follow the marketing of a product due to its brand name that would not have followed if that same product did not possess that same brand name. In other words, it symbolizes how customers would respond to marketing activities from a brand and how they would also respond to the same product but without the brand name. Brand equity emanates from a level of confidence that customers would place in a brand which results in loyalty and consumer's readiness to pay a premium price for the brand (Lassar, Mittal, & Sharma, 1995). However, despite the growing interest and research conducted on Brand equity and its effect on consumer satisfaction and loyalty, it still remains important to establish whether the experiential aspects of the brand will have some sort of effect on the relationship between these concepts hence the reason for this research.

Brand equity has been established to have relationship with customer satisfaction and loyalty by different scholars. However there still remains some debatable aspect with regards to the components of measurement of brand equity. It has been argued that the multi-dimensional view of brand equity (Aaker, 1991; Keller, 1993) can only be applied to physical goods and not in the service sector as some components cannot be quantified in the service sector (Brakus, Schmitt, & Lia, 2009), hence Brakus et al developed a new model for brand equity applicable to the service sector which is the model adopted for this research.

1.2 Research Gap

One of the major reasons for this study is the fact most of the previous studies on brand equity have focused on the tangible products aspect of brand equity and not on the service sector. It becomes difficult to ascribe the same dimensions of brand equity that have been used for the products sector to the service sector. Hence, Ekinci et al. (2009) formed a model for the dimensions of consumer-based brand equity in the service sector.

Also, there has been no research conducted on whether brand experience serves as a mediator of the effect of CBBE on loyalty and consumer satisfaction. As earlier indicated, several academics have been able to establish relationships between brand equity, brand loyalty and satisfaction. However, the gap still lies in the fact that little or no research has been done in the aspect of establishing if the experiences consumers have with a brand mediates the effect of CBBE on the satisfaction of consumers and their loyalty. This is the gap this research aims to fill in terms of finding out the mediating effects brand experience will have on the relationship between brand equity, consumer satisfaction and brand loyalty.

1.3 Research Questions

These are some of the questions raised with a hope to providing adequate answers to them:

- a.) Does brand experience mediate the effect of physical quality and staff behavior on consumer loyalty and satisfaction?
- b.) Does brand experience mediate the impact of ideal self-congruence on loyalty and satisfaction of consumers?

- c.) Does brand experience mediate the effect of brand identification on satisfaction and loyalty?
- d.) Does brand experience mediate the effect of lifestyle congruence on satisfaction and loyalty?
- e.) Do all these components of brand equity have a direct effect on consumer satisfaction and loyalty?

1.4 Research Objectives

The aims of this study are as follows:

- a.) To find out if brand experience serves as a mediator of the effects of the components brand equity on consumer satisfaction and brand loyalty.
- b.) To also discover whether the components of brand equity do have direct effect on consumer satisfaction and loyalty.

1.5 Significance of the Study

This study predominantly will be relevant to marketing practitioners emphatically in the service sector as it would help to give better understanding of brand experience and how important it could be in effectively building customer satisfaction. It will also aid managers in making decisions based on which aspects or components of brand equity should be improved upon.

This study will also be significant to academics as it would give a clearer understanding of brand experience and its mediating effect on brand equity, consumer satisfaction. It also provides a basis for further research into the concept of brand experience and its dynamic effects.

1.6 Scope of the Study

This study will be limited to North Cyprus due to the presence of over 70,000 foreign students from diverse countries of the world studying at the tertiary level and considering the study is a universal concept and therefore needs access to different consumers from different parts of the world to affirm its validity.

1.7 Limitations of the Study

One of the limitations of this study was the fact this study was only limited to Eastern Mediterranean University students and many of which had travelled out of the island on vacation and so it made it difficult to get a larger sample size for testing. Also, factors like reluctance of some respondents to participate in the research by filling questionnaires also posed as limitations.

Chapter 2

LITERATURE REVIEW

2.1 Brand Equity Overview

The concept of brand equity has been regarded as a vital concept in the academia and also business practice, because managers can achieve a favorable competitive advantage through it (Lassar, Mittal, & Sharma, 1995). Brand equity has been largely defined and described in various ways, however, still remains largely inconclusive (Christodoulides & Chernatony, 2010). Ambler (2003) has referred to the complexity of the concept and its diversity in terms of literature conceptualization as due to the blind men and elephant syndrome. However, due to the inconclusiveness of the concept and its lack of general acceptability of definition, several academic scholars have proposed various definitions for this concept likewise dimensions for its measurement.

Aaker (1991) referred to brand equity as sets of assets and liabilities that are attributed to a brand, its symbol or name that increase or decrease the value provided by a good/service to a firm or its customers. It was also defined with respect to the marketing implications that are specifically traceable to a brand in the sense that, the brand name of a product stimulates certain reactions that would not have occurred if it were not the same brand name (Keller K. L., 1993). Also brand equity has also been viewed as the additional utility or added value to a particular product given its brand name (Farquhar, Y, & Yuji, 1991). Feldwick (1996) tended to describe a much

more simple approach where he classified the various definitions of brand equity i.e. the total value of a brand as an asset when disposed off or recorded in a balance sheet (brand valuation); an extent of the strength of attachment or bonding consumers have for the brand (brand strength); a depiction of the perceptions and associations consumers have of the brand (brand description or image).

Brand equity has been examined from two major points of view i.e. the financial aspect of brand equity (Farquhar et al 1991; Simon & Sullivan 1993) and the consumer aspect (Aaker 1991; You and Donthu 2001; Pappu et al., 2005; Christodoulides et al. 2010). The financial view of brand equity i.e. Firm Based Brand Equity (FBBE) focuses more on the value brand equity adds to the business financially, however the consumer based brand equity remains the propelling force for market share increase and brand profitability and also relies on the perception of the market (Christodoulides & Chernatony, 2010).

Majority of the research on consumer based brand equity have been stationed on cognitive psychology i.e. memory oriented (Aaker, 1991; Keller, 1993). The commonly adopted dimension of consumer based brand equity has been the dimension conceptualized by Aaker (1991) where he described them as brand loyalty, brand awareness, perceived quality, brand associations and other proprietary brand assets. The first four dimensions developed by Aaker depicts the perceptions of consumers to the brand and their reactions to it. Keller, (2003) however, conceptualized brand equity as how the brand knowledge affects the customers' response to the brand i.e. a brand could have a positive or negative value if consumers' reactions are more or less favorable to the marketing communication of products they know their brand names than to those which the brand names are not

known. Keller further asserted that brand knowledge remains a vital antecedent of CBBE and further divided it into two separate dimensions: brand awareness and brand image.

2.2 Consumer Based Brand Equity Measurement

Aaker and Keller's dimensions of brand equity have been adopted by various researchers for measurement (Keller, 1993; Prasad & Dev, 2000; Lamb & Low, 2000; Yoo & Donthu, 2001) i.e.:

- Brand Awareness: a term used when a potential buyer is able the recollect that a brand belongs to a specific category of products (Aaker 1991)
- Perceived Quality: refers to consumers' perception of the overall excellence
 or quality of the product (Zeithaml, 1988). Zeithaml noted that the higher the
 perceived quality the more the consumer would be driven to select the brand
 over competing brands.
- Brand Loyalty: Aaker noted this as the attachment a consumer has to a brand.
 It is tendency for a customer to keep selecting a brand irrespective of competition. Furthermore, Yoo & Donthu (2001) emphasizes the fact that it is the tendency of staying committed to a local brand shown by a primary choice of intention to buy.
- Brand Associations: This involves anything linked in memory to a brand (Aaker, 1991). The associations to a brand could be stronger by experiences or consistent openness to communications (Aaker, 1991; Alba & Hutchinson, 1987).

However, given the above dimensions, controversies have been raised as to whether these dimensions could also be applied in the service sector for dominant brands such as airlines, restaurants and stores (Nam, Ekinci, & Whyatt, 2011). Nam et al. also highlighted that Aaker's conceptual model does not clearly articulate whether the components refer to goods or services taking perceived quality as an example. Boo, Busser and Baloglu, (2009) asserted that it is not clear whether this dimensions are applicable in the service sector as it has shown that the goods-based CBBE model revealed a weak efficacy within the tourism industry. Nam et al. (2011) inferred that this model had to be adjusted to fit into the features of services i.e. inseparability, intangibility, heterogeneity owing to the fact that as service dominant brands are being evaluated, diverse dimensions of CBBE are emerging (Kayaman & Arasli, 2007; O'cass & Grace, 2004) Based on these, Nam et al. (2011) proposed a model of five dimensions of CBBE applicable to the service sector and can be used to evaluate service dominant brands.

- Physical quality
- Staff Behavior
- Ideal self-congruence
- Brand Identification
- Lifestyle congruence

For this research, this dimensions of CBBE were adopted to further evaluate service dominant brands in North Cyprus.

2.2.1 Physical and Staff Behavior (Independent Variable)

Given the rate at which research in the service industry is growing getting more dynamic, Nam et al. (2011) proposed these two dimensions of CBBE for evaluation of service dominant brands, especially in hotels and restaurant. These two

dimensions were drawn from the service quality concept and were proposed to be parts of the service quality dimensions.

Physical quality is concerned with the picture depicted by the amenities, architecture, materials and equipment of the brand (Ekinci, Dawes, & Massey, 2008). This concept in other words pays more attention to the physical environment such as the building structure, facilities of the brand.

Staff behavior on the other hand is the image depicted by the employees of the brand through their responsiveness, competence, friendliness and helpfulness (Ekinci et. al., 2008; Madanoglu, 2004). These are however based on the perception of consumers.

2.2.2 Ideal Self-Congruence (Independent Variable)

Several studies have discovered that consumers tend to purchase goods that aid the expression of their identities (Aaker, 1996). It should be noted that brands have been deemed to have personalities attributed to them and consumers would tend to select or evaluate a brand that matches their self-concept since it is known that brand personalities usually reflect the image of a user of the brand i.e. brand-user image. The process of matching this brand-user image with the consumer's ideal self-concept is called self-congruity (Sirgy, 1982, 1986). This concept implies that consumers own or buy brands to augment or sustain their self-esteem (Graeff, 1996). This study also adopts this view stating that self-congruence refers to how the brand image correlates with the ideal self-concept of the consumer (Nam et. al., 2011).

2.2.4 Brand Identification (Independent Variable)

Based on the social identity theory, identification has been described as a viewpoint of unanimity with or affinity to a social referent and admitting its failures and successes as one's own (Ashforth & Mael, 1989). Therefore in order to strengthen self-worth, consumers tend to identify with and seek attachment to social referent that would commensurate with their self-concept and boosts prestige. Consumers will likely identify with an entity when it satisfies one or more of their self-concept needs in terms of enhancement, categorization and distinctiveness (Ashforth & Mael, 1989; Scott & Lane, 2000).

Brand identification can be referred to as the psychological state of a consumer perceiving or valuing his or her attachment to a brand (Lam, Shankar, Erramilli, & Murthy, 2004). It can also be described as the extent to which a brand strengthens consumers' identity (Kim, Han, & Park, 2001). It further posits that when a consumer recognizes that certain features of a brand correlates with his or her ideal self-concept or definition, the consumer tends to imbibe such brand features into his or her own self-definition and would communicate such to others (Underwood et al., 2001). However Del Rio et al. (2001) separated the concept into two i.e. personal identification: when a consumer identifies with a particular brand and forms attachment with such brand; and social identification: when brands serve as instrument of communication letting consumers display their will to associate with or dissociate from groups that form their nearest social environment.

2.2.5 Lifestyle Congruence (Independent Variable)

In recent times, consumption has not just being about buying a product rather it has turned out to be a means of self-expression and individual identity creation. However, there exists no generally accepted definition for lifestyle, it generally depicts a person's distinctive way of living as shown in his opinions, activities and interests which becomes basis for individual differences (Solomon, 2002; Goldsmith et al, 1998). Consumers tend to display loyalty to a brand when its consumption is

commensurate with the lifestyle they desire. The concept of lifestyle congruence contrasts self-congruence and brand identification because the latter is based on association with groups and evaluation by self-concept while lifestyle congruence is fixed on consumers' interests, opinions, consumption goals that may be associated with various personal and social values that are not entirely covered by social identity and self-concept (Nam et. al., 2011).

2.3 Brand Experience (Mediating Variable)

The concept of brand experience has been attracting the focus of academic scholars as well as marketing practitioners currently (Brakus, Schmit, & Zarantonello, 2009). Holbrook et al., (1982) first introduced experience concept to marketing literature and has been gaining popularity since then in various fields of study including consumer behavior (Holbrook and Addis, 2001), economics (Gilmore & Pine, 1998) and evidently marketing (Schmitt, 1999; Brakus et al., 2009). Gentile et al. (2007) described brand experience as the experience of a customer that stems from series of interactions between a customer and a company, its products or sections of its organization which in turn triggers a reaction. This kind of experience connotes the involvement of the customer at various levels (emotional, physical, spiritual, rational and sensorial) as it is rigorously personal. It has also been conceptualized by Brakus et al. (2009) as "a set of sensations, feelings, and cognitions and behavioral responses evoked by brand-related stimuli that are part of a brand's design, identity, packaging, communications, and environments".

Experience could occur at various levels or in different settings i.e. product experience occur as a result of interaction with products; shopping or store experience as a result of interaction with the physical environment of a store, its

employees and policies; consumption experience as a result of the actual consumption or use of a product or service (Brakus et. al., 2009). The concept was largely concentrated on service/product experience until Schmitt (1999) highlighted the superficial dimensions of experience i.e. think, sense, feel, act relate from the viewpoint of consumers.

Brand experience has been examined in different contexts and dimensions. Iglesias et al., (2011) highlighted the affective commitment dimensions of brand experience and its effect on brand loyalty. Taylor & Ishida, (2012) examined the three dimensions of brand experience i.e. sensory, behavioural and affective. All of these dimensions were adopted from the brand experience dimensions Brakus et al., (2009) conceptualized viz:

- Sensory experience: which relates to experiences involving the senses i.e. sound, sight, taste, smell and touch (Hulten, 2011).
- Affective experience: relates to experiences that are deeply ingrained the minds of consumers unconsciously and able to produce feelings and emotions from consumers (Wang et al, 2008).
- Behavioural experience: this relates to experience that stimulates consumers to act in a certain way (favourable or unfavourable) towards the product or the brand (Brakus et. al., 2009)
- Intellectual/ Experience: experience that stimulates the consumer to think (creatively) about the brand or product and usually ends up in strong bond with the brand (Schmitt 1999).

These dimensions were generated and conceptualized by Brakus et al., (2009) and were tested accordingly. They form the basis of brand experience for this study and

are used to test their mediating effects on CBBE, brand loyalty and consumer satisfaction.

2.4 Consumer Satisfaction (Dependent Variable)

There exists several contrasting views in consumer satisfaction definition (Nam et al., 2011). However, two primary approaches have been adopted to its definition. It can be viewed as a result of consumption or as a process (Parker & Mathews, 2001). The most widely accepted description is consumer satisfaction as a process i.e. an evaluation between what is expected and what is received (Parker et. al., 2001). Two popular formulations of consumer satisfaction exists among the various definitions and descriptions of the concept i.e. transaction-satisfaction and overall satisfaction. The former implies that satisfaction ensues after the product or service is consumed succeeding an encounter with the service provider (Jones & Suh, 2000). Overall satisfaction on the other hand is a judgement based on previous purchase and all interactions with service provider (Bitner and Hubert, 1994). Invariably, transaction-specific satisfaction differs from various experiences while overall satisfaction is a cumulative of all the satisfaction that are based on transactions.

Most of the study on satisfaction have adopted the overall satisfaction theory because of its level of accuracy in predicting loyalty in the future (Fornell, Johnson, Anderson, Cha, & Bryant, 1996). However, Oliver (1980) asserted that overall satisfaction cannot be adopted due to its difficulty in being quantified and also not congruous to service because it expeditiously sinks into the overall mind-set of the consumer towards a service-dominant brand, after which it becomes an uphill task for them to recollect what their initial satisfaction level was, where they must have

had the experience and when they experienced various encounters with the service provider.

2.5 Brand Loyalty (Dependent Variable)

The sales a brand would make, largely depends on the number of customers it has and the number of times they buy i.e. repeat-purchase (Uncles & Ellis, 1989). As an outcome of this, managers and marketers are deeply interested in ensuring that customers are attracted and their loyalty is maintained (Dawes, Meyer-Waarden, & Driesener, 2015). This is the reason several brand owners invest much in various means of marketing communication to draw new customers and also enhance the current customer loyalty (Dawes et. al., 2015).

The consumer loyalty concept has been researched by various scholars and has been described in various ways. However, in previous years, loyalty has been viewed from two different viewpoints: attitudinal loyalty and behavioral loyalty. Some of the academic researchers contend that brand loyalty connotes the consumer's attitude (positive) towards the brand and also the tendency (behavioral) to purchase it (Jacoby & Kyner, 1973; Jacoby & Chestnut, 1978; Dick & Basu, 1994). Behavioral loyalty on the other hand, is more concerned with the frequency of purchase, time interval of purchase, the length of time the buyer remains a customer, the size of the repertoire and the ratio of brand customers who are actually loyal (Dawes et. al., 2015).

However, it has been argued that attitudinal approach to loyalty is more applicable to study loyalty of travellers due to the fact that they can exhibit loyalty to a destination though they haven't visited (Chen and Gursoy, 2001). Nam et. al. (2011) adopted this

approach and defined attitudinal loyalty as the intention of a consumer to visit a a destination or his willingness to recomment the brand (service-dominant). Hence, this study also adopts this same approach.

2.6 Conceptual Model

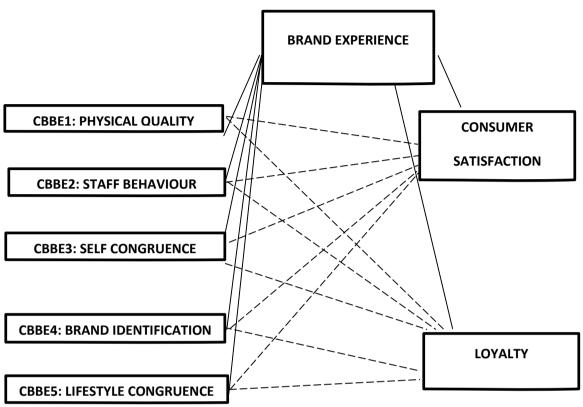


Figure 1: Mediation Model

Based on the literature review, this study proposes the hypotheses that brand experience mediates the effects of consumer based brand equity on consumer satisfaction and brand loyalty and also that CBBE has a direct effect on consumer satisfaction and loyalty.

Chapter 3

RESEARCH METHODOLOGY

3.1 Overview

The aim of this study was to find out the mediating effect of brand experience on consumer based brand equity, consumer satisfaction and brand loyalty. This chapter contains the details of how the research was carried out, the data collection methods, mode of analysis, sampling methods and research design.

3.2 Research Design

This study was based on a quantitative research method with the aid of survey questionnaires for data collection. These questionnaires were distributed to students from different departments and faculties in Eastern Mediterranean University. Given the diversity of nationalities present in the university, it provided enough ground for the questionnaires to be distributed within the university. The responses were later analyzed with appropriate statistical software and results were computed

3.3 Data Collection

The traditional paper-based questionnaires were administered for gathering the primary data. The survey was divided into three (3) parts which were: the Demographic section which included age, gender, level of study, department, level of income, number of children and marital status; the second part had a list of thirteen (13) brands from the various service sectors from which the respondents were required to select one of the brands they were familiar or had an experience with upon which they were to respond to the questions in the third section; the third

section was divided into eight (8) parts (Physical quality – 4, Staff behavior – 3, Ideal self-congruence – 3, Brand identification – 3, Lifestyle congruence – 3, Brand loyalty – 4, Brand experience – 11 and Consumer satisfaction – 5) adding up to a total of thirty six (36) components. A Likert scale measurement ranging from one (1) to seven (7) labelled Strongly Disagree (1) to Strongly Agree (7) respectively was adopted for all the components based on the previous studies conducted. A total of three hundred (300) questionnaires were distributed and two hundred and ninety two (292) were recovered which makes up about ninety seven percent (97%) of the total number of questionnaires distributed. The table below shows the components in the survey and their original sources:

Table 1: Components and their original sources

NO. OF ITEMS	ORIGINAL SOURCE
4	Nam, Ekinci and Whyatt,
	(2011)
3	Nam, Ekinci and Whyatt,
	(2011)
3	Nam, Ekinci and Whyatt,
	(2011)
3	Nam, Ekinci and Whyatt,
	(2011)
4	Nam, Ekinci and Whyatt,
	(2011)
11	Brakus, Schmitt and
	Zarantonello (2009)
	3 3

3.4 Data Analysis

Analysis of the data was done with the aid of the IBM SPSS and IBM SPSS AMOS software for the reliability analysis and structural equation modelling respectively. The reliability analysis was carried out with the IBM SPSS for each of the component categories and an overall analysis using the Cronbach's Alpha which is commonly used for measuring internal consistency.

The IBM SPSS AMOS was used to test the fitness of the model using the Confirmatory Factor Analysis (CFA) fit model and also to analyze the mediating effect of Brand experience using the Structural Equation Modelling (SEM) bootstrapping method.

3.5 Hypotheses of the Study

From previous studies it has been established that the experiences consumers have with a brand do have effects on how loyal they get to the brand and their satisfaction level (Brakus et al., 2009; Pine and Gilmore, 1999). Research has also shown that a correlation (positive) exists between service quality dimensions and consumer satisfaction within the service sector (Nam et al., 2011; Heung, Qu and Wong, 2002; Tam, 2000; Lam and Heung, 1998). Furthermore, Olson and Peter discovered that a large percentage of Harley Davidson customers seem more attached emotionally to the brand, in other words they do not just relish the quality of the bikes but also being part of the community is something they cherish and therefore stay loyal to the brand. This asserts the fact that brand identification also triggers a bonding

emotionally resulting in brand loyalty. Brakus et al., 2011 was also able to establish that consumer satisfaction together with brand experience served as mediators to the effect of consumer based brand equity on brand loyalty. Hence, this research tested the following hypotheses postulating that brand experience serves as a mediator between brand equity, loyalty and consumer satisfaction.

H1: Brand experience mediates the effect of brand equity on brand loyalty.

H1a: Brand experience mediates the effect of physical quality on brand loyalty.

H1b: Brand experience mediates the effect of staff behavior on brand loyalty.

H1c: Brand experience mediates the effect of ideal self-congruence on brand loyalty.

H1d: Brand experience mediates the effect of brand identification on brand loyalty.

H1e: Brand experience mediates the effect of lifestyle congruence on brand loyalty.

H2: Brand experience mediates the effect brand equity on consumer satisfaction.

H2a: Brand experience mediates the effect of physical quality on consumer satisfaction.

H2b: Brand experience mediates the effect of staff behavior on consumer satisfaction

H2c: Brand experience mediates the effect of ideal self-congruence on consumer satisfaction.

H2d: Brand experience mediates the effect of brand identification and consumer satisfaction.

H2e: Brand experience mediates the effect of lifestyle congruence on

consumer satisfaction.

H3: Brand equity has a direct effect on brand loyalty

H3a: Physical quality has a direct effect on brand loyalty

H3b: Staff behavior has a direct effect on brand loyalty

H3c: Self congruence has a direct effect on brand loyalty

H3d: Brand identification has a direct effect on brand loyalty

H3e: Lifestyle congruence has a direct effect on brand loyalty

H4: Brand equity has a direct effect on consumer satisfaction.

H4a: Physical quality has a direct effect on consumer satisfaction

H4b: Staff behavior has a direct effect on consumer satisfaction

H4c: Self congruence has a direct effect on consumer satisfaction

H4d: Brand identification has a direct effect on consumer satisfaction

H4e: Lifestyle congruence has a direct effect on consumer satisfaction

Chapter 4

FINDINGS

4.1 Descriptives

Data were collected from students in EMU of thirty six (36) diverse nationalities ranging from Nigeria to Venezuela and many of the middle-eastern countries including Turkey. Respondents from Nigeria (38%) formed major part of the data followed by Iranians (26.4%) and the rest from other countries. A large number of the respondents were males (68.2%) while the females formed the rest part of the data. The sample was split among the airline service sector (60%), restaurants (16.8%) and the Brand authorized retail stores (21.9%). In terms of the level of income, 24.7% earned less than 600tl; 25.7% earned between 600tl and 1199tl; 8.9% earned between 1200tl and 1799tl; 7.5% earned between 1800tl and 2399tl; 13.4% earned between 2400tl and above while 19.9% did not state their income levels. It was also discovered that 90.1% of the respondents fell in the age group 18 and 27 years old which constituted a younger population. Most of the respondents were students within the university with 74% of them being undergraduates and 22.9% in the graduate level of study.

4.2 Reliability

This analysis is carried out to ascertain the reliability and dependability of a scale. The Cronbach's alpha co-efficient usually ranges from zero (0) to one (1) however should not be too high which tends to redundancy (Steiner, 2003) and not too low with a minimum value of 0.70 (Hair et al. 1998). Results of the reliability analysis for each of the component categories are shown in the different figures below:

Table 2: Reliability Analysis

Table 2. Reliability Milarysis									
Components	Cronbach's Alpha	No. of Items							
Physical Behaviour	0.882	4							
Staff Behaviour	0.922	3							
Self-Congruence	0.858	3							
Brand Identification	0.872	3							
Lifestyle	0.901	3							
Congruence									
Brand Loyalty	0.737	4							
Brand Experience	0.925	11							
Consumer	0.954	5							
Satisfaction									
Overall	0.964	36							
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The table above shows the different Cronbach's Alpha coefficient for each of the components as analyzed using the SPSS. Results (Cronbach's Alpha) for each of the component categories showed: Physical quality (0.882), Staff behavior (0.922), Self-congruence (0.858), Brand Image (0.872), Lifestyle congruence (0.901), Brand loyalty (0.737), Brand Experience (0.925), Consumer Satisfaction (0.954) and overall value of 0.964. These values confirmed the reliability of the scales based on the ground that the generally agreed upon lowest value for Cronbach's alpha should be 0.70 (Hair et al. 1998). It further confirms the reliability of the scale for each component and also for all the components combined.

4.3 Validity

Preceding the model fit analysis, it is very important to establish convergent and discriminant validity as well as the construct reliability. This was also done and below is table 3 showing the results for each of the models:

Table 3: Convergent ant Discriminant Validity (Consumer Satisfaction)

	CR	AVE	MSV	ASV	BE	PQ	SB	SC	BI	LC	CS
BE	0.923	0.524	0.520	0.405	0.768						
PQ	0.883	0.655	0.640	0.324	0.463	0.827					
SB	0.922	0.798	0.667	0.352	0.526	0.817	0.893				
SC	0.868	0.690	0.507	0.365	0.635	0.593	0.628	0.830			
BI	0.875	0.701	0.582	0.273	0.763	0.269	0.357	0.457	0.837		
LC	0.903	0.756	0.526	0.324	0.725	0.402	0.421	0.572	0.676	0.869	
CS	0.956	0.813	0.507	0.394	0.655	0.690	0.686	0.712	0.434	0.541	0.902

^{*}CR- Construct reliability, AVE-Average Variance Extracted, MSV-Maximum Shared Squared Variance, ASV-Average Shared Squared Variance; BE- Brand Experience, PQ-Physical Quality, SB-Staff Behavior, SC-Ideal Self-Congruence, BI-Brand Image, LC-Lifestyle Congruence, CS-Consumer Satisfaction. *The bolded diagonal values show the Average Variances Extracted.

Table 4: Convergent and Discriminant Validity (Brand Loyalty)

		0 - 0						- 5 5 /			
	CR	AVE	MSV	ASV	BE	PQ	SB	SC	BI	LC	BL
BE	0.922	0.520	0.518	0.421	0.765						
PQ	0.883	0.655	0.650	0.329	0.486	0.825					
SB	0.922	0.797	0.667	0.367	0.544	0.817	0.893				
SC	0.868	0.690	0.464	0.361	0.647	0.593	0.629	0.831			
BI	0.875	0.701	0.578	0.287	0.760	0.270	0.357	0.457	0.837		
LC	0.903	0.756	0.536	0.340	0.732	0.402	0.421	0.572	0.676	0.870	
BL	0.869	0.692	0.540	0.435	0.678	0.697	0.735	0.681	0.526	0.619	0.832

*CR- Construct reliability, AVE-Average Variance Extracted, MSV-Maximum Shared Squared Variance, ASV-Average Shared Squared Variance; BE- Brand Experience, PQ-Physical Quality, SB-Staff Behavior, SC-Ideal Self-Congruence, BI-Brand Image, LC-Lifestyle Congruence, BL- Brand Loyalty. *The bolded diagonal values show the Average Variances Extracted.

The convergent and discriminant validity of brand experience, brand loyalty, consumer satisfaction and the dimensions of CBBE were tested also by the CFA using bootstrapping. The scale is said to be reliable when the Construct reliability (CR) is greater than 0.7 and evidently all of the scales appeared greater. Also there is convergent validity when the CR is greater than the Average Variance Extracted (AVE) and also when the AVE is greater than 0.5. Finally, discriminant validity is present when the Maximum Shared Squared Variance (MSV) is less than AVE and Average Shared Squared Variance (ASV) is less than AVE. All of the scales in the construct met these requirements fully.

4.4 Model Fit Analysis

The Confirmatory Factor Analysis (CFA) Model fit was done using the IBM SPSS AMOS to ascertain whether the measures and components were consistent with the model and if the model was fit. The test proved that the model had a goodness of fit. The x^2 test result showed it was significant statistically which would signify an inadequate fit model. However, since the sample size and the level complexity of the model influences this statistic, it would not be proper to reject the model based on that alone as there are other fit indices such as Goodness of Fit Index (GFI), Norm Fit Index (NFI), Critical Fit Index (CFI), Adjusted GFI and Root Mean Square Error of Approximation (RMSEA) which are used to measure goodness of fit. The model fit analysis was first carried out for the mediation effect of brand experience on Brand equity and Brand loyalty and then consumer satisfaction.

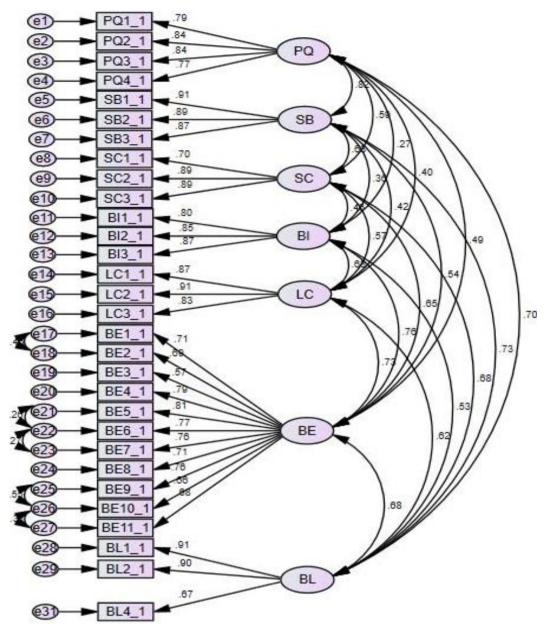


Figure 2: CFA for Model 1 (Brand Loyalty)

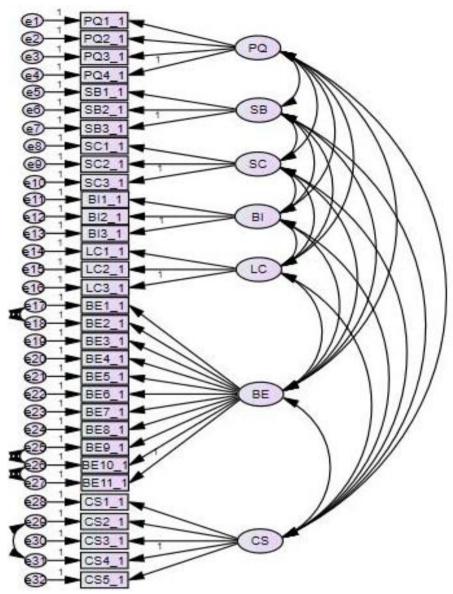


Figure 3: CFA for Model 2 (Consumer Satisfaction)

Table 5: Model Fit Statistics

	MODEL 1	MODEL 2
CMIN/DF	2.304	2.106
AGFI	0.80	0.81
RMSEA	0.067	0.062
GFI	0.83	0.84
NFI	0.88	0.89
CFI	0.93	0.94

The indices of both models which are combined into one model support a good model fit based on agreed upon criteria i.e CMIN/DF should be less than 5.0 if n is greater than 200 (Bentler, 1990); AGFI should be greater than 0.80 (Hair et al., 2009); RMSEA should be less than 0.08 (Hu & Bentler, 1999; Meyers et al., 2005) and CFI should be greater than 0.90 (Hatcher, 1994). This shows invariably a good overall model fit for the full mediation model.

4.5 Hypotheses Testing

This analysis was carried out with IBM SPSS AMOS software and the model of testing was the structural equation modelling by the bootstrapping method.

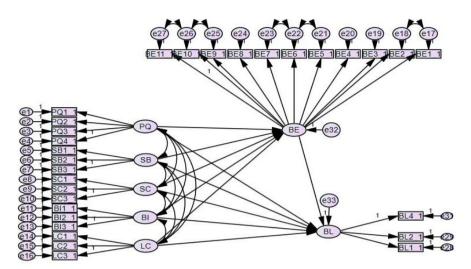


Figure 4: Mediation Analysis (Brand Loyalty

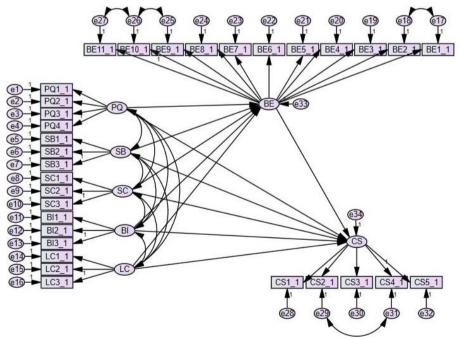


Figure 5: Mediation Analysis (Consumer Satisfaction)

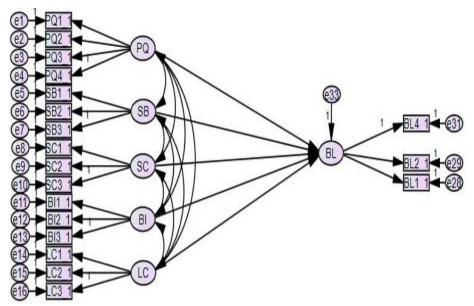


Figure 6: Direct Analysis (Brand Loyalty)

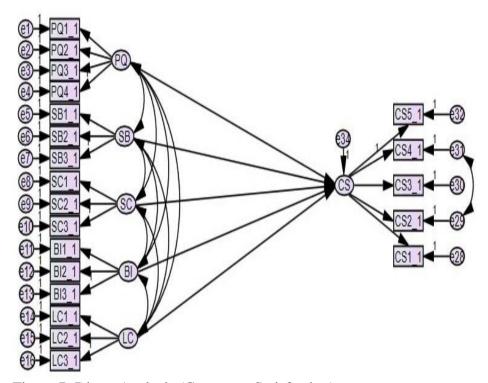


Figure 7: Direct Analysis (Consumer Satisfaction)

Table 6: Final Mediation Results

	TOTAL	INDIRECT	DIRECT	
	EFFECT	EFFECT	EFFECT	
PQ => BL	.226 (0.012)	0.489	0.040	Direct Effect
$SB \Rightarrow BL$.268 (***)	0.257	0.012	Direct Effect
$SC \Rightarrow BL$.152 (0.006)	0.213	0.049	Direct Effect
BI => BL	.098 (0.031)	0.269	0.319	No
				relationship
$LC \Rightarrow BL$.180 (0.002)	0.258	0.015	Direct Effect
$PQ \Rightarrow CS$	0.367 (***)	0.656	0.002	Direct Effect
$SB \Rightarrow CS$	0.175 (0.059)	0.199	0.271	No
				Relationship
$SC \Rightarrow CS$	0.363 (***)	0.059	0.001	Direct Effect
$BI \Rightarrow CS$	0.054 (0.320)	0.004	0.365	Full
				Mediation
LC => CS	0.126 (0.067)	0.008	0.505	Full
				Mediation

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Table	/:	Hypothes	ses Testing	Results

Twell (11) pounded Tosumb Tresums	
H1: Brand experience mediates the effect of brand	REJECT
equity on brand loyalty.	
H1a: Brand experience mediates the effect of physical	REJECT
quality on brand loyalty.	
H1b: Brand experience mediates the effect of staff	REJECT
behavior on brand loyalty.	
H1c: Brand experience mediates the effect of ideal self-	REJECT
congruence on brand loyalty.	
H1d: Brand experience mediates the effect of brand	REJECT
identification on brand loyalty.	
H1e: Brand experience mediates the effect of lifestyle	REJECT
congruence on brand loyalty.	
H2: Brand experience mediates the effect brand equity	REJECT
on consumer satisfaction.	
H2a: Brand experience mediates the effect of physical	REJECT
quality on consumer satisfaction.	
H2b: Brand experience mediates the effect of staff	REJECT
behavior on consumer satisfaction.	
H2c: Brand experience mediates the effect of ideal self-	REJECT
congruence on consumer satisfaction.	
H2d: Brand experience mediates the effect of brand	ACCEPT
identification and consumer satisfaction.	
H2e: Brand experience mediates the effect of lifestyle	ACCEPT
congruence on consumer satisfaction.	
IIO. Donald and the base of the standard of th	A CCEPT
H3: Brand equity has a direct effect on brand loyalty	ACCEPT

H3a: Physical quality has a direct effect on brand loyalty.	ACCEPT
H3b: Staff behavior has a direct effect on brand loyalty.	ACCEPT
H3c: Self congruence has a direct effect on brand loyalty.	ACCEPT
H3d: Brand identification has a direct effect on brand loyalty.	REJECT
H3e: Lifestyle congruence has a direct effect on brand loyalty.	ACCEPT
H4: Brand equity has a direct effect on consumer satisfaction.	ACCEPT
H4a: Physical quality has a direct effect on consumer satisfaction.	ACCEPT
H4b: Staff behavior has a direct effect on consumer satisfaction.	REJECT
H4c: Self congruence has a direct effect on consumer satisfaction.	ACCEPT
H4d: Brand identification has a direct effect on consumer satisfaction.	REJECT
H4e: Lifestyle congruence has a direct effect on consumer satisfaction.	REJECT

H1: Brand experience mediates the effect of CBBE on brand loyalty

The mediation analysis showed that brand experience had no mediating effect between Brand Equity and Brand loyalty. The p values for the effects each component: Physical quality (.48), Staff behavior (.25), Ideal self-congruence (.21) and Lifestyle congruence (.258) on brand loyalty mediated by brand experience showed greater than 0.05 depicting an insignificant effect. This therefore means that the hypotheses that brand experience mediates the effects of physical quality (H1a), staff behavior (H1b), Ideal self-congruence (H1c) and Lifestyle congruence (H1e) on brand loyalty is not supported. Brand identification on the other hand, showed no relationship with brand experience and brand loyalty, it therefore also means that this hypothesis (H1d) is not supported. However, all of the components of brand equity

showed a significant total effect on brand loyalty when there is no mediating variable.

H2: Brand experience mediates the effect of CBBE on consumer satisfaction

According to the results obtained from the analysis, two of the components of brand equity i.e. Brand identification and Lifestyle congruence were fully mediated by brand experience which means the hypotheses (H2d & H2e) that brand identification and lifestyle congruence are mediated by brand experienced are fully supported and therefore accepted. However, physical quality and ideal self-congruence showed no mediation of brand experience while staff behavior had no relationship with brand experience and consumer satisfaction therefore the hypotheses stating that brand experience mediates the effects of staff behavior, physical quality, and ideal self-congruence on consumer satisfaction should be rejected because there was no statistical significance to support them.

H3: CBBE has a direct effect on brand loyalty

Based on the statistical results collated, four of the components of brand equity i.e. Physical quality, staff behavior, ideal self-congruence and Lifestyle congruence had a direct effect on brand loyalty and therefore means the supporting hypotheses should be accepted. However, Brand identification showed no relationship with brand loyalty making it impossible to accept the hypothesis that it has a direct effect on brand loyalty.

H4: CBBE has a direct effect on consumer satisfaction

The results also showed that Physical quality and Ideal self-congruence had a direct effect on consumer satisfaction while staff behavior showed no relationship. Brand identification and Lifestyle congruence on the other hand, were fully mediated by brand experience therefore eliminated the possibility of direct effects of both

components. Therefore it suffices to say that brand experience partially mediates the effect of brand equity on consumer satisfaction with two components of brand equity.

Chapter 5

SUMMARY AND RECOMMENDATIONS

5.1 Findings and Summary

This research aimed to find out if brand experience mediated the effect of brand equity on brand loyalty and consumer satisfaction. Several hypotheses were proposed and tested using appropriate statistical software and techniques.

From the results of the findings, it was discovered that brand experience did not mediate the effect of brand equity dimensions on brand loyalty partially or fully. However, it did show that all of the dimensions of brand equity but one (brand identification) had a significant direct effect on brand loyalty. Furthermore, results also showed that brand experience fully mediated the effects of brand identification and lifestyle congruence on consumer satisfaction but did not mediate the effects of physical quality and ideal self- congruence which both had direct significant effect on consumer satisfaction and staff behavior which had no relationship.

5.2 Implications

The findings imply that the experience that consumers have with a brand does not mediate the effects of their perception of the brand on their loyalty. This still affirms the fact that Consumer based brand equity plays a vital role in developing brand loyalty.

Furthermore, given the fact that brand experience mediates the effects of brand identification and lifestyle congruence on consumer satisfaction, it depicts that lifestyles of consumers matching with the brands and the experience they encounter with the brand at any level of touch point invariably affects their satisfaction with the brand. Also, affirming that physical quality and ideal self-congruence has a direct effect on consumer satisfaction means that, the quality of service rendered by the brand and how the brand is consistent with the self-perception of consumers affects their satisfaction level.

5.3 Recommendations

Since it has been established that brand equity dimensions do have a direct effect on brand loyalty. It will be important for managers to pay attention to each of the components of brand equity. This could be done by ensuring quality services are delivered matching or exceeding customers' expectations, providing adequate measures and incentives to motivate members of staff in order to facilitate positive behaviors towards customers. Staff could be properly trained on how to relate to customers at any given level. Also, managers should endeavor to portray their brands to fit the self-perception and lifestyles of their consumers as it is established that when the brands match the self-perception and lifestyles of consumers, it positively affects their loyalty to the brand. This could be achieved by segmenting their various customers based on various categories of lifestyles and appealing to each on such basis. Managers should also comprehensively analyze the personality traits of their brand from the customers' perspective and promote an image that would be consistent with the self-perception of the customers.

Brand experience on the other hand, showed that it mediated the effects of brand identification and lifestyle congruence on consumer satisfaction. This would mean that managers should also endeavor to create a positive experience for customers whenever they come in contact with the brand to further increase the level of satisfaction because the research has shown that consumers build satisfaction when the brand experience fit their lifestyles. This would imply that managers should take time to study and monitor the lifestyles of their potential and current customers, tend to comprehend their interests and develop services to suit these interests and needs.

It also further emphasizes the need for adequate staff training and motivation in handling customers as it not just only builds loyalty, it affects the level of satisfaction the customer would derive from the brand. Therefore staff given adequate customer relationship training would enhance positively the experience customers would have when in contact with members of staff especially front-line employees.

5.4 Limitations and Future Research

This research does not come without its limitations. Firstly, the research was limited to students of EMU with majority of the respondents being undergraduates. Secondly, the sample size used cannot be adopted to generalize an entire population. Further research could be carried using a larger sample size and perhaps with majority of the sample being graduates or working population. Although the research suggested that brand experience does not mediate the effect of brand equity on loyalty, further additional research could still be carried with a different population to affirm or dispute this claim.

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APPENDIX

Appendix A: Survey Questionnaire

EASTERN MEDITERRANEAN UNIVERSITY

Thank you for making out time to take this survey. The survey is carried out by a student of the department of marketing for academic research purpose only. I fully assure you that all of the answers you provide in this survey will be kept confidential. The survey data will be reported in a summary fashion only and will not identify any individual person.

I.) DEMOGRAPHIC QUESTIONNAIRE

Please tick the	right b	ox and	fill the blank					
1. Sex:	Male []	Female □					
2. Age: 68+ □	18-27		28-37 □	38-47		48-57		58-67□
3. Nationality:	•							
4. Level of stu	ıdy:	Bachel	or degree \square	Gradu	ate degre	ee 🗆		
5. Marital sta	atus:	Single		Married			Divorce	ed □
6. No. of Chile	dren (if	any):						
7. Department	:							
8. Occupation	:							
9. Level of Inc 1200T	come (F L-1799		ndividual):	Less th	han 600T	L 🗆	600TL-	1200TL □
				1800T	L-2399T	L 🗆	2400TL	or more
II.) Below is have had an e chosen:			•					•
Turkish Airlin	ne 🗆	Emirat	es □ Egy _l	ot Air 🗆	Royal A	Air Mar	oc 🗆 🗎	Burger-
city Popeyor Southern Fried Mavi S Vans Store	d Chicke Store □		Johnny Roc	kets □	Adidas	Store □]	Nike store
III.) In the fo some extent he equity on cor chosen. For ea 1) Strongly Di	now bransumer nch state	nd expe satisfac ment, p	erience mode tion and bra lease use the	erates the and loyal scale:	e effect of ty based	of cons	umer ba	sed brand you have
Agree Somew	_	2) 10150	.g.cc 3, D	1545100 50	Jiiie wiidt		1) 11000	iui <i>3)</i>

6) Agree 7) Strongly Agree

	ITEM							
		1	2	3	4	5	6	7
	Physical Quality	8			<u></u>			\odot
PQ 1	This brand has modern looking equipment	1	2	3	4	5	6	7
PQ 2	This brand's facilities are visually appealing	1	2	3	4	5	6	7
PQ 3	Materials associated with the service (such as	1	2	3	4	5	6	7
	menus, furniture, decorations) are appealing							
PQ 4	This brand gives me a visually attractive	1	2	3	4	5	6	7
	environment Service Quality: Staff Behaviour	8			<u> </u>			\odot
SB 1	Employees of this brand listen to me	1	2	3	4	5	6	7
			2		4	5		7
SB 2	Employees of this brand are helpful	1	2	3	4	5	6	7
SB 3	Employees of this brand are friendly			3	·	3	0	_
	Ideal Self-Congruence	8			☺			\odot
SC 1	The guests of this brand have an image similar to how I like to see myself	1	2	3	4	5	6	7
SC 2	The image of this brand is consistent with how I like to see myself	1	2	3	4	5	6	7
SC 3	The image of this brand is consistent with how	1	2	3	4	5	6	7
	I would like others to see me	_			_			_
	Brand Identification	8			☺			☺
BI 1	If I talk about this brand, I usually say "we" rather than "they"	1	2	3	4	5	6	7
BI 2	If a story in the media criticizes this brand, I would feel embarrassed	1	2	3	4	5	6	7
BI 3	When someone criticizes this brand, it feels like a personal insult	1	2	3	4	5	6	7
	Lifestyle Congruence	8			<u></u>			0
LC 1	This brand reflects my personal lifestyle	1	2	3	4	5	6	7
LC 2	This brand is totally in line with my lifestyle	1	2	3	4	5	6	7
LC 3	Patronizing this brand supports my lifestyle	1	2	3	4	5	6	7
	Brand Loyalty	8			<u> </u>			<u></u>
BL 1	I will recommend this brand to someone	1	2	3	4	5	6	7
BL 2	Next time I will use this brand	1	2	3	4	5	6	7
BL 3	I will switch to other brand if I have a problem with this brand	1	2	3	4	5	6	7
BL 4	This brand would be my first choice	1	2	3	4	5	6	7
	Brand Experience	8			<u> </u>			\odot
BE 1	This brand makes a strong impression on my	1	2	3	4	5	6	7
	visual sense or other sense							
BE 2	I find this brand interesting in a sensory way	1	2	3	4	5	6	7
BE 3	This brand appeals to my senses	1	2	3	4	5	6	7

BE 4	This brand induces sentiments and feelings	1	2	3	4	5	6	7
BE 5	I have strong emotions for this brand	1	2	3	4	5	6	7
BE 6	I engage in physical actions and behaviors when I use this brand	1	2	3	4	5	6	7
BE 7	This brand results in bodily experiences	1	2	3	4	5	6	7
BE 8	This brand is action oriented	1	2	3	4	5	6	7
BE 9	I engage in a lot of thinking when I engage this brand	1	2	3	4	5	6	7
BE 10	This brand makes me think	1	2	3	4	5	6	7
BE 11	This brand stimulates my curiosity and problem solving	1	2	3	4	5	6	7
	Consumer Satisfaction	(3)			(:)			\odot
CS 1	I am very satisfied with the service provided	1	2	3	4	5	6	7
CS 2	This brand does a good job of satisfying my needs	1	2	3	4	5	6	7
CS 3	The service provided is very satisfactory	1	2	3	4	5	6	7
CS 4	I believe that using this service is usually a very satisfying experience	1	2	3	4	5	6	7
CS 5	I made the right decision when I decided to use this service	1	2	3	4	5	6	7

Your responses are <u>for research purposes only.</u> They will be kept confidential and reported as aggregate data only.