COFFEE SHOPS IN TURKEY: ANALYZING THE RELATIONSHIP BETWEEN BRAND EXPERIENCE, PERCEIVED QUALITY AND BRAND LOVE

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ABSTRACT

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

Questioning the correlation between these indicators and brand love, is the path to understand the existing relation of main factors and the nature of it. Restaurant and dinning industry has long been known among significant fields in Turkey. The study investigates aspects of brand love in chain restaurants in Turkey that can be main indicator of why some are successful and others fail to sustain love among current and prospective customers.

Chain restaurants generally, deal with different social and cultural levels and it sounds important to understand how customers can love the whole experience of dining in any specific restaurant. Through collecting data of 320 individuals in Istanbul, we figured out that brand experience is positively correlated with brand love. In case of perceived quality, four underlined variables were positively correlated with brand love however, as tangibles did not reveal any relation, we could not maintain relationship between them. Validity, reliability and regression analysis has been employed to analyze data using the Excel and SPSS as data analysis tools.

KEYWORDS: BRAND EXPERIENCE, PERCEIVED QUALITY, BRAND LOVE, CHAIN FOOD MARKET, TURKEY.

1. Introduction

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

Numerous companies apply one of the fundamental showcasing procedures, to be specific client securing. Companies utilizing this procedure center on improving the brand involvement of customers. Brands express all the organizations and people's unique identity, its growing importance in the economy and society means that we must know them more. On the other hand, currently organizations have fewer resources, leading marketers and managers to specific and tailored performances for greater operational efficiency.

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

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

2. Literature Review

2.1. Perceived Quality

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

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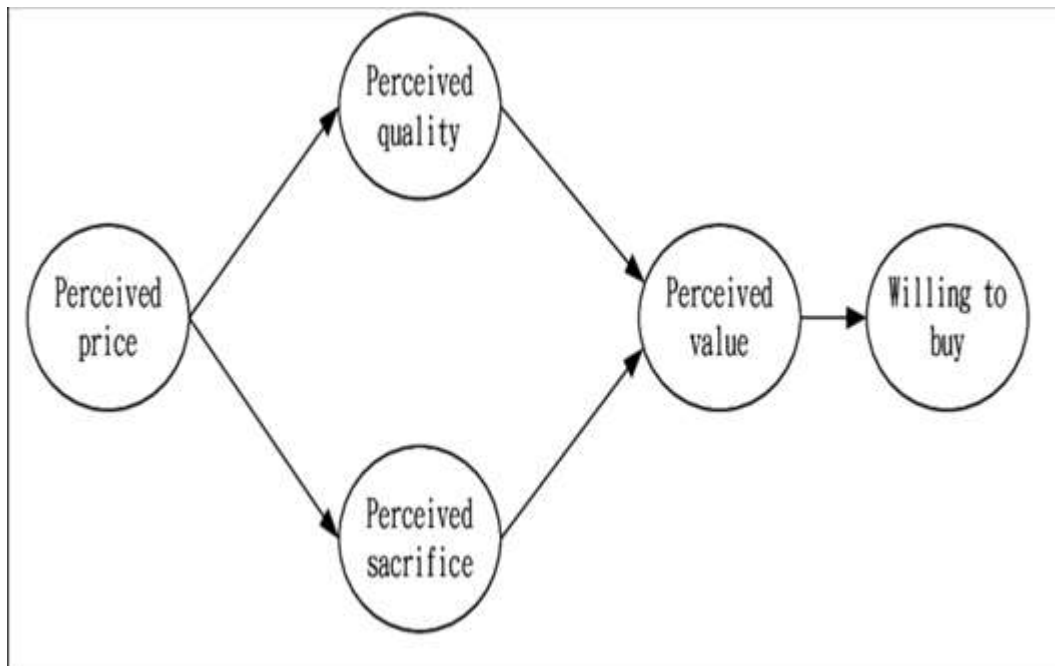

Figure 2.1. Perceived value model (Monroe and Krishnan, 1985)

2.2. Brand Love

Brand love research started late. Carroll and Ahuvia represented and measured brand love during the first level. They proposed that customer love represented profoundly satisfied customers' emotional dependence on the brand, and that it entails positive emotive reaction, positive brand assessment, brand attachment, and brand love declaration (Carrol and Ahuvia, 2006). In various contexts, love is treated very differently. Love's metaphysical framework varies as well. The term "persistent brand love" refers to a conventional marketing ploy and is used to measure the nostalgic commitment of pleased consumers to a particular brand. Humans gain knowledge of love in their daily lives. Lately, certain deep end rings through goods and brands, as well as the emotions expressed, were articulated through the philosophy of love.

There have not been many studies on brand love, but those who have looked into it define it as an intense relationship between the customer and the product consumed, similar to interpersonal love. In his 1998 report, Fournier emphasized the value of brand love, defining it just as an identification and effective between a consumer and a brand. Through the 1999

report, Fournier and Mick claimed that the extreme pleasure has been felt whenever a user's pleasure for quite a particular product transformed onto affection.

2.2.1. Brand Love Attributes

Likewise with studies on individual and subjective (Fehr, 2006), researchers show that brand love, as experienced by individuals, is better defined as a larger time to complete numerous behaviors, moods, and actions that people reveal to evidence which brand they prefer And is included but not limited to, brand attachment and self–brand connections (Thomson et, al., 1995). We after grow a viable and tractable research model of the brand love prototype based on survey data, which, due to its foundation in the multiple descriptive research, employs predict likely emotional but instead self-related frameworks than previous work (a sense of instinctual convenience and fit).

2.3. Brand Experience

According to Brakus et al. (2009), brand experience is linked to consumers' internal and emotional reactions. All such cognitive and emotional behaviors are triggered by brand-related product attributes policy and identity, packaging, engagement, and indeed the environment. The brand experience seems to be overwhelming as strong Customers will rate their brand experience as greater as or lower than the majority of other shoppers. The brand experience is rather close to the perception of products though services, and the perceived value of the brand experience differs (Rodrigues et al, 2015).

Many might be a little more positive than others might, while others will be more negative. This is primarily related to characteristic of individual and might not be related to product or service at all. (Brakus et al., 2009).

2.3.2. Sensory experience

Sensory perception refers to customer sensation reactions elicited by brand-related features, which is an aspect of design and brand identity, packaging, communication, and the environment (Brakus et al, 2009). Humans have five senses that they use to interact with a brand. Sight or vision is the strongest sense. It can detect variations and differences in the world, as well as to use common sense to comprehend products or services.

The second sense is the sense of sound, which is associated with sentiment and emotions when customers first learned about the brand. The third sensation becomes smell, which is associated with enjoyment and well-being and is closely linked to feelings and memories. The fourth sense, taste, is the most distinct emotional sense, which often communicates with

other senses. The tactile or touch sensation is, in the end, the sense of touch. It is linked to commodity knowledge and emotions through physical and psychological experiences (Hulten, 2011). Sensory experience enables individuals to have a unique "emotional capability" of their favorite products, that is, they can obtain a sense of pleasure and satisfaction, and thereby construct the meaning of themselves.

2.3.3. Intellectual experience

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

2.4.3. Behavioral experience

Behavioral experience refers to customer reactions empowered by brand-related factors such as a brand's design and logo, pricing, messaging, and climate (Brakus et al., 2009, Rodrigues et al, 2015). Customers are attracted to behavioral encounters when they address existing perceptual distortions and offer them new means of doing tasks by referring to certain behaviors and relationships. Passions and enthusiasm drive dietary and lifestyle changes, which is main indicator of how customers might prefer a restaurant to other.

2.11. Chain Fast Food Restaurants in Turkey

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

3. Research Model and Hypotheses
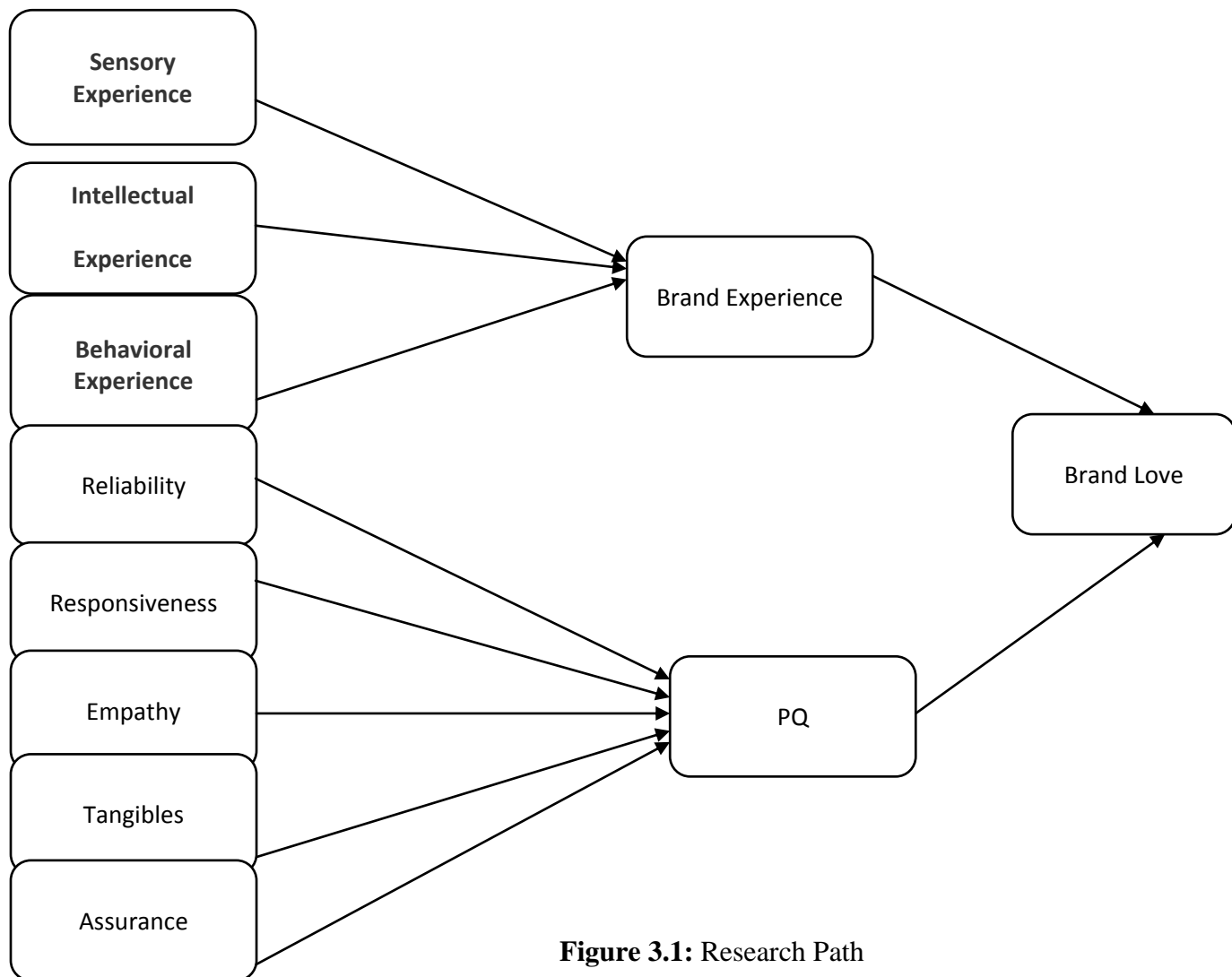
3.1. Conceptual Model

Figure 3.1: Research Path

3.2. Hypotheses:

Hypothesis 1: Brand experience positively affects consumers' brand love.

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

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

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

Hypothesis 2: Perceived quality positively affects consumers' brand love.

H2(a): Reliability positively affects consumers' brand love.

H2(b): Responsiveness positively affects consumers' brand love.

H2(c):Empathy positively affects consumers' brand love.

H2(d): Tangibles positively affects consumers' brand love.

H2(f): Assurance positively affects consumers' brand love.

4. Research Methodology

4.1. Research Design

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

4.2. Procedure

The data has been collected from university students of Istanbul city in Turkey by a survey. First section participants are being asked to enter their personal information like Age, Gender, Education level, Occupation and Nationality. They have been assured regarding the purpose of study, what we aim to reach and how we will use their personal data in accordance with thesis. This section also included guidance concerning how to fill survey. It is important to mention that, due to the length of survey, it required intelligent and attractive design as well as clear instruction of how to fill it. Second section provides the main questionnaires.

4.3. Participants

This research mainly carries on the questionnaire survey to assess the consumer whom dinning in chain food restaurant. There are two main types of respondents: One type includes the theme brand-dining customers, whom have consumption experience with service receiving, therefore experience evaluation for them is more real and accurate in the theme brand. The other type includes the customers who have visited the theme brand for many times. They have emotional dependence on the theme brand and have a more comprehensive evaluation of the previous experience. A total of 360 questionnaires were distributed in this survey and 320 were recovered. Table 5.1 depicts the general statistics of respondents in terms of age, gender and educational level. As can be seen in table, female respondents contribute 54 percent of sample population while almost 46 percent were male. In terms of educational level, main percentage of respondents have a bachelor degree with 86 percent, while 13 percent hold a master degree and only one percent of whole population

hold PhD degree. Represented in second row, 39 percent of population are youth between 15 to 25 years old, which shows the main percentage of customers who use such fast food that seem to be very young. After that, other generation with age of 25 to 40 years old, contribute to 31 percent of respondents. Respondents older than 40 years old contribute to 30 percent of respondents.

5. Data Analysis

5.1. General Descriptive Statistics of Sample
Table 5.1: Sample Population

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

5.2. Descriptive Statistics

Basic descriptive statistics as well as total score of items has been shown in Table 5.2. The mean scores obtained during current survey show acceptable consistency.

TABLE 5.2: BASIC DESCRIPTIVE STATISTICS

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

Table 5.2 represents descriptive statistics and total score of all dependent variables of survey. N means number of correct responses, which is 320. Table 5.2 displays the Mean value and standard deviations for each items.

Table 5.4: Validity, Reliability and Inter-Correlation

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

in our research, as can be seen in table 5.4, composite reliability coefficient for review attitude, indicates amount of 0.879 which based on study by Hair et al (2010) indicates reasonable amount to consider survey items reliable enough to measure the underlying factor (CR is bigger than 0.7).

P-value amounts can be found in ANOVA table in regression output. Null hypothesis in our study for each of the systems is that there is no relation between system scores and each of the personality traits scores.to test our hypotheses, we conducted 2 multiple regressions for Results are demonstrated in Table 5.13.

Table 5.13: Brand Experience Multiple Regression Output (N: 320)

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

Following regression for perceived quality items is illustrated.

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

6. Discussion

6.1. Findings and Reasoning

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

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

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

6. DISCUSSION

6.1. Findings and Reasoning

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

The findings of the study shed light on an essential component of brand experience on brand love, as well as certain factors of actual value that are significant in brand love ratings. The previous study's findings imply there are relationships that may be investigated deeper. Though brand experience has been demonstrated to have a direct impact on brand love, perceived quality has not been completely validated to have a full effect owing to the physical elements that show no link; nonetheless, several components of perceived quality have been found to be associated.

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

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

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

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

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

As with any research involving human factors, as human behavior changes in different situations, predictions will obviously have a certain degree of unreliability.

Acknowledgement

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16. Does Surrealism and Self-Fragmentation Affect?

(**Indicators**, this study is derived from Master **Thesis**written by Marjila Yusufzai and advised by Assoc.Prof.Ilkay KARADUMAN titled "THE EFFECT OF BRAND EXPERIENCE AND PERCEIVED QUALITY ON BRAND LOVE: A STUDY ON COFFEE SHOP CHIANS IN TURKEY"