Evaluating the Effect of Brand Equity on Consumer Satisfaction and Brand Loyalty in Large Retails of the Mazandaran Province (Case Study: Food Products Industry)

Hamed Mohammadi Shahroodi*, Hossein Kaviani, Mohammad Reza Abasian
Islamic Azad University, Science and Research Branch, Business Management, Babol, Iran
*E-mail: hamedmohammadi.2020@gmail.com

Abstract
Brand names are among the highly influential factors of consumer behavior, so that consumers know it as an important component of the product. Companies that have a high position in terms of brand equity in the minds of customers can easily be deemed as profitable among other companies in their associated industry. In this study, using model of Jujang et al., that is inspired from the Aaker's model of brand equity, we examine the impact of dimensions of customer-based brand equity as the independent variable on consumer satisfaction and brand loyalty, and as the dependent variable in the Food Products Industry. In order to test this hypothesis, a questionnaire has been designed and distributed to 300 customers of big retails. For data analysis and hypotheses testing, structural equation modeling technique was used. The results show that a group of independent hypotheses considered by the researcher, including the ideal internal consistency, brand identity, and consistent of lifestyle, to an acceptable extent have a significant and direct impact on customer satisfaction, and hence, customer satisfaction will have a positive and significant effect on loyalty, too, but physical quality and staff behavior have no statistically significant relationship with customer satisfaction.
Keywords: Brand equity, consumer satisfaction, brand loyalty

Introduction

The emergence of brand equity has increased the importance of marketing strategies and provided a focus point for researchers and managers. With the increase of various brands in the food industry, it will be important that the level of value dimensions, that is the perception that people have of products, to be high. We aim to examine the role that brand can play in customer retention as well as in the promotion of their behavioral perception, that itself will lead to long-term benefits for the company. One of the most valid and well-known concepts in marketing is customer satisfaction, that plays an important role in creating loyalty, because satisfaction is a head start for loyalty. Loyal customers will willingly pay more for earning the benefits and quality of their favorite brand (Clottey et al., 2008: 35-48). By means of brand loyalty, organizations can gain a larger share of the market, because loyal customers repeatedly buy products of that brand and resist against the competitors' marketing efforts and situational factors (Yoo, 2007; 41-57) .According to above mentioned, we can say that if the customer be satisfied with the brand, he/she can also be a loyal customer to the brand.

Problem Statement

Clerly believes that at the absence of brands and trademarks, there will be no reliable and credible market, and there will be no certainty about what should we get and what should be avoided (Kotler and Philip, 2006). The main driver of the increase in the importance of the customers' satisfaction is the fact that satisfied customers create a stronger competitive position and lead to greater market share and more profits. Customer satisfaction is the head of the marketing concept

and has great importance among marketers and researchers in the field of consumers. The primary function of all organizations in today's competitive world is to establish and maintain a competitive advantage (Fonseca, 2009). Successful brands are those that are more compatible with the environment; so in the long term and against the existing competition, they will become more durable and they can grow. Powerful brands are never far from their goals and plans and that is why the customers can feel assured about them and use their past experiences for future. Experiences encourage customers to development and success of the brand and brand loyalty, so brand visualization and loyalty should be considered in terms of customer's positive experiences (Kaay and Habson, 2004).

Conceptual framework

The research model is derived from Aaker's model (1999). The key variables of this model are dimensions of brand equity as the independent variable, including physical quality, staff behavior, the ideal internal consistency, brand identity, lifestyle consistency; consumer satisfaction as a moderating or intermediate variable (Janghyeon Nam et al., 2011); and brand loyalty as the dependent variable. In this model, the dimensions of brand equity are presented as an attitude approach that influences the customers' responses to marketing activities. About the second part of the model, i.e. the impact of satisfaction on loyalty, Finn (2010) suggested that customers' satisfaction has positive impacts on issues such as repurchase, customers' retention, loyalty, retail performance, and profitability (Finn, 2010). The main purpose of this model is to investigate the effect of consumer-based brand equity on consumer satisfaction and brand loyalty. Figure 1 shows the conceptual model of the research derived from the conceptual model of Aaker (1991) and Janghyeon Nam et al. (2011).
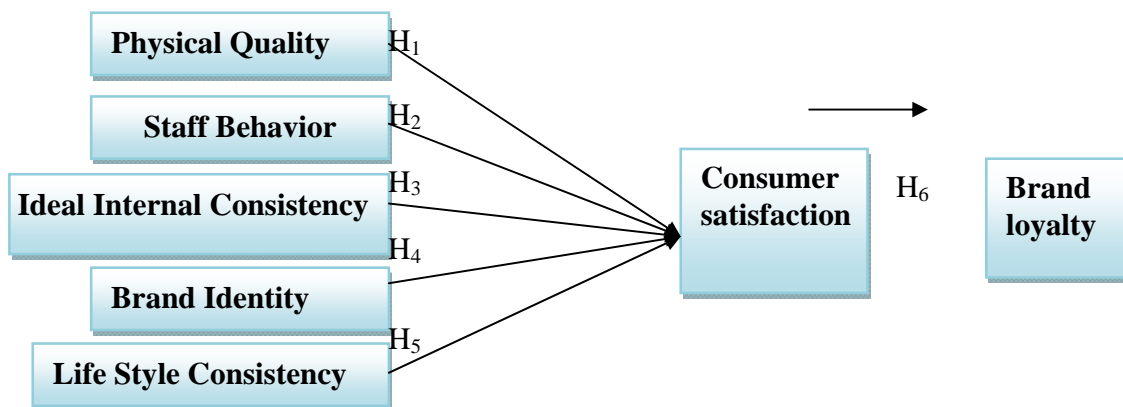

Figure 1 - the conceptual model of Janghyeon Nam et al. (2011)

Brand equity

Brand equity, will introduce the Brand to the product, as an added value or added profit margin (ultimate benefit) (Chen and Chang, 2008). The added value of customers and other staff members can be seen as a financial asset and a set of desired relationships and behaviors (Yasin et al., 2007). Each brand equities are indicative of the consumer's perception and imagination about the brand, so that this image can help him/her in deciding to buy.

Dimensions of customer-based brand equity

There are many classifications and proposals for brand equity, the first and the most popular of which was presented by Aaker (1991), that we can say is a purely psychological model that

assesses the brand equity from the perspective of the consumer, and has five dimensions: brand awareness, brand associations, perceived quality, brand loyalty, and other proprietary brand assets. Practically, the first dimensions are considered in analyzing the customer-based brand equity. So Janghyeon Nam et al. (2011), introduce the dimensions of brand equity taking advantage of the Aaker's model (1991). These dimensions that affect the customer's satisfaction and brand loyalty are: physical quality, staff behavior, the ideal internal consistency, brand identity, lifestyle consistency.

Physical Quality: Physical quality is as a central element for the development of a strong brand in the service industries, because it increases the perceived superiority of a brand and helps distinguish the brand in a competitive market (Yoo et al., 2000). Physical Quality is reflected at mind through the design of equipment and facilities (Ekinci et al., 2008). Gronrose (1984) has suggested that quality of services can consist of two parts: technological quality (what has done) and operational quality (how it's done). In this study, we want to see that whether physical quality will affect the satisfaction and loyalty in manufacturing industries in addition to service industries.

The first hypothesis of this study is as follows:

The physical quality has a positive impact on customer's satisfaction through brand experience

Staff's Behavior: The staff's behavior includes an image of employees' competency, contribution, friendly manner, and responsiveness to customers (Mandanoglu, 2004). When the seller is clearly excited, usually the potential customer is also excited, that is a very bad situation because potential customers should be calm and have receptivity mode (Hernon et al, 1999). Individual behavioral characteristics, such as politeness, dignity, tolerance, and so, which the employees show when dealing with clients and customers, have significant effects on situation and satisfaction of customers.

The next hypothesis is as follows:

The Staff's Behavior has a positive impact on customer satisfaction through brand experience

The Ideal Internal Consistency: It can be said that the ideal internal consistency is a concept that includes people's thoughts, feelings, and attitudes (Rosenberg, 1979). The internal consistency refers to the level of customer's reality that is related to the brand's image (Graff, 1996). The Self-awareness studies of consumer's behavior, call the ideal internal consistency "self-awareness" (real self-awareness, ideal self-awareness) (Sergey, 1981), that refers to whether there is a gap between what the customer feels about the brand and what he/she really expects from the brand.

The third hypothesis of this study is as follows:

The Ideal Internal Consistency has a positive impact on customer satisfaction through brand experience

Brand Identity: one of the favorite areas of brand managers is the creation of meanings in consumer's mind through the creation of brand identity (Holleeday and Ketzel, 2008). When consumers pay great attention to the quality of the brand and competitors can easily mimic the product features, creating a strong brand identity for creation of a particular value of the brand is very important and precious. Identity is a key part of brand building and the core of building a successful brand is in understanding how to create and develop the brand (Laphourt, 2010). Brand identity provides a framework for the integrating the brand. Through this framework we can determine the limits of investment opportunities, regulate its expression means, and ensure its individuality and durability.

The fourth research hypothesis is as follows.

Brand Identity has a positive impact on customer satisfaction through brand experience

Lifestyle Consistency: The lifestyle concept has been different in content and scope of social sciences, based on the units of analysis or the analyst. One of the special relationships to the present analysis is Ansbacher's study (Ansbacher, 1976): The concept of style may become a lifecycle, in a relatively limited scope when there are differences in behavior. At limited scope, considering the people, perceptual styles have been recognized as cognitive styles, interaction styles have been recognized sophisticated reaction styles. Lifestyle widely includes not only the demographic characteristics, but also characteristics of life, interests, and opinions (Brassington and Pettitt, 2003). So the next research hypothesis is as follows:

Lifestyle Consistency has a positive impact on customer satisfaction through brand experience

Consumer Satisfaction

Consumer Satisfaction is known as cognitive and emotional factors that are indicative of consumer's behavioral response to the products (Rodriguez, 2008). Studies have showed that increased customer satisfaction leads to the increasing of customer's attitudinal loyalty to the brand. On the other hand, some researches show that customer's satisfaction doesn't necessarily lead to behavioral loyalty. Hence, additional studies about investigating satisfaction-loyalty relation can enrich current research literature (Parasuraman et al., 1988). Based on a general model of buying behavior, customer satisfaction of previous shopping experience will influence their future purchasing decisions. Also dissatisfaction of the previous shopping experience will affect future purchase decisions (Ferguson and Johnston, 2010). This makes today's managers in the retail sector be committed to great efforts to satisfy customers (Gomez et al, 2006). On the other hand, it caused organizations tend to realize that on what basis are their clients satisfied, in order to establish their organizational development and marketing strategy (Fonseca, 2009). Studies show that increase of customer's satisfaction leads to increasing of customer's attitudinal loyalty to the brand (Parasuraman et al, 1988). On the other hand, some researches show that customer's satisfaction doesn't necessarily lead to behavioral loyalty (Sterend and Lil Jander, 2002). Hence, additional studies about the investigation of satisfaction-loyalty relation can enrich current research literature.

The final research hypothesis is as follows:

Customer's satisfaction of brand has positive impact on loyalty to the brand

Brand loyalty

We will look at two aspects of brand loyalty: behavioral and attitudinal loyalty. Behavioral loyalty refers to the frequency of purchase repeat, and attitudinal loyalty refers to the mental commitment that the consumer makes in a purchase procedure, such as Willingness to buy and willingness to recommend without necessarily take into account the repurchase behavior (Bandyopadhyay and Mertell, 2007). Brand loyalty is defined as a situation that shows how likely a customer switch to another brand, especially when that brand makes a change in the price or other product features (Aaker, 1991). Behavioral loyalty dimension is expressed by the consumer shopping experience and forms the cause of certain purchasing habit and measures the purchasing behavior of a customer toward a product (Laforet, 2010). In Aaker's brand equity model, the loyalty is refered to business leverage to reduce marketing costs, attract new customers (as creating awareness and reassurance) and opportunity to respond to competitive threats (Gil et al, 2007).

Methodology

In terms of objectives, this study is applied, and in terms of implementation it is survey-descriptive.

Statistical population and sample

Statistical population of this study is the customers of food products of big retailers in urban population of Mazandaran province. Statistical sample of this study consists of 300 customers of food products that have been chosen through convenience sampling

Data collection tools

In this study, in order to collect data, a questionnaire was used, reliability and validity of which was examined. The validity of questionnaire has been approved by several marketing experts. In order to assess the validity of questions, also the factor validity has been used. Factor validity is a form of construct validity that is obtained through factor analysis. Operating analysis is a statistical technique that has many applications in human sciences (humanities). In fact, the use of factor analysis in branches in which tests and questionnaires are used, is necessary. Cronbach's alpha coefficient test was used to assess the reliability. The obtained alpha equals to 0.862 which represents the reliability of questionnaire design.

Analysis method of findings

For data analysis, we have made use of descriptive statistics and hypotheses testing. In order to precise examination of cause and effect relationships between independent and dependent variables, collected data have been analyzed by structural equation modeling (SEM). Multivariate analysis refers to a set of analysis methods, a main characteristic of which is the simultaneous analysis of the independent variables and the dependent variable. Analysis of covariance structure, or causal modeling or structural equation modeling, is one of the main methods for the analysis of complex data structures and means to analyze the different variables that in a theory-based structure, shows the simultaneous effects of variables on each other. This method is a complex mathematical and statistical combination of operating analysis and multivariate regression integrated into a complex system to analyze complex phenomena. Considering that the data is collected from a sample group of 300 people in Mazandaran province, about 6 variables and using 29 indicators, and the aim of study is to examine the relationship between research variables and to establish causal model and test the model and modeling, this study is dealing with two fundamental issues: first, the measurement of related variables that requires to determine that what has the research tool measured, and the level of the measurement precision should be specified, and second, to assess the complex causal and latent relationships between variables, that are not directly observable and are inferred through observable variables (which undoubtedly contains errors). Thus, the correlation study and regression analysis by structural equating, are most suitable methods for testing the model and research assumptions. In the other word, in structural equations model, the assumption is that among a set of latent variables there is a casual structure that the observed variables are their indicators. This model consists of two parts: the measurement model and the structural equation model. Therefore, in order to achieve the purposes of the study, at first it is necessary that we determine the model of measuring the relationship between observed variables with latent variables, and then the correlation and casual relationships between latent variables, and the amount of explained and unexplained variance.

The standard model of research

Conceptual model has been examined using the method of maximum likelihood and model parameters are estimated from the observed data. The results show that the overall model is meaningful. To judge the general model, the judgment is based on the criteria the most important indexes of which are: index of root mean squared and errors (RMSAE), none standard fit (NNFI), and comparative fit (CFI). Results of the evaluation of total model have showed that the theoretical model have consistency and accordance with experimental data used. Also the results showed that observed indicators are significantly related to the latent variables. In addition, QUA represents the

physical quality; BEH, staff behavior; IDE, the ideal internal consistency; BRA, brand identity; KET, lifestyle consistency; SAT, customer satisfaction; Loy, brand loyalty.
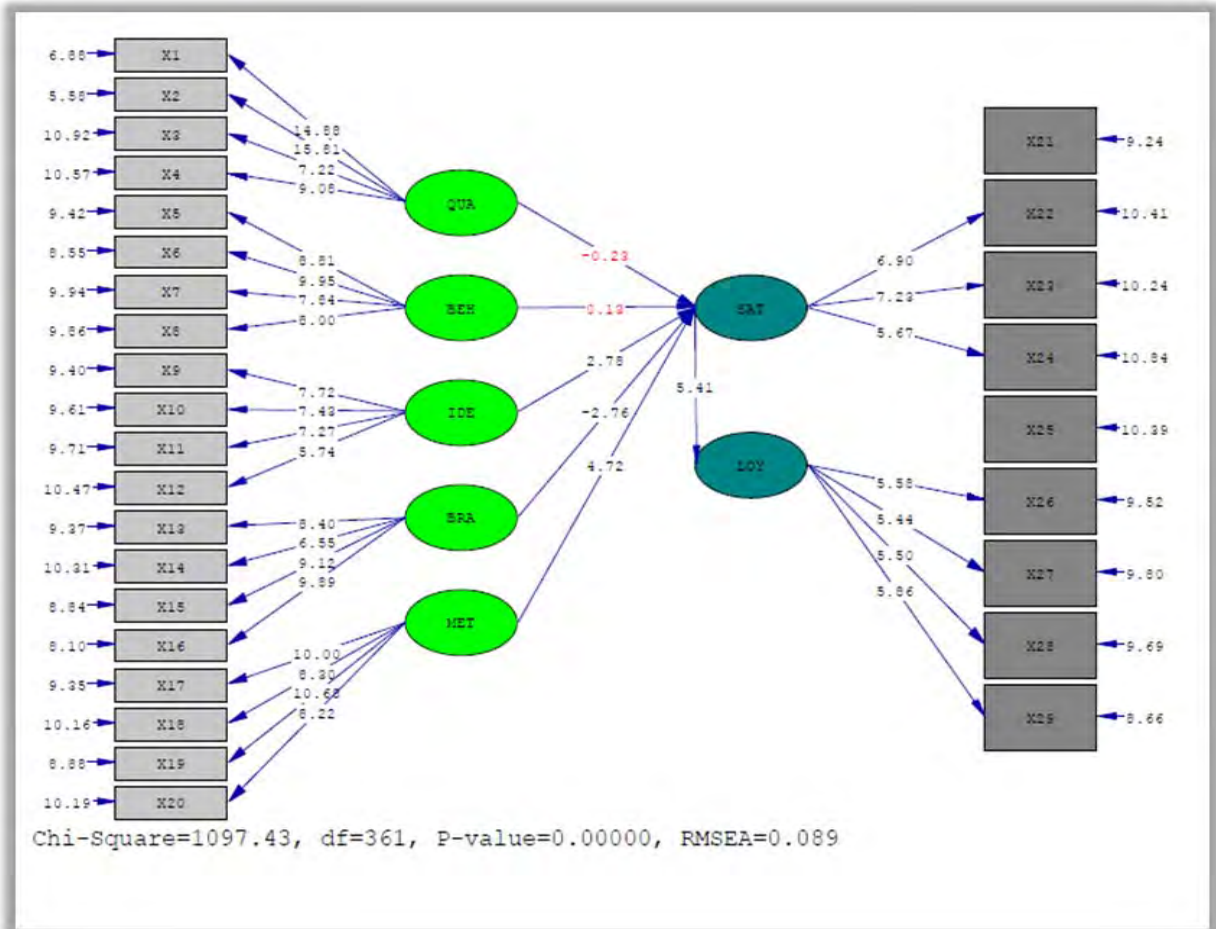

Figure 2. The ultimate model in t-value mode

According to the above chart, the numbers on the chart should be outside the interval -2<<2. The numbers are shown more clearly in Table 1. The fact that these numbers are not in that interval (between 2 and minus 2) and in addition are greater than zero implies the positive relationship of these dimensions with variable of customer satisfaction; however, according to analysis results, the brand identity has an inverse relationship with satisfaction, and this relationship is to some extent strong, too.
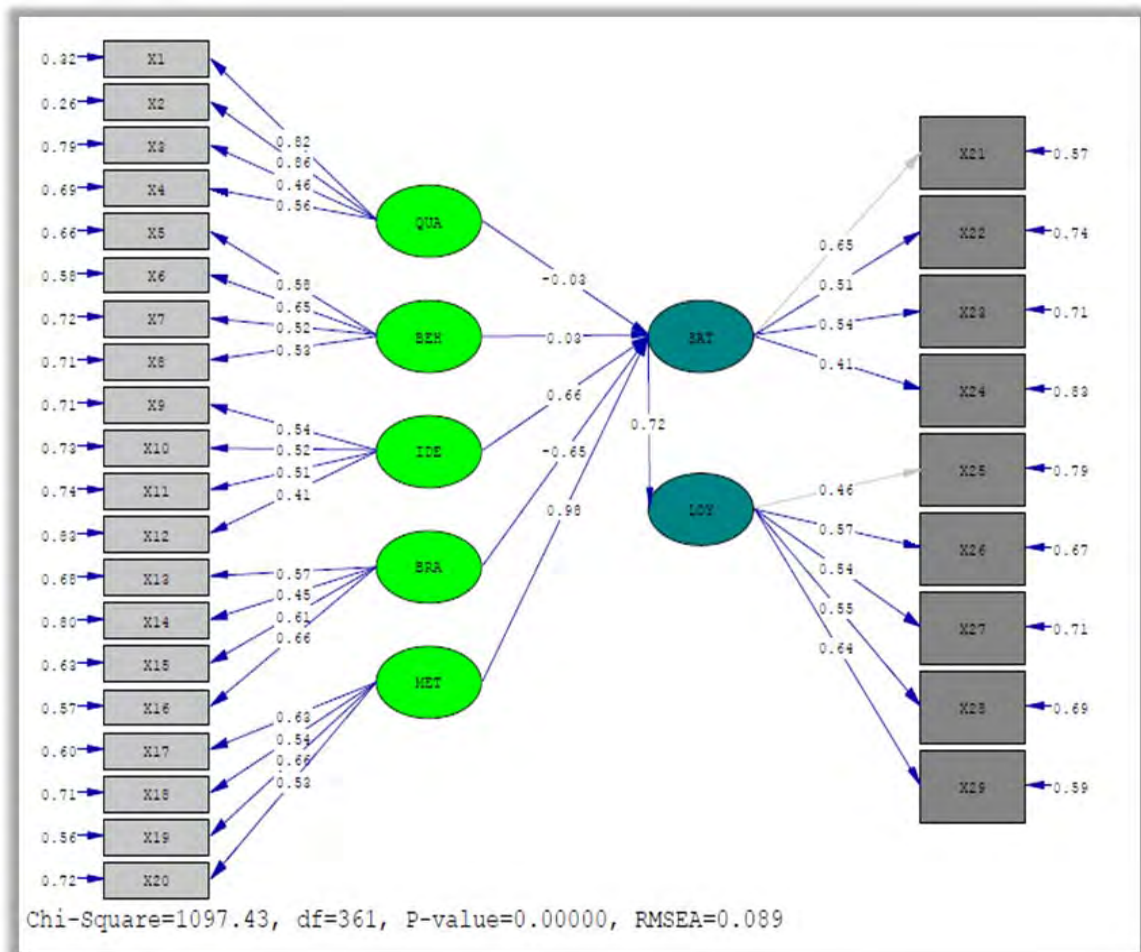
Figure 3. The ultimate model in standard estimation coefficient mode

The LISREL software in addition to estimation of coefficients and errors of the model, explains a series of fit indices as follows, that they can be used to test the overall fit of the model:

In order to confirm the validity of the variables, one of the indices of the model fit is $\frac{\chi^2}{d_f} \frac{\chi^2}{d_f}$ ratio. According to Heer et al. (1995), the lower limit of the ratio is 1 and its higher limit can be 5 (Tran Ha Minh, 2006 : 110). In this study, χ^2 equals to 1097.43 and df equals to 361. Hence, χ^2/df is 3.039. Since this index has no fixed criteria for an acceptable model, and its significance (meaningfulness) varies according to sample size (Hooman, 2005), it can't be a suitable index for the assessment of the model fit. As a result, we rely on other indices. Another index is the root mean square (RMSEA). Hero et al. believe that if the value of this index be between 0.05 and 0.08, the model will be appropriate, and if it be between 0.08 and 0.1, the model is acceptable (Tran Ha Minh, 2006). In this study, the value of RMSEA is 0.089 and it indicates that in terms of the value of the RMSEA, the model is acceptable.

Other model indices are as follows:

The index must be in the range of 1 to zero, and the closer to 1 the better is the model. The indicators in this study is higher than average. So also in this sense the model is acceptable. Summary of above is shown in Table 1.

Table 1. Value of the model indices

Index	Recommended value	Value
χ^2		1097/43
Df		361
RMSEA	< 0/10	0/089
CFI		0/82
IFI		0/82
GFI	<0/9	0/77
AGFI	<0/8	0/73
NFI		0/76
χ^2 /df	<0/3	3/039

Based on the structural equations and coefficients in above models (results of standard estimation coefficient test and T value), results of research hypothesis test are shown in Table 2.

Table 2. Results of research hypothesis test

Hypothesis is	Route	Standard estimation coefficient	Value of T 1	Test results
1	Physical quality on customer satisfaction	-0/02	-0/23	Rejected
2	staff behavior on customer satisfaction	0/02	0/13	Rejected
3	the ideal internal consistency on customer satisfaction	0/66	2/78	Approved
4	Brand identity on customer satisfaction	-0/65	-2/76	Approved
5	lifestyle consistency on customer satisfaction	0/98	4/72	Approved
6	Customer satisfaction on brand loyalty	0/72	5/41	Approved

Research hypothesis test

In the present study, there are two dependent variables (customer satisfaction and brand loyalty), the criterion for determination of which is as follows:

• The coefficient of determination for the customer satisfaction variable is 0/8 (R^2=0/8):

The coefficients of determination of 0/8 means that in total the five independent variables (physical quality, staff behavior, the ideal internal consistency, brand identity, lifestyle consistency) explain 80% of the change in the dependent variable (customer satisfaction).

• The coefficient of determination for the brand loyalty variable is 0.52 (R^2=0.52):

The coefficients of determination of 0.52 means that in total the five independent variables (physical quality, staff behavior, the ideal internal consistency, brand identity, lifestyle consistency) explain 52% of the change in the dependent variable (brand loyalty).

Conclusions

The conclusion of the first hypothesis: physical quality has a direct and significant effect on customer satisfaction through brand experience.

According to the results, the physical quality (in food industry) does not affect the customer's satisfaction through brand experience. Physical quality often affects the satisfaction in service industries (Janghyeon Nam et al., 2011). The reason for rejection of the hypothesis seems to be that

in the food industry that is a manufacturing industry, physical quality cannot be reflected in mind through the design of equipment, because it is possible that the customer doesn't assume the physical equipment (and even the retailer environment) as an indicator of the character of products' brand, since in a big retailer there are a variety of brands. Albeit, perhaps if the retailer only sells the products of "X brand", the physical quality will have effects on customer satisfaction; further research is needed in this case. In an environment where different brands with different prices are arranged together on the shelves, it is likely that the customer doesn't assume the physical as an indicator of a certain brand.

The conclusion of the second hypothesis: staff behavior has a direct and significant effect on customer satisfaction through brand experience.

According to the results of the data analysis, staff behavior, through brand experience, doesn't have significant effect on satisfaction of customers of big food retails. It seems that this hypothesis can be rejected because there are many goods in these stores for sale. Staff misbehavior or carelessness cannot be representative of a particular brand, and their morality and ethics doesn't make bad attitudes toward the products. In the extreme case, staff morale can encourage customers to buy more from that retailer, or vice versa, make them not to buy anything. However, the contribution of the vendor in the emphasis on selling a particular brand should not be considered. But this emphasis on the shopping may not be a strong representative of the personality of the brand and the consumer satisfaction. In service industries, the physical quality and Staff behavior are very important. For example, the results of Janghyeon Nam, Yuksel Ekinci, and Georgina Whyatt (2011) showed that the five aspects of brand equity (physical quality, staff behavior, the ideal internal consistency, brand identity, lifestyle consistency) in the hotel and restaurant industry, have a positive impact on customer satisfaction, while In this study that was conducted in the manufacturing industry, the first two factors doesn't have significant relatioship with satisfaction. These two factors should not be ignored, and since there may be differences in terms of time, location, and the industry, the results of this study should be generalized with caution.

The conclusion of the third hypothesis: the ideal internal consistency has a direct and significant effect on customer satisfaction through brand experience.

Analysis results show that the hypothesis is confirmed. The ideal internal consistency could play a decisive role in satisfaction and loyalty of customer at the next step of shopping. The customer uses the good after purchasing it, and if there be a significant difference between the reality and the ideal in customer's mind, he/she won't be satisfied and naturally, it is less likely to become a loyal customer. The ideal internal consistency has Impact Factor of 0.66 with satisfaction, which is a significant value. With that in mind, it should be said that sometimes the customer doesn't feel any difference between what he/she observes and what he/she expected, and sometimes he/she does. In both cases, it is important for the customer. It means that if the ideal internal consistency be in its negative direction, this makes the customer not to look at the brand with a good perception, and if the reality of the good be better than what the customer ideally has in his/her mind, he/she will be satisfied and could become a brand loyal customer.

The conclusion of the fourth hypothesis: brand identity has a direct and significant effect on customer satisfaction through brand experience.

Analysis results show that the hypothesis is confirmed. The standard estimation coefficient of the model is 0.65. Brand identity shows the image that is in customer's mind. However, because of this too subjectivity, analysis of the relationship between brand identity and satisfaction is a little difficult. However, according to identity of a particular brand in the customer's mind, it can be effective on satisfaction as well. If a customer has a positive identity about a brand in the mind, and also if a brand seems good in the view of others, the customer satisfaction of that brand will be

more. Besides, certain brands may have more advantages in the customer's mind than other brands. If the customer has a positive identity of the brand in his/her mind, sometimes view it as his/her representative, and if the brand be insulted, considers it an insult to himself/herself and his/her choice. It means that the customer is so overwhelmed with the brand and is so satisfied that he/she uses the word "we" instead the word "I". In this case, the customer satisfaction makes him/her become a loyal customer and even partner. On comparison, Mryls and Fry (2002), say that the brand image has a direct impact on loyalty. Chan Woo (2011), quoting from Davis and Chan (2002) found that brand Image has indirect influence on loyalty through customer satisfaction. In this study, the comments of Davis and Chan are along with the results of our research. But there is no reason to reject the conclusion of Mryls and Fry. Here, brand identity plays a direct role in consumer satisfaction and an indirect role in loyalty.

The conclusion of the fifth hypothesis: lifestyle consistency has a direct and significant effect on customer satisfaction through brand experience.

The standard estimation coefficient for the lifestyle consistency and satisfaction is 0.98 that is a high value and shows the strong relationship between these two factors. So this hypothesis is confirmed. According to the questions of the questionnaire, the reasons for this relative excellence may be that products reviewed in this study were more consistent with the customer's lifestyle and did not lead to a change in lifestyle. As much as the brand is more consistent with the customer's lifestyle, he/she is more satisfied with it. Besides, if a brand is leading the customer's lifestyle to positive aspects, it can lead to customer's satisfaction and loyalty. It can be examined from various aspects. Maybe a customer doesn't want to change his/her lifestyle according to the product (either toward the positive or negative) and may be the customer is satisfied with the lifestyle change due to a special brand. In any case, according to the analysis of customers' responses to the questions in this section, in summary it can be said that the following factors caused this relative excellence:

Alignment of products with the customer's lifestyle, approval of the product in relation to the customer's lifestyle, and the fact that the product represents the customer's lifestyle at some extent.

The conclusion of the sixth hypothesis: customer's satisfaction of a brand has a direct and significant effect on brand loyalty.

According to the results, the statistical value of t is 5.41 and standard estimation coefficient is 0.72, and it can be said that there is a significant correlation between customer satisfaction and brand loyalty. This also confirms the results of previous researches. Customer satisfaction is often a factor for future purchases. Satisfied customers have higher tendency to repeat the purchases and at the same time offering them to others and show less willing to the products and offers of their competitors. According to Chang & Fong (2010), some studies have found a relationship between customer satisfaction and customer loyalty. To further explain it should be said that there is an index called American Customer Satisfaction Index (ACSI) (1984) that its primary purpose is to describe and discuss the development of customer loyalty. In the pattern of the ASCI, customer satisfaction has three preface and prerequisites: perceived quality, perceived value and customer expectations. The pattern of European Customer Satisfaction Index (ECSI) divides the perceived quality into two parts: "hardware" which includes quality of product or service attitudes, and "human ware" which explains the behavior of the corresponding customer towards services and products. In both models, increased customer satisfaction leads to increase of his/her loyalty. When customers satisfaction level is low, they prefer leaving (or referring to competitors) or express their complaints. Researchers have shown that 60 to 80 percent of customers who are dissatisfied with competitors explained that they were satisfied or very pleased (Akhter et al., 2011).

Finally, considering the results of this study and similar studies (Chang & Fong, 2010; Akhter et al., 2011), it can be said that the loyalty factor is affected directly by satisfaction factor

(Chan Wu, 2011; Janghyeon Nam, 2011) and indirectly by dimensions of customer-based brand equity.

General and applied Conclusions and implication

Due to the nonexclusivity of the food industry, and to cope with the threats of competitors, food manufacturing companies should address the formulation of strategies for attracting loyal customers in both short-term and long-term dimensions. What can determine short-term profits of companies is the attention to expectations in both attitudinal and behavioral dimensions of customers in relation to a special brand, that in long-term leads to customer satisfaction and loyalty. The main focus of this study, i.e. the customer-based brand equity, is described in a variety of ways and by different stakeholders.

This study attempts to test models of brand equity as well as verification of their findings, but this time in another country and in a different industrial context. According to the findings, the three variables of brand equity including the ideal internal consistency, brand identity, lifestyle consistency have a significant relationship with customer satisfaction, and finally satisfaction leads to loyalty. But statistically, due to the difference of population, the two other variables of brand equity including physical quality and staff behavior don't have any significant relationship with customer satisfaction. As a result, according to the findings of the study, we believe that managers should determine factors for product sales and enhancing brand value that are appropriate to the culture and needs of the community. And also it can be concluded that if the customer feels that the transaction is in his/her favor, acts consistent with the company's marketing strategy and repeat purchase, the company must meet customer expectations and to put him/her in the position to win the deal.

References

Aaker, D.A. (1991). Managing brand equity: Capitalizing on the value of a brand name. New York: Free Press.

Ansbacher, Heinz L. (1967), Life Style: A Historical and Systematic Review, Journal of Individual Psychology. 23, 191-212.

Bandyopadhyay, S., & Martell, M. (2007). Does attitudinal loyalty influence behavioral loyalty? A theoretical and empirical study. Journal of Retailing and Consumer Services. 14(1), 35–44.

Brassington, F., & Pettitt, S. (2003). Principles of marketing. Harlow: Financial Times Prentice Hall.

Cai, L.A., & Hobson, J.S.P. (2004). Making hotel brands work in a competitive environment. Journal of Vacation Marketing. 10(3), 197–208.

Chen, wu. (2011). The impact of hospital brand image on service quality, patient satisfaction and loyalty CC Wu - African Journal of Business Management. 32, 87-96.

Chen, C.F., Chang, Y.Y. (2008). Airline brand equity, brand preference, and purchase intentions, The moderating effects of switching costs, The Journal of Air Transport Management. 14, 40-43.

Clottey . T.A., Collier, D.A., and Stodnick, M. (2008). "Drivers of customer loyalty in a retail store environment", Journal of Service Science. 1, 35-48.

Ekinci, Y., Dawes, P. L., & Massey, G. R. (2008). An extended model of the antecedents and consequences of consumer satisfaction for hospitality services. European Journal of Marketing. 42(1), 35–68.

Ferguson Jodie L., Johnston Wesley J. (2010). Industrial Marketing Management., Customer response to dissatisfaction: A synthesis of literature and conceptual framework.

Finn Adam, (2010). Investigating the non-linear effects of e-service quality dimensions on customer satisfaction, Journal of Retailing and Consumer Services. 25,156-169.

Gil, R.B., Andres E.F., and Salinas, E.M. (2007).Family as a source of consumer-based brand equity, Journal of Product & Brand Management. 16(3), 188-199.

Gomez, B.G., Arranez, A.G., & Gillan, J.G., (2006). The role of loyalty programs in behavioral and affective loyalty, Journal of Consumer Marketing. 23(7), 387-396.

Graeff, T.R. (1996). Using promotional messages to manage the effects of brand and self-image on brand evaluation. Journal of Consumer Marketing, 13(3), 2–18.

Holliday, Sue. kuenzel, Sven (2008), journal of product & Brand management. 17(5), 293-304.

Hooman, Haidar Ali. (2005). Structural equation modeling with application software Lyzrl, Tehran, Samt Publications, 11p.

Janghyeon Nam, Yuksel Ekinci, and Georgina Whyatt. (2011). Brand Equity, Brnad Loyalty and Consumer Satisfaction. Oxford Brookes University.

Laforet ,Sylvie. (2010),Managing brands: A contemporary perspective.

Mac Graw Hill Education Lu , Jiang. Kadan, Joseph. Boatwright, Peter. (2008). The dirt on bikes: an illustration of CARTmodels for brand differentiation, Journal of Product & Brand Management. 17(5), 317–326.

Madanoglu, M. (2004). Validating restaurant service quality dimensions. Journal of Foodservice Business Research. 7(4), 127–147.

Parassuraman, A., et al. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service quality, Journal of Retailing. 64/1,pp.12-40.

Parasuraman, A., Zeithaml, V.A. and Berry, L.L., A., (1998). Communication and control processes in the delivery of service quality, Journal of Marketing. 52(2), 35-48.

R.S. Fonseca, Jaime. (2009). Customer satisfaction study via a latent segment model, Journal of Retailing and Consumer Services. 26, 232-248.

Rodriguez del Bosque, I., & San Martin, H. (2008). Tourist satisfaction a cognitive affective model. Annals of Tourism Research. 35(2), 551–573.

Rosenberg, M. (1979). Conceiving the self. New York: Basic Books.

Tran Ha Minh, Q. (2006). Retailers Perceptions of Product Brand Equity, Doctoral dissertation, Southern Cross University, N.S.W., Australia, 110 p.

Waheed Akhter, Abdus Sattar Abbasi, Imran Ali, and Hasan Afzal. (2011). Factors affecting customer loyalty in Pakistan, African Journal of Business Management. 5(4), 1167-1174.

Yasin. M.N, M.N. Noor, O. Mohamad. (2007). Does image of country origin matter to brand equity. Journal of product and brand management. 16(1), 38-48.

Yoo, B.(2008). Cross-national invariance of the effect of personal collectivistic orientation on brand loyalty and equity, Asia Pacific Journal of Marketing and Logistics. 21(1), 41-57.

Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand Equity. Journal of the Academy of Marketing Science. 28(2), 195-211.