



Article Title

Family Restaurant Brand Personality and Its Impact on Customer's Emotion, Satisfaction, and Brand Loyalty [Summary]

Citation

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Abstract

The purpose of this study is to examine the effect of restaurant brand personality on customer's emotions (positive and negative), customer satisfaction, and brand loyalty using structural equation models. The study also explores the applicability of the five-factor model of brand personality scales to the restaurant industry. Empirical data were gathered from 475 diners at five properties of a chain restaurant via survey questionnaires. This study confirms five brand personality dimensions in the restaurant industry. Also, the study findings suggest that customers' emotions play the dominant role in explaining satisfaction and brand loyalty. Marketers would gain much by continuously monitoring restaurant customers' perceptions of restaurant brand personality.

Summary:

Customer's emotions play the dominant role in explaining satisfaction, trust, and customer loyalty. Although some research has suggested that brand personality evokes consumer's emotions (Biel, 1993), increases levels of trust and loyalty (Fournier, 1994), and increases consumer preference and usage (Sirgy, 1982), they did not find mediating roles between brand personality and brand loyalty. However, this study suggests that perceived customer emotions seem to be essential issues in a service context, especially in the restaurant industry.

Results supported the finding that customer's perceived positive brand personality increased the degree of "liking." In turn, results indicate a positive intention or commitment to repurchase a particular brand. Therefore, this study emphasizes the

importance of measuring brand personality as perceived by brand-loyal customers and provides a better understanding of their repurchasing behaviors in the restaurant industry.

Also, this research confirms five brand personality dimensions in the restaurant industry—sincerity, excitement, competence, sophistication, and ruggedness—However, this research suggests that the components of restaurant brand personality differ from those of J. L. Aaker's (1997) brand personality.

In addition, selective target marketing should be carefully considered in light of the restaurant's own brand personality. Because restaurant services are characterized by intangibility, creating and maintaining a consistent brand personality with overall images of a prime target market is crucial. This is especially true for the upscale market segment, where customers purchase not only the products but also the symbols of luxury, pride, and status.

Thus, advertising should be carefully developed based on the results of this research. If the target market indicates that the major personality is up-to-date, the restaurant advertising manager should develop advertising that features a modernized layout involving furnishings, colors, and logo. The implications of this study are not limited to advertising. The décor, architecture, and appearance of personnel issues also may increase the degree of customer satisfaction by providing a consistent image for a target market.

Conclusion

This study attempted to present a broad-based, theoretically guided field study of the effects of restaurant brand personality on consumers' emotional states and resulting influences on customer satisfaction and loyalty. The results are promising and indicate the possibility of fruitful future research. First, it would be helpful, for example, to ascertain the effects of restaurant brand personality on consumers' emotional states, which, in turn, lead to consumer satisfaction and loyalty. Loyalty may be linked with real dining behaviors such as degree of consumerism, frequency of visits, and duration of stay. Future research should include these behavioral brand loyalty measures.

Second, as suggested by self-image congruency, the congruency between self-personality and restaurant brand personality influences consumers' emotional states, which, in turn, affect customer satisfaction, loyalty, and dining behaviors. It would

be useful to examine the effects of self-personality congruency on consumers' emotional states, satisfaction, and loyalty.

Finally, a variety of restaurants (e.g., casual, fine-dining, and authentic restaurants) could be used to broaden these findings. Different categories of restaurants may have different brand personalities and may have different relationships with customer satisfaction and brand loyalty. In addition, future research could examine the differences in other cultural contexts. Perceived restaurant brand personality may vary across cultures, as brand personality can be perceived differently from country to country.

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