FACTORS POSITIVELY AFFECTING BRAND LOYALTY OF KFC

CUSTOMERS IN HENGYANG CITY IN CHINA

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Yao Yao

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Author: Miss Yao Yao

Independent Study Committee:

Advisor

....
(Dr. Penjira Kanthawongs)

Field Specialist

....
(Dr. Nittana Tarnittanakorn)

....
(Asst. Prof. Dr. Siriwan Rujibhong)
Dean of the Graduate School
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Advisor: Penjira Kanthawongs, Ph.D.

ABSTRACT

The purpose of this paper was to examine the independent factors positively affecting brand loyalty of KFC customers in Hengyang City in China. Those independent factors were self-congruity, price perception, brand image, brand trust, store environment, service perception, product perception, consumer satisfaction, towards brand loyalty of the KFC customers. The total samples of 241 customers were collected with the survey questionnaire in KFC located in Hengyang City in China from February to March, 2018. The researcher found that the respondents were mostly females. The majority of the respondents in this survey were single status with aged between 19 and 29 and having Bachelor's degrees. They worked in private companies with the range of income at 3,001 - 5,000 RMB per month. Most of them used to go to KFC every month with their colleagues and friends. Their average consumption ranged from 31 to 60 RMB. The reason they went to KFC because they did not know how to cook. Their favorite food in KFC were rice, drinks, chickens. The data set primarily utilized descriptive statistics and multiple regression analysis. The researcher found that consumer satisfaction ($\beta = 0.550$) and self-congruity ($\beta = 0.206$) accounted for 75.6% positive effect towards of brand loyalty of KFC customers in Hengyang city in China with statistical significant at .01.

Keywords: KFC Customers, Hengyang, Brand Loyalty

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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem statement

China's fast-food industry started late. Since the first KFC entered Beijing in 1987, the development of China's fast-food industry began (Hou & He, 2012). After many years of development, the fast-food industry developed rapidly. By the 21st century, China's fast-food industry achieved new development. The industry actively practiced, deeply explored, valued accumulation, upheld the pragmatic and progressive spirit, and made new steps, which opened up a new situation for the development of Chinese fast food (Cao, 2019). Fast food was one of the fastest growing types of restaurant services in China's catering industry, which had a huge development space. In 2019, compared with the United States which had about 1035 fast food restaurants per million people, China had only about 503 fast food restaurants per million people. With the rapid growth of the fast-food market segment, its proportion in China's overall catering industry increased, from about 21.5% in 2014 to about 22.9% in 2019, which was expected to reach 24.1% in 2024. Driven by the improvement of urbanization level and consumers' increasing demand for food safety and convenient fast food, the fast-food segment market increased from 622.8 billion-yuan in 2014 to 1069.2 billion yuan in 2019, and the market scale was expected to reach 982.4 billion yuan in 2020 and 159.08 billion yuan in 2024 (China Business Industry Research, 2020). There was no limit to the future of fast-food industry. According to the analysis report on the top 100 and top 500 restaurants in China in 2018, fast food became the main business form. It was worth mentioning that

although the scale of China's fast-food industry was large, it was still dominated by "foreign brands". Among them, the three most famous foreign fast-food brands won more than 25% of the national market share (Chinese Cuisine Association, 2018). In 2019, China Cuisine Association released a list of "top 70 Chinese fast-food enterprises". Among them, the top three foreign-funded enterprises were Yum China (KFC), golden arch (McDonald's) and Burger King (Chinese Cuisine, 2019).

The third one was Burger King. Like McDonald's, KFC and other brands, Burger King came from the United States. It was famous for its hamburger and had more than 17000 stores in over 100 countries. Burger King entered the Chinese market in 2005. As the entry time was later than McDonald's and KFC, Burger King's early development in the Chinese market was not smooth, with only 52 stores opened in the first seven years. It wasn't until 2012 that Burger King began to grow faster, which opened a new store in China almost every two days. By the end of 2019, Burger King had opened 1000 stores in China and it was said that it would open 1000 stores in China in the next three years. Today, Burger King became a brand that cannot be ignored in China's fast-food industry (Cao, 2019).

The second one was McDonald's. It was known that the most important brand of golden arches was McDonald's. As a famous fast-food brand all over the world, McDonald's opened more than 37000 restaurants in over 100 countries, ranking the ninth in the "most valuable brands list all over the world in 2019", with a brand value of up to $126 billion. In the Chinese market, McDonald's had more than 3200 restaurants, over 190000 employees, and served 1.3 billion Chinese consumers every year. In fact, since CITIC Capital entered McDonald's in China in 2017 and won the franchise rights of McDonald's in mainland China and Hong Kong in the next 20 years, McDonald's accelerated its localization in the Chinese market. In 2019,

McDonald's opened more than 400 new stores in China and now it was still expanding (Zhou, 2017).

The first one was Yum China, which was the business of Chinese market separated from Yum Group. Yum China was the largest fast-food enterprise in China. According to the public data, yum had more than 42000 stores and over 1 million employees around the world. At present, Yum China had more than 8900 stores, covering over 1300 cities and towns in China. The most famous brand of Yum China was KFC (Zhang, Zhang, & Pan, 2018).

Since the first KFC was opened in Beijing in 1987, KFC China had adhered to the concept of "based in China and integrated into life", promoted the food of "balanced nutrition and healthy life", and actively created a new catering with "delicious, safe and unlimited innovation" (Chen & Gu, 2020). Since 2015, KFC had built an online platform by using the Internet platform and various new media. Since then, KFC had entered the era of digital innovation, providing consumers with more humanized and convenient dining services (Chen & Gu, 2020). In 2016, KFC accurately captured the representative of mobile terminal: mobile phone, and started to develop APP. Its combined the stores with the mobile phone applications from three dimensions of mobile payment, self-service ordering and member service, which opened the era of artificial intelligence and triggered a new trend in the fast-food industry.

In 2019, taking Hengyang, Hunan Province as an example, KFC had 21 stores, which were evenly distributed in four regions of Hengyang City. At present, KFC stores were developing rapidly in the third and fourth tier cities, providing a new mode of profit growth for the development of enterprises (Chen & Gu, 2020).

Hengyang was known as "Yancheng". It was located in the south-central part of Hunan Province, the middle reaches of the Xiangjiang River, and it was the second-largest city in Hunan (BaiduEncyclopedia, 2020). Because of the superior geographical position of Hengyang, agriculture was developed and the food culture was quite resonant. Hengyang was the birthplace of one of eight major Chinese cuisines— "Xiang Cai". The people here were especially fond of hot and sour, salty, fragrant and fresh taste. Due to geography, people's daily diet was based on rice. However, with the development of the economy, people's life rhythm was also accelerated. People used to cook at home, but now they were gradually starting to eat outside. In such a big environment, the catering industry was growing rapidly and competition was becoming fiercer (Zhao, Zhang, & Liu, 2014). Fortunately, KFC was very convenient, and it also tasted salty. More and more people chose to eat at KFC. This also prompted KFC to develop rapidly in Hengyang. Today, Hengyang had 21 KFC restaurants, far more than other local fast-food brands (Chen & Gu, 2020).

1.2 SWOT analysis

The following Table 1.1 showed the SWOT analysis of three fast-food companies, McDonald's, KFC, Burger King, which revealed their core competitiveness, competitive strategy and market positioning, as well as their potential competitors and external opportunities. It also helped the researcher to familiarize with the Chinese fast-food industry.

Table 1.1: SWOT analysis for top three fast-food brands in China (MacDonald, KFC

and Burger King)

SWOT	MacDonald	KFC	Burger King
Strengths	1. Branding and publicity were Excellent; M mark of McDonald's were deeply noted in the heart of the people. 2. The product quality was reliable.　In terms of food safety control, McDonald's took the lead in the fast-food industry. 3. The location was good. The target group of McDonald's was young people, so the location of McDonald's was usually concentrated in department stores, train stations, shopping centers.	1. There was various food. KFC always insisted on updating their products. 2. The environment was elegant. KFC's decoration was quite atmospheric, the store environment looked very tidy. 3. The management system and corporate culture were excellent. KFC always followed the service principle of "speed first, customer first", which made their customers feel at home.	1. Burger king was the second largest fast-food hamburger restaurant in the world, which was known in 79 countries. It had 13000 franchises and company owned outlets. 2. Burger King not only offered hamburgers in different sizes, but also served grilled burgers, breakfast meals, beverages, desserts, sandwiches, and chicken items. 3. Burger king was equally strong in its branding efforts like McDonald's. Although there was no Burger King in some places, its marketing strategy was very good in those places where there were Burger King stores. The local people knew its marketing activities.

(Continued)

Table 1.1 (Continued): SWOT analysis for top three fast-food brands in China

(MacDonald, KFC and Burger King)

SWOT	MacDonald	KFC	Burger King
Weakness	1. Most of the food were fried food, which could cause high calories. In the long term, it affected people's health. 2. Because of the unified global strategy, there was no product localization in McDonald's. Many products had no Chinese characteristics.	1. Most of the food were fried food, which can cause high calories, in the long term, it affected people's health. 2. The product price was so high that the residents in some towns couldn't afford it.	1. Due to the increase of people who attached great importance to health, there was a decrease in revenue which affected the whole business. 2. The price was higher than other brands. Some people couldn't afford it. 3. A large number of franchised outlets resulted in the difficulty in handling the operations whereas ensuring the conformance of quality was also challenging.

(Continued)

Table 1.1 (Continued): SWOT analysis for top three fast-food brands in China

(MacDonald, KFC and Burger King)

SWOT	MacDonald	KFC	Burger King
Opportunity	1. The fast-food market was getting bigger and bigger. Young people's pace of life and work was getting faster and faster, so the share of fast-food in the food and beverage market has increased. 2. As a developing country, China's economy had developing rapidly in recent years, Chinese people were getting richer, and many Chinese wanted to experience exotic food. Therefore, McDonald's had great potential.	1. The fast-food market was getting bigger and bigger. With the development of China's economy, people's living standards gradually improved, and people's demand for fast-food also grew. On the other hand, KFC's popularity continued to expand, and more and more people accepted KFC. 2. China had a vast territory and a large population base. At present, many shops of KFC were in the first-tier cities. Therefore, the potential in second- and third-tier cities and towns were huge.	1. The market of developed countries was mature. So, the market of developing countries had more potential. 2. Burger king had made its products Trans-fats free, but the healthy menus with new flavor additives which were low in fat resulted in the increase of revenues due to people' increasing awareness of health.

(Continued)

Table 1.1 (Continued): SWOT analysis for top three fast-food brands in China

(MacDonald, KFC and Burger King)

SWOT	MacDonald	KFC	Burger King
Threats	1. The threat of traditional Chinese food. China was a giant gourmet country, and its food culture had a long history. In particular, Chinese eight major cuisine had won many people's love. 2. The threat of emerging fast-food companies. In recent years, many similar fast-food companies arose in the market, such as 'real kungfu, aunt dumplings, Yonghe Dawang', and the emergence of these companies affected McDonald's market share.	1. Pressure from McDonald's. McDonald's and KFC had the exact same business philosophy and management. If KFC wanted to conquer the pressure of McDonald's, it must constantly combine the Chinese people's eating habits, quickly innovate and occupy the market. 2. The impact of other fast-food brands. For example, 'Wallace', Wallace won the favour of the masses at its low price. In addition, many products of KFC could be tasted in 'Wallace', and more and more people turned to	1. There was intensive competition from the local eating joints and international players McDonald's, Dominos, KFC. 2. The rise of raw material prices affected the whole industry, and Burger King was no exception to it.

		Wallace for dinner.	

Source:

Zhao, M. L. (2009). McDonald's marketing strategy analysis in China. Retrieved
    from https://wenku.baidu.com/view/c5f74eb3960590c69ec376ec.html

Bhasin, H. (2019). SWOT analysis of KFC. Retrieved from
    https://www.marketing91.com/swot-analysis-of-kfc/.html

Liao, L. J. (2018). Burger King strategy analysis. Retrieved from
    https://max.book118.com/html/2018/1129/5123332034001333.html

Furthermore, based on the previous research of consumer experience in fast-food restaurants, it showed that food quality, customer satisfaction, and self-congruity were still key factors in determining the success of a fast-food restaurant business. The results of this research pointed out that bad food quality would lead the customer to go to the opponent restaurant. Besides, customer satisfaction played an indispensable role (Lin, 2020). Some restaurants satisfied customers by improving the restaurant environment and service quality. And self-congruity directly determined whether the customer was willing to eat at a fast-food restaurant. Therefore, restaurants should focus on improving food quality, customer satisfaction and self-congruity. Raising these three points was good for cultivating customer loyalty (Fu, 2014). Customer loyalty was the consumer's endorsement of a product or service from the heart. Enhancing customer loyalty was beneficial to retain customers, and it could prevent customers from choosing other

restaurants because of some external environment and competitors' marketing methods to some extend. Therefore, in order to increase the competitive advantage of fast-food restaurants, today's fast-food industry had to understand and learn the behaviour of consumers and the factors that affected consumer's loyalty to restaurants, then cultivatede their loyal customers.

1.3 Objectives of Study

Therefore, the researcher wanted to explore the factors affecting customer loyalty of eating at KFC of the customers in Hengyang City, China. The purposes of this research were:

(1) To investigate the factors affecting customer loyalty of eating at KFC of the customers in Hengyang City, China.

(2) To investigate self-congruity, price perception, brand image, brand trust, store environment, service perception, product perception, consumer satisfaction towards customer loyalty.

1.4 Contribution of Study

This study broadened the factors that affected KFC customer loyalty and the results of this research could be applied to marketing strategies for KFC by understanding consumers' Self-Congruity, providing attractive price perception and store environment, building good brand image and brand trust, offering good service perception and product perception, cultivating good customer satisfaction, then, improving brand loyalty in Hengyang city in China.

There had only few studies about what kind of factors might significantly affected customer loyalty when they faced various types of fast-food restaurants in third-tier cities like Hengyang. Therefore, the purpose of this study was to better theoretically understand the loyalty characteristics of fast-food industries' products and services identifying the important regulatory factors affecting brand loyalty, which was conducive to guide fast-food industries to systematically and pertinently improved their service quality and improved customer satisfaction and brand loyalty in practice.

CHAPTER 2

LITERATURE REVIEW

This chapter would introduce relevant literature, relevant theories, theoretical frameworks, and previous research of factors positively affecting the brand loyalty of fast-food KFC's customers in Hengyang City in China.

2.1 Related Theories and Previous Studies

2.1.1 <u>Concept theories of self-congruity</u> (SC) Customers bought products, brands, and services based not just on functional needs or attributes, but also the specific and symbolic meaning they carried. Sirgy (1986) found that "customers chose products, brands and services, which were perceived to be in line with the self-image they held of themselves". Broadly speaking, Aaker (1999) stated, "products, brands, and services were vehicles of self-expression". It was believed that the perceptions that individuals had about themselves influenced customers' behavior in terms of products, brands, and services which people chose, and influenced how people chose friends in the same way (Shamah, Mason, Moretti, & Raggiotto, 2018). Generally speaking, self-congruity related to whether a product or brand matched a customer's self-image. The higher the match was, the deeper the consumer's preference for a product or a brand was. In general, marketing and consumer researches identified four different dimensions of self-congruity: 1. self-image in real life (e.g, the true self that customers revealed in real life). 2. The ideal self-image (for example: what kind of person the customer wanted to be). 3. The image of oneself in the eyes of others (for example: the stranger's perception of the customer). 4. Ideal social self-concept (for example: how customers wanted strangers to look at

themselves) (Shamah et al., 2018). Self-congruity could be viewed as the totality of an individual's thoughts and feelings with reference to the person as an object of thought (Nam, Ekinci, & Whyatt, 2011). Self-congruity referred to the degree to which a consumer's actual or ideal self-concept coincided with a brand image. The theory of self-congruity stated that people bought or owned brands in order to sustain or enhance their self-esteem (Nam et al., 2011).

Improving customer self-congruity could significantly improve customer brand loyalty. Self-congruity not only directly and positively affected the brand loyalty, but also indirectly affected the brand loyalty through the brand image. When customers felt that they were respected, they would establish their loyalty to the enterprise brand (Zhou, 2017). According to Li, self-congruity was self-formed by the individual according to his own experience, as a reflective understanding of himself (Li, 2020). In 2017, a research found that self-congruity had a positive impact on brand choice (Shamah et al., 2018). The process of identification was full of traces of information exchange and communication. The consistency of self-concept and brand image had more significant influence on consumers' brand preference and purchase intention in social products (such as cars) than in personal products (such as toothpaste). Xu, Xu, and Zhang (2019) stated that self-congruity couldn't directly affect customer loyalty, but it could indirectly affect customer loyalty through brand experience connection. However, this research directly studied the relationship between self-congruity and customer loyalty.

   2.1.2 Concept theories of price perception (PP) Another relevant determinant of customer behavior in retail contexts was price. Price was commonly divided into two components: monetary costs and non-monetary costs. Both were

considered relevant in a retail context (Shamah et al., 2018). Studies showed that there were two factors affecting customers' shopping behavior. Linder (1970) stated, "price was divided into time budget and money budget". Through the research on KFC menu, Hao and Xi (2014) found that consumers' psychological price would be reduced because of the promotion. The consumers' psychological price meant that consumers judged the actual price of goods according to their memories. Gao (2014) pointed out that consumers' evaluation of price might be formed by comparing the expected brand price with the actual brand price in a certain purchase situation. When the psychological price was higher than the actual price, customers would desire to buy goods. On the contrary, if the psychological price was lower than the actual price, customers might not desire to buy goods.

Mason, Jones, Benefield & Walton pointed out the impact of price on customer decision-making process in the fast-food context (Mason, Jones, Benefield, & Walton, 2016). The improvement of consumer's cognitive level made consumers pay more attention to the cost performance of goods, and price promotion had a strong advantage in the market (Weng, Yang, & Chen, 2017). In certain circumstances, fast-food restaurants could save consumers' time, which were better than other restaurants. Of course, if the fast-food restaurant could bring the price down, it would attract more people to come to this fast-food restaurant (Shamah et al., 2018). In the meantime, Gao (2017) pointed out that frequent promotion and lowering the price of goods would have a negative impact on brand loyalty. Therefore, based on different studies on price perception and brand loyalty, this research also took price perception into the theoretical framework of the factors affecting brand loyalty.

2.1.3 <u>Concept theories of brand image</u> (BI) Brand image was described as "the perceptions and beliefs held by consumers, as reflected in the associations held in the consumer's memory" (Kotler, Brady, & Goodman, 2009).The research key in brand image was to develop and identify the most influential images and strengthen them through subsequent business contacts (Mabkhot, Hasnizam, & Salleh, 2017). Brand image was divided into five dimensions: enterprise image, store image, product image, service image and technical image (Ma, Sun, & Jia, 2019). Brand image had a meaning associated by consumers with the brand which was retained in their minds (Smith & Aaker, 1992). Keller (1993) defined brand image as "perceptions about a brand as reflected by the brand associations held in the consumer's memory." It was a summation of brand associations in the memory of consumers which guided them towards brand association and brand perception. Hsieh, Pan, and Setiono (2004) showed that brand image could help consumers recognize their needs and satisfaction with a brand. Brand image was the sum of all the associations about the brand in consumers' memory, and it was the subjective reflection of consumers to the brand (Wang, Zhang, & Tian, 2007). Furthermore, brand image could help customers assemble information, discriminate brands, create positive feelings, and create a cause to buy (Smith & Aaker, 1992).

Wang et al. (2007) took the catering industry as the research object. Through field research, they found that good service brand image could directly promote consumers to have positive post purchase behavior. Brand image had a positive impact on consumer brand loyalty. In essence, the impact was the result of five dimensions of brand image (Ma et al., 2019). Bloemer and de Ruyter (1998) found that store image affected the customer loyalty through the intermediate variable

customer satisfaction (Bloemer & de Ruyter, 1998). In another study, they found that the bank image affected perceived quality, and indirectly affected customer satisfaction and customer loyalty through perceived quality. However, when they analyzed the relationship between image dimension and quality dimension, satisfaction and loyalty through path analysis method, they found that only the market position factor of brand image which was considered as a multi-dimensional variable directly affected customer loyalty (Bloemer & de Ruyter, 1998). Jiang and Lu (2006) found that brand image service affected customer loyalty, that was, brand image could create value for enterprises by influencing customer loyalty, but there was no specific discussion on how brand image created value for enterprises in the study. Since brand image was a customer's perception of a brand, the aim of companies was to create a strong image of the brand in the minds of consumers. Marketing programs could generate a positive brand image by building a strong link between a brand and its image in the memory of the consumers (Mabkhot et al., 2017). Based on these evidences, the framework of this research also included brand image.

2.1.4 **Concept theories of brand trust** (BT) Trust was an important ingredient for successful relationships and led to cooperative behaviors (Morgan & Hunt, 1994). One driver was the long-term benefits of staying with existing partners and resisting attractively short-term alternatives with others. The other driver was to sustain the belief that their partners would not act opportunistically. The presence of both drivers promoted efficiency, productivity, and effectiveness (Morgan & Hunt, 1994). Trust was also relevant in generating customer loyalty in B-to-C relationships (Macintosh & Lockshin, 1997).

In the theory of commitment to trust, Morgan & Hunt pointed out that "trust was a key variable in developing long-term relationships" (Morgan & Hunt, 1994). If customers trusted a brand, customers and this brand would develop into a long-term relationship, which also prompted the authors to focus on analyzing the relationship between trust and loyalty.

Deutschi (1960) believed that trust was a kind of confidence, which could get what you wanted from others without fear. Mayer, Davis, and Schoorman (1995) believed that trust was the willingness of one party to rely on the other party when there was no supervision and control over the other party that wanted to carry out specific activities that were important to itself. Lau and Lee (1999) pointed out that brand trust was the willingness of consumers to rely on the brand in the face of risk, and it was believed that the brand could create positive results.

Brand trust had a crucial impact on brand loyalty. It could be said that there would be no brand loyalty without brand trust. Brand trust was one of the main factors for customers to form behavior loyalty. Enterprises could enhance customer brand loyalty by enhancing brand trust (Hou & Chen, 2019). Previous studies showed that brand trust played a necessary role in the customer's commitment to a particular brand (Nam et al., 2011). In 2014, researchers found that customer loyalty might depend more on such relational drivers as trust and commitment, than on such transactional drivers as customer satisfaction (Sahagun & Vasquez-Parraga, 2014). To be confident about the services that customers received from suppliers, they must be able to trust them. Trust was an important ingredient for successful relationships and led to cooperative behaviors with long-term benefits of staying with existing partners while resisting attractive short-term alternatives with others, and sustain the belief that

their partners would not act opportunistically (Sahagun & Vasquez-Parraga, 2014). Therefore, the framework of this research also included brand trust.

   2.1.5 <u>Concept theories of store environment</u> (SE) Service environment was also called "service scenario". It referred to the place where enterprises provided services to customers (Li, 2017). It included not only various facilities that affected the service process, but also many intangible elements. Service environment influenced customer behavior from three aspects: (1) As a medium of information provision, for example, enterprises communicated with target customers through symbolic hints to distinguish service experience provided by other enterprises; (2) As a medium to attract attention, service environment was highlighted from the environmental design of other competitors and attracted customers' attention in target market segments. (3) As an effective medium, for example, through color, text, sound, smell and space design, service environment enhanced the customer's desirable service experience, and increased the customer's interest in a certain commodity, service or experience. Therefore, service environment became a part of service experience, and also a part of enterprise value orientation (Li, 2017).

   A long time ago, marketing literature already pointed out that the store environment would influence customers' decision when they were shopping, physical environment was an important attribute of service settings in the restaurant sector (Shamah et al., 2018). The physical environment of theme restaurant affected customers' emotion, because the emotional generation came from external stimulation, so the store environment had positive impact to the customer emotion (Sun & Guo, 2020). Sun and Guo (2020) who applied service scenarios to the study of sports grounds found that the quality of gymnasium facilities directly affected the mood of

consumers. At the same time, Sun and Guo (2020) also found that leisure consumption service could usually make consumers produce positive emotions. The importance of environment in shaping customer decisions had been recognized for a long time in marketing literature.

According to Jang and Namkung (2009) along with Ryu, Lee, and Kim (2012), "the environment had been identified as a factor exerting a relevant impact on customer perception and behavior". Fast-food restaurants were not like shopping malls, because eating was a must-have for a person in one day. A pleasant dining environment pleased the customer and made the customer like the restaurant from their heart. If this restaurant was a chain restaurant, consumers would even like to go to the same restaurant in other places (Zhang et al., 2018). Weng et al. (2017) conducted a study on people's psychological reactions in different environments. They found that consumers would increase their consumption when they were satisfied with the dining environment, and they would eat frequently in the same restaurant. Therefore, this paper studied the relationship between store environment and brand loyalty.

2.1.6 <u>Concept theories of service perception</u> (SP) The research on customer service quality began in the late 1970s. Since then, the problem of customer service quality aroused many scholars' interest. There were two main views on service quality: one was the view of Nordic school represented by Gronroos (1984). Gronroos (1984) put forward the view of perceived quality, that was, service quality was service performance minus service expectation. The other was the American school, represented by Zeithaml, Berry, and Parasuraman (1988), which held that service quality was the ability of a service provider to meet the customer's expectation for

service. It was defined as: the service quality equaled to the customer's expectation minus the customer's perception. Although scholars had different definitions of service quality, the content was actually the same. The most important thing in common was that the customer was the only evaluator of service quality (Yu, 2016). Service Perception referred to the perception of the emotional state and psychological activities of the service object when the service personnel served others. Excellent service personnel should have good service perception ability and be able to adjust service according to subjective perception results to achieve better service effect (Shamah et al., 2018).

Prentice (2014) stated, "service perception was often considered a multidimensional structure, divided into tangible and intangible, which was often more common in restaurants". This study focused on the tangible service perception of fast-food restaurants. In other words, tangible service perception was the connection between restaurant employees and customers (Shamah et al., 2018). These connections included the service that employees provided for their customers, the appearance and attitude of the employees, and the level of customer satisfaction with the services provided.

Service provided by employees represented another key component in shaping restaurant customer perceptions (Namkung & Jang, 2008). This crucial role of employee interactions was demonstrated by the fact that some studies even estimated the service quality measurements in restaurants, by referring only to service provided by employees (Ha & Jang, 2010). The empirical study found that in Chinese catering industry, customer perceived service quality included six factors: tangibility, responsiveness, assurance, reliability, empathy and diversity, which had a significant

positive correlation with customer satisfaction and customer loyalty (Li, 2017). The service provided by employees was believed to be a crucial determinant of customer loyalty in the fast-food restaurant industry (Shamah et al., 2018). Based on the above discussion, the author put service perception in the framework, and tried to find the relationship between service perception and brand loyalty.

2.1.7 **Concept theories of product perception** (PPP) Product perceptions represented another relevant factor regarding customer perceptions and patronage decisions in restaurant settings, where food quality represented the major factor in determining loyalty related customer behavior (Shamah et al., 2018). A complete product should include product characteristics, aroma, temperature, and freshness (Li & Wu, 2016).

The most important purpose of the catering industry was to provide customers with satisfactory products, which must follow up the needs of customers, so that all kinds of catering could be included. The most important thing was not only to be good, but also to be refined. It's important to put forward the concept of green, nutrition and health, and make the food to satisfy customers. Only then can increase the customer's good impression and improve the customer's perceived value (Chun, Ye, & Shang, 2015).

An enterprise's products should at least be able to meet the needs and desires of customers and provide basic utility. Otherwise, such products would eventually be replaced by other products. Today, food safety became the focus of news, many Chinese fast-food brands were found to be substandard. These product quality scandals would make consumers lose confidence in the brand, thus reducing

consumer loyalty (Hou & He, 2012). Good product quality would make the customer believe in a restaurant, and the extensive menu could provide customers with more choices, so that the customer would not be tired of the same menu. Good product controlling would let the customer enter the same restaurant repeatedly because of the food quality (Shamah et al., 2018). When customers consumed, the quality of products directly affected their emotional towards the enterprise (Weng et al., 2017). Based on these evidences, it's showed that how to provide higher quality food became a vital strategy for gaining a competitive advantage in the restaurant industry.

2.1.8 <u>Concept theories of consumer satisfaction</u> (CS) There were many different definitions of customer satisfaction over the years. Oliver, Rust, and Varki (1997) defined customer satisfaction as 'a judgment that a product, or service feature, or the product or service itself, provided a pleasurable level of consumption–related fulfillment, including levels of under or over fulfillment'. Satisfaction was an evaluative judgment of post choice, concerning a specific transaction, and it was central to understanding customers' consumption experiences (Ali, Kim, Li, & Jeon, 2018). These experiences elicited a set of emotional responses, known as consumption emotions, such as pleasantness/unpleasantness, relaxation/action, and calmness/excitement (Wong, 2004).

Consumer satisfaction was not only cognitive but also emotional (Nam et al., 2011). While the literature contained significant differences in the definition of satisfaction, there were at least two common formulations of satisfaction: transaction-specific and overall satisfaction. Transaction-specific satisfaction was an immediate post-purchase evaluative judgement and, as such, was an affective reaction to the most recent experience with a firm (Nam et al., 2011). The

transactional-specific approach suggested that satisfaction occurred at the post-consumption stage following a single encounter with the service provider (Qiu, 2020).

Consumer satisfaction was actually a psychological state, not a behavior. It was closely related to the service provided by the company and the consumption experience of customers. Providing satisfactory service and improving customer satisfaction were actually closely related to the company's profitability (Chen, Feng, & Bi, 2018). In any case, customer satisfaction directly affected customer needs (Nam et al., 2011). When customer satisfaction was higher, the frequency which the customer repeatedly entered the restaurant was higher, the customer loyalty to the restaurants also higher (Zhou, 2017). Also, in 2020, Jiang and Wen (2020) found a significant positive correlation between customer satisfaction and brand loyalty. Many scholars supported the idea that customer satisfaction was a significant determinant of customer loyalty (Wong, 2004). If customers were satisfied with the services provided, they might continue to repurchase and be more willing to recommend these services to others. Researchers tested this relationship in various service sectors (e.g. fast food, banking and dry cleaning) (Zhao, 2019). In addition, in their study on backpackers, Chen et al. (2018) postulated that satisfaction with the services provided might result in loyal customers. Ali et al. (2018) also tested and confirmed the significant impact of customer satisfaction on customer loyalty in theme parks. Based on these evidences, the framework of this research included customer satisfaction.

2.1.9 <u>Concept theories of brand loyalty</u> (BL)

Despite the large number of studies on brand loyalty, much of the researches over the past three decades investigated the consumer loyalty from two perspectives: behavioral loyalty and attitudinal loyalty (Nam et al., 2011). Behavioral loyalty referred to the frequency of repetitive purchase. Attitudinal loyalty referred to the psychological commitment that a consumer made in the purchase act.

Jacoby and Kyner (1973) stated, "brand loyalty was defined as the process of customer behavioral responses and psychological reactions", which meant that brand loyalty was positively related to one's behavior and attitude. But in fact, Tepeci (1999) stated, "a person's behavior (such as repeated purchases) was psychologically affected". As a brand loyalist, consumers usually purchased the same products and services. For fast-food restaurants, consumers were consciously going to the same restaurant.

Understanding loyalty was critical to marketing. Reichheld and Sasser (1990) stated "loyal customers were less likely to change to buy other products or services because of the external environment and the marketing strategies of competitors". Retaining a customer was much easier than adding a new customer (Shamah et al., 2018). Selling a product to a loyal customer was easier than to a new customer because loyal customers often tended to trust the company.

In addition, Thiele & Mackay found that "loyalty would help a company achieve greater profits" (Rundle-Thiele & Maio Mackay, 2001). Because loyal customers were likely to help a company to carry out free advertising through "word of mouth", which not only objectively reduced the company's advertising costs but also generated revenue (that was, potential customers). According to the statement of

Sonnenberg and Beck (1993), the research report found that basically, "every customer with high satisfaction would tell 10 people about their own happy experience, while only 13% of dissatisfied customers would tell 20 people about their unhappy experience". This was why many companies spent a lot of money on researching loyalty.

Cravens (1994) found that "loyalty could also give companies a competitive advantage". As competition in the food and beverage industry became more intense, many companies used the same strategy, such as price wars, the expansion of distribution channels, and promotion activities. However, formulating a plan on how to maintain brand loyalty was clearly more successful than these short-term strategies. Once the loyalty between the company and the customer was established, it could create a long-term competitive advantage.

Kampitayakul and Kanthawongs (2014) studied on the influence of factors affecting marketing image, perceived quality, fashion consciousness and brand reputation toward brand loyalty of imported brand shoppers of brand A in Bangkok. The data was gathered from 335 questionnaires, and all of them were analysed by using hypothesis testing based on Multiple Regression Analysis. The results revealed that most of the respondents were female, aged between 24-29 years old, had Bachelor degrees, worked in private companies in Thailand with the average income of between 15,000-25,000 baht. For the hypothesis testing result, the best power predictors toward brand loyalty were brand reputation, perceived quality, and marketing image at a significant level of .05.

Jiang and Kanthawongs (2019) studied on the factors affecting customer loyalty to eat at "Dian Dou De" restaurants of the customers in Guangzhou of China.

The data was collected from 213 samples with questionnaires, and all of them were analysed by using hypothesis testing based on Multiple Regression Analysis. The results showed that most of the respondents were females with marriage status at the ages between 24 and 30 having bachelor's degrees and receiving 2000-5000 yuan (or around 10,000 to 25,000 baht) per month. The researcher found that food image (= 0.690), atmospheric factor (= 0.588), service quality (= 0.492), restaurant environment (= 0.412) respectively accounted for 79.2% positively affecting customer loyalty of college students to eat at "Dian Dou De" restaurants in China with statistical significance at .01.

2.2 Hypothesis

The following hypotheses is based on recent journals, papers, and theories as follows

2.2.1 There was a positive relationship between structural self-congruity and brand loyalty.

2.2.2 There was a positive relationship between price perception and brand loyalty.

2.2.3 There was a positive relationship between brand image and brand loyalty.

2.2.4 There was a positive relationship between brand trust and brand loyalty.

2.2.5 There was a positive relationship between store environment and brand loyalty.

2.2.6 There was a positive relationship between service perception and brand loyalty.

2.2.7 There was a positive relationship between product perception and brand loyalty.

2.2.8 There was a positive relationship between consumer satisfaction and brand loyalty.

2.2.9 self-congruity, price perception, brand image, brand trust, store environment, service perception, product perception, consumer satisfaction had positive effect towards brand loyalty of KFC's customers in Hengyang City in China.
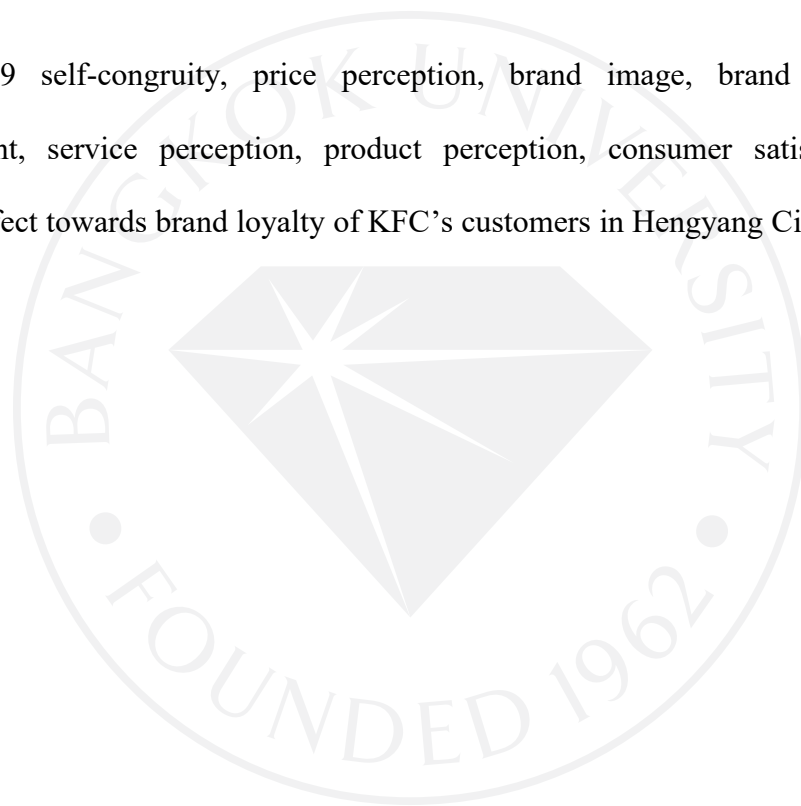
2.3 Conceptual Framework

Independent Variables   Dependent Variable
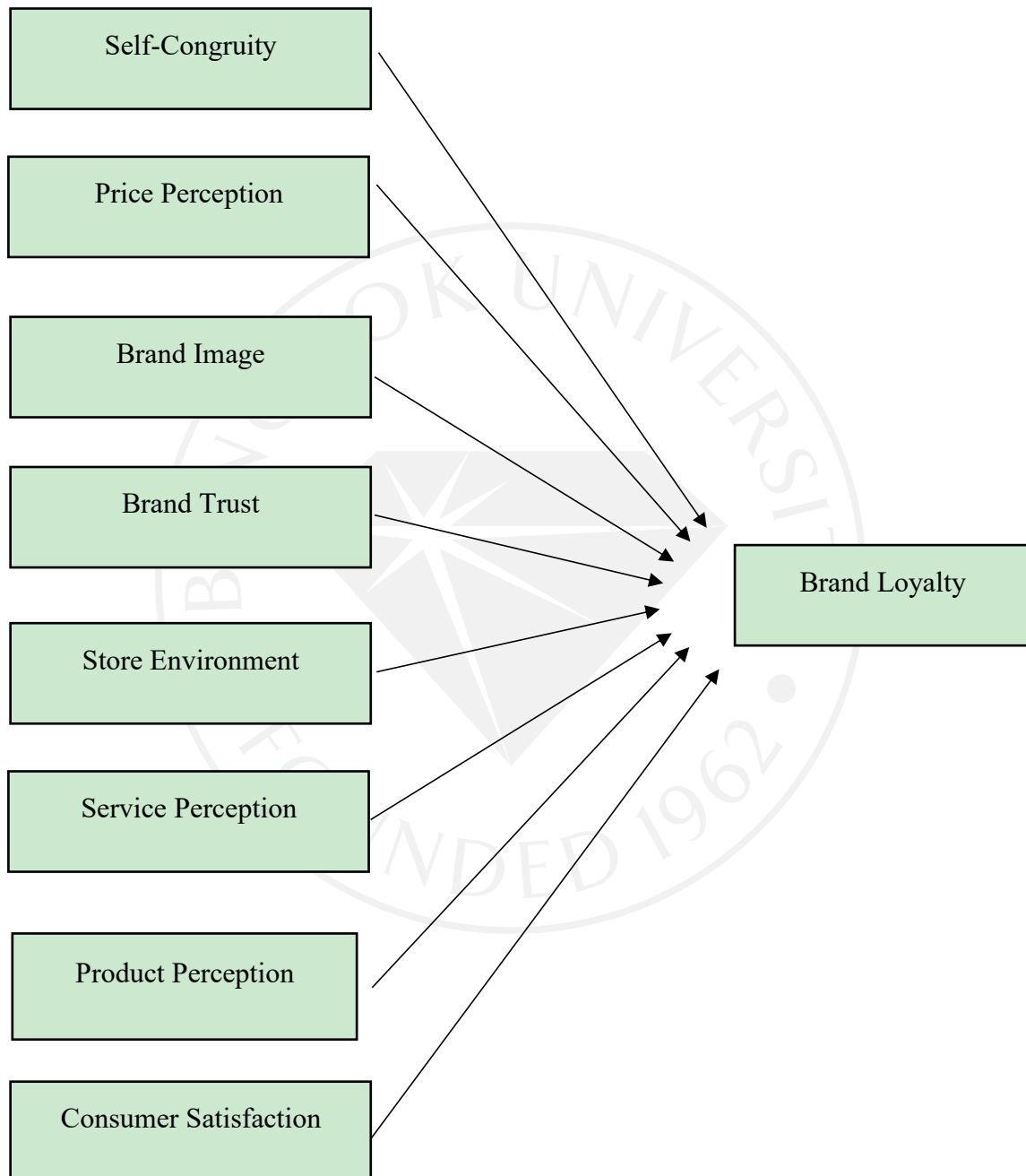
Figure 2.1: Theoretical framework for brand loyalty

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This research objective was to explore factors positively affecting brand loyalty of KFC customers in Hengyang City in China. The applied methodology was based on the quantitative approach which included the survey method and the data collection through questionnaires.

3.2 Population and Sample Selection

This study took urban residents who had KFC experience as the target population, covered group from occasionally to frequently. In order to ensure the validity and accuracy of the study, questionnaires were randomly distributed to KFC stores and surrounding streets in Hengyang City. Data were collected from the respondents who were willing to cooperate with the researchers. In all cases, the researchers did not interfere with the respondents in giving answers, but could explain the items in the questionnaire when help was needed. It took about 10 minutes to complete the questionnaire. Most surprisingly, although no gifts were provided, the people who were asked to fill out the questionnaire were very supportive and willing to participate in, which made it very easy to complete all questionnaires in a short time.

The sample size was firstly calculated from 40 pilot questionnaires by using G*power version 3.1.9.2, created by (Cohen, 2013) and approved by several researchers such as Erdfelder, Faul, and Buchner (1996) and Wiratchai (2012). The calculation was with the Power $(1-\beta)$ of 0.94, Alpha (α) of 0.06, Number of Test

Predictor of 8, Effect Size f² of 0.09395546 (Calculated by Partial R² of 0.085886).
As the result of G*power calculation, the minimum number of the total sample size
was 232 (Cohen, 2013). Therefore, the numbers of survey collection from participants
were 241 sets of questionnaires in total.

3.3 Research Instrument and Content Validity

3.3.1 Using various published articles and journals from
www.emeraldinsight.com and www.sciencedirect.com which were related to
fast-food, customer loyalty, restaurant and its services, together with the support of
the advisor.

3.3.2 Completing the questionnaire form which selected from articles and
journals to get approval from the advisor.

3.3.3 Passing completed questionnaire form to 2 experts in the KFC, Mrs.
Liujuan as KFC Manager, and Mr. Zuojuan as KFC Manager, getting advice on what
factors customers generally consider when dining at KFC together with the experts'
comments and the help of the advisor, and finally finishing the questionnaire with the
guidance of experts and the help of the advisor.

3.3.4 Successfully handing out 40 pilot questionnaires to customers in
Hengyang City in China. As a result, it enabled to conduct the reliability test of each
variable in individual factor by using Cronbach's Alpha Coefficient. Value of
Cronbach's Alpha was between $0 \leq \alpha \leq 1$. Higher value meant higher reliability and
closely related of a section.

3.3.5 Successful analysis of the reliability test was executed for 40 pilots
testing of questionnaires to make sure the different types of questions asked along
with its form, and consistency of each factor matched with the theory of study
conducted.

From the tools and resources mentioned above, the created questionnaire form was divided into two parts with a total of forty-eight questions.

Part 1 consisted of 12 questions in which 6 were closed-ended questions about personal information and demographic, including gender, age, status, education level, monthly income, and professional status. The other 6 questions were related to information about respondents' behavior regarding to fast-food purchasing; i.e. how often did you eat fast-food? Your favorable brand(s) of fast-food. (You could answer more than one choice), Why did you want to buy fast-food? What was your favorite food in these KFC restaurants? How much did you spend on fast-food per time in these KFC restaurants? Who did you go to this restaurant with?

Part 2 consisted of closed-ended questions about "Factor Positively Affecting Brand Loyalty of fast-food A's customers in Hengyang City in China". The objective was to obtain the information and attitude toward questions of each variable as below;

Self-Congruity	4 Questions
Brand Trust	4 Questions
Price perception	4 Questions
Brand Image	4 Questions
Store Environment	4 Questions
Service Perception	4 Questions
Product Perception	4 Questions
Consumer Satisfaction	4 Questions
Brand Loyalty	4 Questions

This part was evaluated from interval scale by using a five-point scales ranking from 1 (Lowest agreeable level) to 5 (Highest agreeable level).

Part 3 consisted of open-ended response questions for participants to recommend other factors that might positively affect the brand loyalty of fast-food KFC's customers.

3.4 Testing Research Instrument

The testing research instrument examined the validity and reliability of each question in the questionnaire in order to ensure that the questionnaire was appropriate to support this research by asking 3 experts to check and verify through using an Index of item-Objective Congruence: IOC. After revising the questionnaires according to the recommendations from the experts, the researcher then collected 40 pilots testing of questionnaires and utilized by computing the Cronbach's Alpha Coefficient for each factor.

The Cronbach's Alpha Coefficient of self-congruity equaled to 0.96, price perception equaled to 0.921, brand image equaled to 0.936, brand trust equaled to 0.972, store environment equaled to 0.919, service perception equaled to 0.967, product perception equaled to 0.947, consumer satisfaction equaled to 0.963, and brand loyalty equaled to 0.930. All of Cronbach's Alpha Coefficient was passed the suggested level of 0.65 (Nunnally, 1975). The specific data were shown on the table 3.1:

Table 3.1: Cronbach's Alpha Coefficient of 40 pilots testing of questionnaires

Questionnaire	n = 40	n = 241
Variable Factor		
Self-Congruity (SC)	0.964	0.850
Price perception (PP)	0.921	0.951
Brand Image (BI)	0.936	0.914
Brand Trust (BT)	0.972	0.939
Store Environment (SE)	0.919	0.958
Service Perception (SP)	0.967	0.931
Product Perception (PRP)	0.947	0.959
Consumer Satisfaction (CS)	0.963	0.939
Independent Factor		
Brand Loyalty (BL)	0.930	0.948

From this research, factor analysis was conducted based on these following factors: Self-Congruity (SC)，Price perception (PP)，Brand Image (BI)，Brand Trust (BT)，Store Environment (SE)，Service Perception (SP)，Product Perception (PRP)，Consumer Satisfaction (CS)，Independent factor, Brand Loyalty (BL) at n ＝ 241.

By utilizing principal component analysis (PAC) and Varimax rotation method (Kline, 1994) that were based on SPSS to make assessments of the validity of construct for the pilot test. In this study, consequently, loading value generated from

the principal components analysis was utilized to determine the final number of factors would be taken in full-scale test. The Varimax rotation method was used to rotate axes for providing factors with meaningful interpretations. A loading value should be greater than 0.3 (Kline, 1994). The details of values of each variable were showed in Table 3.2.

Table 3.2: Factor Analysis of Factors Positively Affecting Brand Loyalty of fast-food KFC's Customers in Hengyang City in China at n = 241

	SC	PP	BI	BT	SE	SP	PRP	CS	BL
SC1	0.937								
SC2	0.924								
SC3	0.948								
SC4	0.932								
PP1		0.892							
PP2		0.890							
PP3		0.890							
PP4		0.883							
BI1			0.936						
BI2			0.921						
BI3			0.910						
BI4			0.913						
BT1				0.950					
BT2				0.931					
BT3				0.945					

	SC	PP	BI	BT	SE	SP	PRP	CS	BL
BT4				0.950					

(Continued)

Table 3.2 (Continued): Factor Analysis of Factors Positively Affecting Brand Loyalty of fast-food KFC's Customers in Hengyang City in China at n = 241

	SC	PP	BI	BT	SE	SP	PRP	CS	BL
SE1					0.908				
SE2					0.904				
SE3					0.912				
SE4					0.916				
SP1						0.951			
SP2						0.931			
SP3						0.943			
SP4						0.958			
PRP1							0.917		
PRP2							0.903		
PRP3							0.923		
PRP4							0.938		
CS1								0. 941	
CS2								0. 933	
CS3								0.917	
CS4								0.936	
BL1									0.882

									0.872
BL2									0.872
BL3									0.898
BL4									0.928

3.5 Statistics for Data Analysis

The data from questionnaires were analyzed by using statistical analysis software: IBM SPSS version 25 by using Statistical Significant level of .01.

For descriptive statistics analyses, for example, demography, general information, and respondents' choice on the fast-food restaurants were measured by using Frequency and Percentage while the scale ranking; self-congruity, price perception, brand image, brand trust, store environment, service perception, product perception, consumer satisfaction, brand loyalty was measured by using Mean $(\bar{x})$ and Standard Deviation (S.D). Also, Pearson's Correlation Coefficient and Multiple Regression Analysis were used for Inferential statistical analysis to evaluate independent variable.

CHAPTER 4

RESEARCH RESULTS

The aim of this research was to explore factors factor analysis of factors positively affecting brand loyalty of fast-food KFC's customers in Hengyang City in China. The data were collected by the survey questionnaire from 241 respondents and were completed through data analysis by IBM SPSS statistics version 25. The Cronbach's Alpha Coefficient of each factor was computed and the result value was between 0.85-0.959 as table 3.1, referring that all of alpha coefficient passed the suggested level of 0.65 (Nunnally, 1975) and had proven to be reliable.

As all of the studied factors had passed the suggested level and proved to be reliable as mentioned earlier; therefore, the data were analyzed and presented in descriptive statistics and inferential statistics which were completed by IBM SPSS version 25. For descriptive statistics which were presented by frequency, percentage, mean, standard deviation whereas inferential statistics were presented by Pearson Product-Moment Correlation Coefficient and Multiple Regression which all details were presented as below.

4.1 Summary of Demographic Data

Data were presented in frequencies and percentage of gender, age, status, level of education, monthly income, professional status occupation, frequency behavior of consumption in eating fast-food, favorite fast-food brand, the reason of buying fast-food, the favorite food in fast-food restaurant, the person together with to eat fast-food, expenditure of fast-food, and the influence on fast-food brand loyalty.

From 241 respondents, in terms of gender, 182 respondents were females (75.5%) whereas 59 respondents were males (24.5%). Those who were at the age between 19-29 years old accounted for 71.4%. Moreover, 159 respondents (66%) were single and those who had bachelor's degree accounted for 57.3% from total population sample. The largest group of 86 respondents was working as private employees and 36.9% of them had the income ranging from 3,001 to 5,000 RMB per month. According to the sample, nearly 19.5% of the population ate KFC every month. Compared with KFC, 64.3% chose to eat at McDonald's, and 49.4% of sample spent 31 to 60 RMB each meal. Among the 214 samples, 210 ate KFC because they did not know how to cook. Most of them said they would eat rice (88.4%), drinks (79.7%), and chicken (61%) at KFC, 43.2% of sample also chose to eat with their colleagues or friends.

4.2 Results of Research Variables

The analysis of the correlation between independent variables and the dependent variable used Pearson's Correlation Coefficient of self-congruity, price perception, brand image, brand trust, store environment, service perception, product perception, and consumer satisfaction, which positively affected the brand loyalty of fast-food KFC's Customers in Hengyang City in China.

Table 4.1: Analysis of correlation between independent variable and the dependent

variable using Pearson's Correlation Coefficient.

(Descriptive Statistic)

	Mean	Std .Deviation	N
Self-Congruity	2.8745	1.24815	241
Price Perception	3.0871	1.12878	241
Brand Image	3.6048	1.14844	241
Brand Trust	3.4191	1.19665	241
Store Environment	3.6297	1.08615	241
Service Perception	3.7873	1.08140	241
Product Perception	3.8641	1.06529	241
Consumer Satisfaction	3.5353	1.09321	241
Brand Loyalty	3.5000	1.10137	241

Table 4.2: Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient of self-congruity, price perception, brand image, brand trust, store environment, service perception, product perception, consumer satisfaction, which positively affected brand loyalty of KFC's customers in Hengyang City in China

Variable	SC	PP	BI	BT	SE	SP	PRP	CS	BL
Self-Congruity (SC)	1								
Price Perception (PP)	.759**	1							
Brand Image (BI)	.702**	.791**	1						
Brand Trust (BT)	.728**	.793**	.849**	1					
Store Environment (SE)	.633**	.728**	.816**	.839**	1				
Service Perception (SP)	.640**	.706**	.814**	.837**	.846**	1			
Product Perception (PRP)	.610**	.646**	.833**	.787**	.791**	.857**	1		
Consumer Satisfaction (CS)	.768**	.807**	.835**	.837**	.768**	.839**	.813**	1	
Brand Loyalty (BL)	.780**	.758**	.813**	.780**	.750**	.799**	.797**	.899**	1

**. Correlation is significant at the .01 level (2-tailed).

According to Table 4.2, Hypothesis could be explained as the follows:

Hypothesis 1, there was a positive relationship between structural self-congruity and brand loyalty. The analysis revealed that self-congruity had a positive relationship with brand loyalty (Pearson's Correlation = 0.780) at .01 significant level.

Hypothesis 2, there was a positive relationship between price perception and brand loyalty. The analysis revealed that price perception had a positive relationship with brand loyalty (Pearson's Correlation = 0.758) at .01 significant level.

Hypothesis 3, there was a positive relationship between brand image and brand loyalty. The analysis revealed that brand image had a positive relationship with brand loyalty (Pearson's Correlation = 0.813) at .01 significant level.

Hypothesis 4, there was a positive relationship between brand trust and brand loyalty. The analysis revealed that brand trust had a positive relationship towards customer loyalty (Pearson's Correlation = 0.780) at .01 significant level.

Hypothesis 5, there was a positive relationship between store environment and brand loyalty. The analysis revealed that store environment had a positive relationship with brand loyalty (Pearson's Correlation = 0.750) at .01 significant level.

Hypothesis 6, there was a positive relationship between service perception and brand loyalty. The analysis revealed that service perception had a positive relationship with brand loyalty (Pearson's Correlation = 0.799) at .01 significant level.

Hypothesis 7, there was a positive relationship between product perception and brand loyalty. The analysis revealed that product perception concerns had a

positive relationship with brand loyalty (Pearson's Correlation = 0.797) at .01 significant level.

Hypothesis 8, Hypothesis 8, there was a positive relationship between consumer satisfaction and brand loyalty. The analysis revealed that consumer satisfaction had a positive relationship with brand loyalty (Pearson's Correlation = 0.676) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.3: Analysis of variance (ANOVA) of self-congruity, price perception, brand image, brand trust, store environment, service perception, product perception, consumer satisfaction which positively affected brand loyalty of fast-food KFC's customers in Hengyang City in China.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	246.556	8	30.819	160.427	.000[b]
	Residual	44.569	232	.192		
	Total	291.125	240			

From the table 4.3, ANOVA analysis had shown and confirmed that Independent variables which consisted of self-congruity, price perception, brand image, brand trust, store environment, service perception, product perception,

consumer satisfaction had influence on the dependent variable, brand loyalty because

of Sig. of the equation were equaled 0.000 at .01 significant level.

Table 4.4: Multiple Regression Analysis of self-congruity, price perception, brand

image, brand trust, store environment, service perception, product

perception, consumer satisfaction, which positively affected brand loyalty

of fast-food KFC customers in Hengyang City in China.

Dependent Variable :Brand Loyalty, R = 0.920, R² = 0.847 Constant(a) = 0.057						
Independent Variables	**β**	**Std Error**	**T**	**Sig**	**Tole-rance**	**VIF**
(Constant)		0.112	0.512	0.609		
Self-Congruity (SC)	0.234**	0.039	5.336	0.000	0.343	2.914
Price Perception (PP)	-.006	0.051	-.117	0.907	0.240	4.161
Brand Image (BI)	0.098	0.060	1.574	0.117	0.170	5.886
Brand Trust (BT)	-0.135	0.058	-2.161	0.032	0.168	5.945
Store Environment (SE)	0.058	0.057	1.028	0.305	0.208	4.805
Service Perception (SP)	0.057	0.066	0.878	0.381	0.159	6.287
Product Perception (PRP)	0.145	0.061	2.454	0.015	0.190	5.265
Consumer Satisfaction (CS)	0.546**	0.065	8.413	0.000	0.157	6.388

** significant at the .01 level

From Table 4.4, Multiple Regression Analysis results showed that two independent variables, which were self-congruity (Sig. = 0.000), and consumer satisfaction (Sig. = 0.000) could predict brand loyalty significantly. On the other hand, the rest of another six independent variables had no positive affect to customer loyalty, which could not be the predictors, which were price perception (Sig. = 0.907), brand image (Sig. = 0.117), brand trust (Sig. = 0.032), store environment (Sig. = 0.305), service perception (Sig. = 0.381), product perception (Sig. = 0.015).

Due to the aims of this research was to study the factors positively affecting brand loyalty of KFC's customers in Hengyang City in China, this research only focused on the positive Standardized Beta Coefficients (β). Referred from Table 4.4 Multiple Regression Analysis result, the most predictive independent variables were self-congruity (β = 0.234), consumer satisfaction (β = 0.546) respectively. Therefore, the two independent variables could be shown as positively affecting brand loyalty of KFC's customers at 84.7% while the rest at 15.3% could not be applied in this research. Also, the standard error was ±0.112 by the following equation:

Y (Brand Loyalty) = 0.057 + 0.546(Consumer Satisfaction) + 0.234(Self-Congruity)

The meaning of this equation can describe as below;

If self-congruity value increased by 1 point while the other factors remained, brand loyalty would be increased by 0.234 points.

If consumer satisfaction value increased by 1 point while the other factors remained, customer loyalty would be increased by 0.546 points.

Hypothesis 9, by using Multiple Regression Analysis, the result showed that self-congruity and consumer satisfaction had positive influence on brand loyalty at statistical significant level of .01, whereas price perception, brand image, brand trust, store environment, service perception and product perception had no positive influence on brand loyalty at .01 statistical significant.

In statistics, Multicollinearity was defined as a circumstance of a very high relationship among the independent variables. High Multicollinearity referred to the high degree of correlation among independent variables which might be the cause of deviation from the true value. In another word, if Multicollinearity was found, it could lead to incorrect interpreting of Multiple Regression results.

Besides, Multicollinearity was tested by Variance Inflation Factor (VIF) value, or Tolerance value. Appropriately, the appropriate value of the Variance Inflation Factor (VIF) should not exceed 10 because the independent variable was relevant (O'Brien, 2007). And Tolerance value should not be less than 0.1, otherwise it indicated multicollinearity (O'Brien, 2007).

Table 4.5: Testing Collinearity of independent variable

Independent Variables	Tolerance	Variance Inflation Factor (VIF)
Self-Congruity (SC)	0.343	2.914
Price Perception (PP)	0.240	4.161
Brand Image (BI)	0.170	5.886
Brand Trust (BT)	0.168	5.945
Store Environment (SE)	0.208	4.805
Service Perception (SP)	0.159	6.287
Product Perception (PRP)	0.190	5.265
Consumer Satisfaction (CS)	0.157	6.388

From Table 4.5, the minimum tolerance value of all independent variables was 0.157, which was not less than 0.1. The maximum VIF value was 6.388, which was also in compliance with the standard of less than 10. There had been no Multicollinearity among the independent variables. Therefore, researchers could use statistical analysis of multiple linear regression.

4.4 Summary of Hypothesis Testing

From the result of Multiple Regression Analysis, it was shown that self-congruity and consumer satisfaction had positive influence on brand loyalty which was at statistical significant level of .01, whereas price perception, brand image, brand trust, store environment, service perception and product perception had no positive influence on brand loyalty in Hengyang City as Figure 4.1 as below:
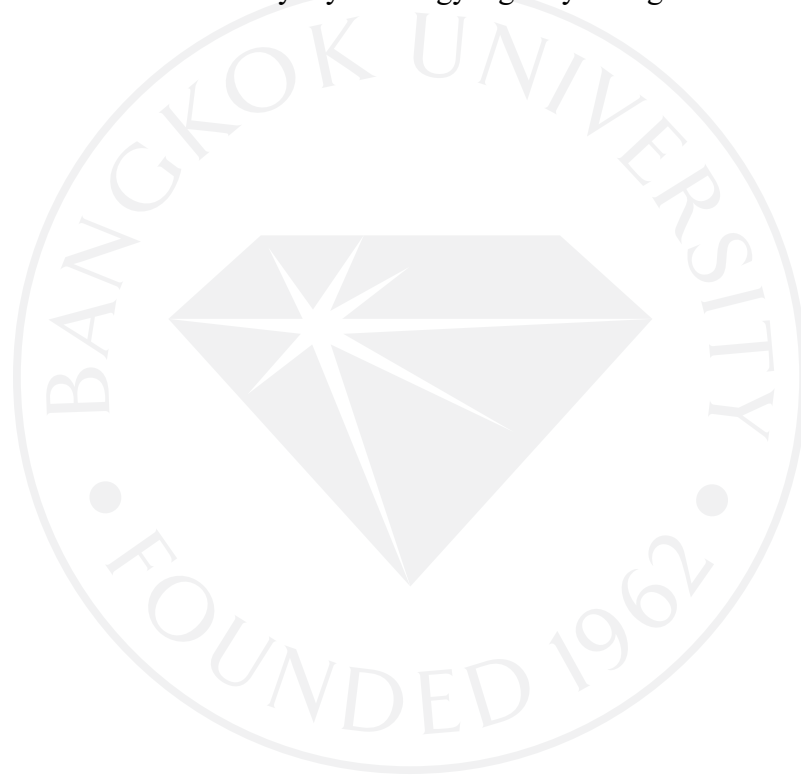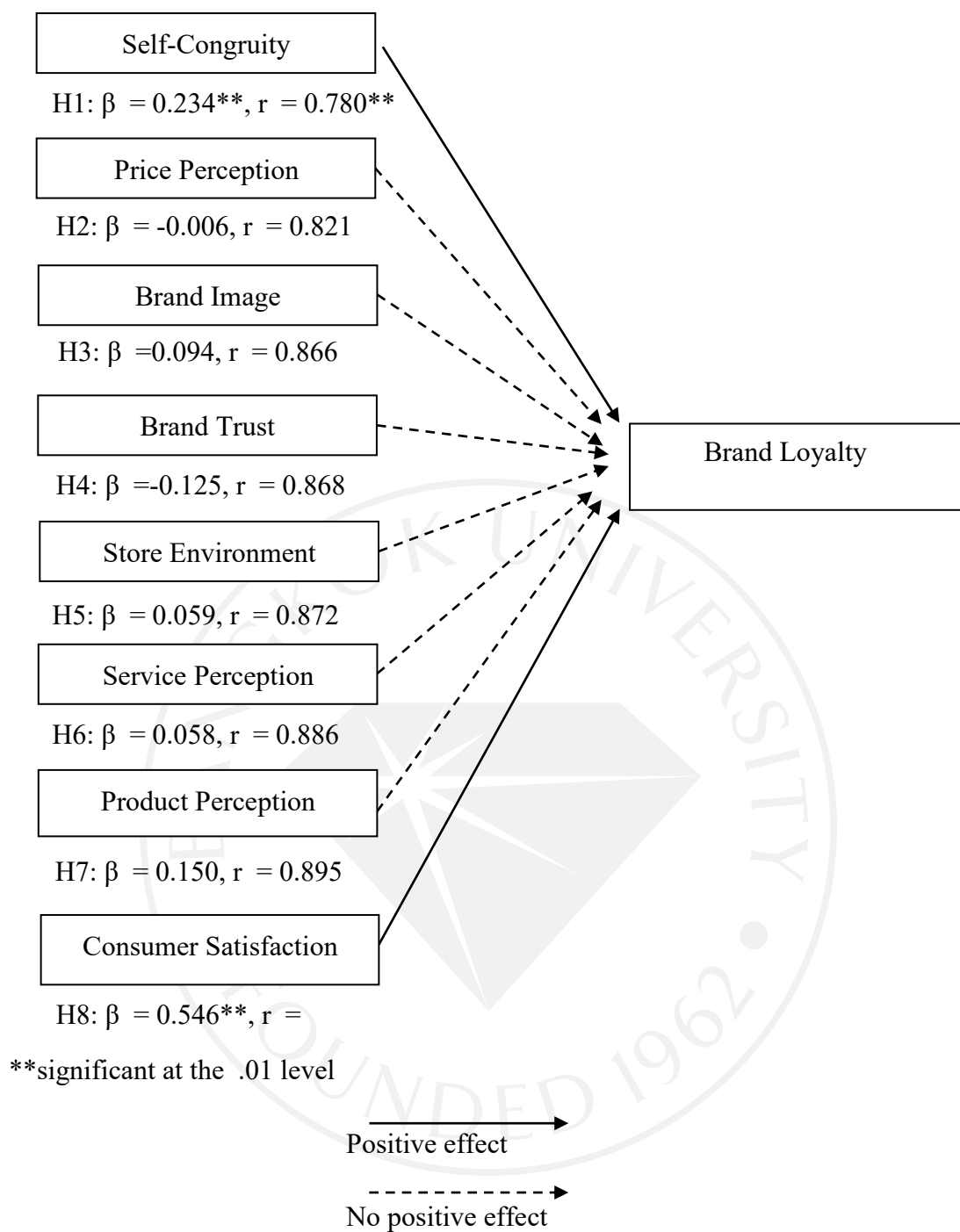
Figure 4.1: Result of Multiple Regression Analysis from scope of Research

CHAPTER 5

DISCUSSION

The objective of this study was to describe the positive impact factors of self-congruity, price perception, brand image, brand trust, store environment, service perception, product perception and consumer satisfaction toward brand loyalty of fast-food KFC's consumers in Hengyang City in China. A quantitative research method was used for this research through questionnaires surveys to collect data.

The data were collected from 241 respondents of total population sample who were living in Hengyang of China. The data analysis was analyzed by IBM SPSS version 25, the results could be concluded as follows.

5.1 Research Findings and Conclusion

The majority of respondents were females at the age between 19-29 years old, who were single and had bachelor's degree. Most of them were working as employees in private company and had the income ranging from 3,001 to 5,000 RMB per month. The majority of respondents used to eat fast-food every week and spend 31-60 RMB each time. Compared with other fast-food restaurants, most of them preferred to go to MacDonald than KFC. They also expressed that they preferred KFC's rice, drinks and chicken. Most of them did not know how to cook, which was the main reason why them chose to go to fast-food restaurants. In most time, they chose to go to KFC with their colleague and friends.

In addition, based on hypothesis, the analysis results could be concluded that there were two accepted hypotheses, which were self-congruity (β = 0.234) and consumer satisfaction (β = 0.546) respectively. From the result, it could show that self-congruity and consumer satisfaction had positive influence on customer loyalty at statistically significant level of .01. Moreover, all of them were shown to be positively affecting brand loyalty of fast-food KFC customers at 84.7% while the rest at 15.3% were not applied in this research. Besides, the result of Variance Inflation Factor (VIF) value did not exceed 10, which meant that there was no Multicollinearity among the independent variables. The standard error was ±0.112 by the following equation:

Y (Brand Loyalty) = 0.057+0.546(Consumer Satisfaction) + 0.234(Self-Congruity)

5.2 Discussion

The research was to study the factors positively affecting brand loyalty of KFC's customers in Hengyang City in China, which consisted of self-congruity, price perception, brand image, brand trust, store environment, service perception, product perception and consumer satisfaction. According to the recommended sample size by Cohen (1997), there were 241 respondents participating in the survey by completing questionnaires. All of the results and data were analyzed by IBM SPSS Statistics 25, and showed interesting statements as follows.

Hypothesis 1, there was a positive relationship between structural self-congruity and brand loyalty. The result from Pearson's Correlation analysis

revealed that structural assurance had positive relationship towards brand loyalty at .01 significant level which accepted hypothesis. About the brand loyalty of fast-food customer, self-congruity played an antecedent dominant role in the loyalty in fast-food restaurants (Shamah et al., 2018). Self-congruity was the self-formed by the individual according to his own experience, as a reflective understanding of himself (Li, 2020). Self-congruity referred to the degree to which a consumer's actual or ideal self-concept coincides with a brand image. The theory of self-congruity stated that people bought or owned brands in order to sustained or enhanced their self-esteem (Nam et al., 2011). Xu stated that self-congruity couldn't directly affect customer loyalty, but could indirectly affect customer loyalty through brand experience connection (Xu et al., 2019). Chen's research showed that there was a positive correlation between self-congruity and brand preference. However, the consistency of brand image and self-congruity had gender differences on consumer brand loyalty (Chen, 2007). The consistency of self-concept and brand image had more significant influence on consumers' brand preference and purchase intention in social products (such as cars) than in personal products (such as toothpaste). The result of this study also showed self-congruity had a great influence on Hengyang KFC brand loyalty.

Hypothesis 2, there was a positive relationship between price perception and brand loyalty. The result from Pearson's Correlation analysis revealed that price perception had positive relationship towards brand loyalty at .01 significant level which accepted hypothesis. Besides, price perception had been found to be

significantly related to higher loyalty. Such positive perception in terms of price also appeared to be significantly related to the customer outcomes, such as customer retention (Shamah et al., 2018). Mason et al. (2016) pointed out the impact of price on customer decision-making process in the fast-food context. The improvement of consumer's cognitive level made consumer pay more attention to the cost performance of goods, and price promotion had a strong advantage in the market (Weng et al., 2017). In certain circumstances, fast-food restaurants could save consumers' time, which was better than other restaurants. Of course, if the fast-food restaurant could bring the price down, it would attract more people to come to this fast-food restaurant (Shamah et al., 2018). Opposite, Gao (2017) pointed out that frequent promotion and lowering the price of goods would have a negative impact on brand loyalty. Finally, combined with the results of this study, price perception did directly affect the brand loyalty of KFC's customers in Hengyang City in China. However, some respondents said that price promotion would not affect their viewpoints on KFC, because they had a deep understanding and trust in KFC. They believed that the price of KFC products was very reasonable, which was in accord with the market monetary cost and non-monetary cost at present.

Hypothesis 3, there was a positive relationship between brand image and brand loyalty. The result from Pearson's Correlation analysis revealed that brand image had a positive relationship towards brand loyalty at .01 significant level which accepted hypothesis. The article claimed there was a significant relationship between brand image and brand loyalty (Mabkhot et al., 2017). Wang et al. (2007) took the

catering industry as the research object. Through field research, they found that good service brand image could directly promote consumers to have positive post purchase behavior. Brand image had a positive impact on consumer brand loyalty. In essence, the impact was the result of the five dimensions of brand image (Ma et al., 2019). Bloemer and de Ruyter (1998) found that store image affected customer loyalty through the intermediate variable customer satisfaction. In another study, they found that bank image affected perceived quality, and indirectly affected customer satisfaction and customer loyalty through perceived quality. However, when they analyzed the relationship between image dimension and quality dimension, satisfaction and loyalty through path analysis method, they found that only market position factor of brand image which was considered as a multi-dimensional variable directly affected customer loyalty (Bloemer & de Ruyter, 1998). Jiang and Lu (2006) found that brand image service affected customer loyalty, that was, brand image could create value for enterprises by influencing customer loyalty. Also, in this study, it did find the relationship between brand image and brand loyalty. The quality of brand image affected the frequency of customers' dining at KFC.

Hypothesis 4, there was a positive relationship between brand trust and brand loyalty. The result from Pearson's Correlation analysis revealed that brand trust had a positive relationship towards brand loyalty at .01 significant level which accepted the hypothesis. The more customer trusted the seller, the more committed they were to continue to buy from the same seller, and the more loyal they became to the seller in the long trend (Sahagun & Vasquez-Parraga, 2014). Lau and Lee (1999) pointed out

that brand trust was the willingness of consumers to rely on the brand in the face of risk, and it was believed that the brand could create positive results (Lau & Lee, 1999). Brand trust had a crucial impact on brand loyalty. It could be said that without brand trust, there will be no brand loyalty. Brand trust is one of the main factors for customers to form behavior loyalty. Enterprises can enhance customer brand loyalty by enhancing brand trust (Hou & Chen, 2019). Brand trust played a necessary role in the customer's commitment to a particular brand (Nam et al., 2011). To be confident about the services that customers received from suppliers, they must be able to trust them. Trust was an important ingredient for successful relationships and led to cooperative behaviors with long-term benefits of staying with existing partners while resisting attractive short-term alternatives with others, and sustain the belief that their partners would not act opportunistically (Sahagun & Vasquez-Parraga, 2014). Through this study, it also found that brand trust affected customer loyalty, and customers said that they would often eat in places they trusted.

Hypothesis 5, there was a positive relationship between store environment and brand loyalty. The result from Pearson's Correlation analysis revealed that store environment had a positive relationship towards brand loyalty at .01 significant level which accepted hypothesis. According to Jang and Namkung (2009) and Ryu et al. (2012), "the environment had been identified as a factor exerting a relevant impact on customer perception and behavior". Physical environment had been identified as a factor exerting a relevant influence on customer perception and behavior (Shamah et al., 2018). The physical environment of theme restaurant affected customers' emotion,

because the emotional generation came from external stimulation, so the store environment had positive impact to customer emotion (Sun & Guo, 2020). Fast-food restaurants were not like shopping malls, because eating was a must-have for a person in one day. A pleasant dining environment pleased the customer and made the customer appreciate the restaurant from their heart. If this restaurant was a chain restaurant, consumers would even like to go to the same restaurant in other places (Zhang et al., 2018). Sun and Guo (2020) who applied service scenarios to the study of sports grounds found that the quality of gymnasium facilities directly affected the mood of consumers. At the same time, Sun and Guo (2020) also found that leisure consumption service could usually make consumers produce positive emotions. Weng et al. (2017) conducted a study on people's psychological reactions in different environments. They found that consumers would increase their consumption when they were satisfied with the dining environment, and they would eat frequently in the same restaurant. This study found that there was a strong direct relationship between store environment and brand loyalty. In other words, the store environment would affect the brand loyalty of Hengyang KFC customers.

Hypothesis 6, there was a positive relationship between service perception and brand loyalty. The result from Pearson's Correlation analysis revealed that service perception had a positive relationship towards brand loyalty at .01 significant level which accepted hypothesis. Service provided by employee was believed to be a crucial determinant of customer in the fast-food restaurant industries (Shamah et al., 2018). This crucial role of employee interactions was demonstrated by the fact that

some studies even estimated the service quality measurements in restaurants, by referring only to service provided by employees (Ha & Jang, 2010). The empirical study found that in Chinese catering industry, customer perceived service quality included six factors: tangibility, responsiveness, assurance, reliability, empathy and diversity, which had a significant positive correlation with customer satisfaction and customer loyalty (Li, 2017). Service provided by employees represented another key component in shaping restaurant customer perceptions (Namkung & Jang, 2008). Through this study, it found that the service perception had a direct impact on the brand loyalty of KFC customers in Hengyang City. Some respondents said that good service would make them physically and mentally happy, then they would come to this place again.

Hypothesis 7, there was a positive relationship between product perception and brand loyalty. The result from Pearson's Correlation analysis revealed that product perception had a positive relationship towards brand loyalty at .01 significant level which accepted hypothesis. Products represented the major factor determining loyalty-related behavior in restaurant settings (Shamah et al., 2018). When customers consumed, the quality of products directly affected their emotional towards the enterprise (Weng et al., 2017). By studying Chinese local fast-food restaurants, Hou and He (2012) found that the quality of food directly affected the brand loyalty of customers. Consumers were not philanthropists, nor scavengers. Product quality was the primary factor for the survival of products in the market. Paying attention to product quality and letting consumers see the intention of enterprises could help

consumers establish confidence in enterprises and indirectly cultivate customer loyalty (Shamah et al., 2018). Besides, Weng et al. (2017) stated when customers consumed, the quality of products directly affected their emotional towards the enterprise. Based on the research above, this research also found that there was a great relationship between product perception and brand loyalty. Those customers who often came to KFC said that they always chose to eat in KFC thanks to the good quality and variety of KFC food.

Hypothesis 8, there was a positive relationship between consumer satisfaction and brand loyalty. The result from Pearson's Correlation analysis revealed that consumer satisfaction had a positive relationship towards brand loyalty at .01 significant level which accepted hypothesis. Many scholars supported the idea that customer satisfaction was a significant determinate of customer loyalty (Ali et al., 2018). In any case, customer satisfaction directly affected customer needs (Nam et al., 2011). When customer satisfaction was higher, the frequency which the customer repeatedly entered the restaurant was higher, the customer loyalty to the restaurants also higher (Zhou, 2017). Also, Jiang and Wen (2020) found a significant positive correlation between customer satisfaction and brand loyalty. Providing satisfactory service and improving customer satisfaction were actually closely related to the company's profitability (Chen et al., 2018). If customers were satisfied with the service which were provided, they might continue to repurchase and be more willing to recommend these services to others (Ali et al., 2018). Researchers tested this relationship in various service sectors (e.g. fast food, banking and dry cleaning) (Zhao,

2019). In addition, in their study on backpackers, Chen et al. (2018) postulated that satisfaction with the services provided might result in loyal customers. In this research, the author found there was a direct relationship between customer satisfaction and brand loyalty. In addition, customer satisfaction had influence on the brand loyalty of KFC's customers in Hengyang City in China.

Hypothesis 9, the result of Multiple Regression Analysis showed that there were two factors affecting brand loyalty of fast-food KFC's customers in Hengyang City in China, which were consumer satisfaction and self-congruity at statistically significant level of .01. Ali et al. (2018) suggested that customer satisfaction was the most important factor affecting brand loyalty. Only by continuously improving service quality to satisfy customers, customers would be loyal to a certain brand. Zhou (2017) also stated when customer satisfaction was higher, the frequency when the customer repeatedly entered the restaurant was higher, and the customer loyalty to the restaurants also higher. Therefore, the improvement of customer satisfaction could effectively enhance customer loyalty to the KFC in Hengyang City.

Of course, self-congruity was also a powerful and important factor of brand loyalty in the fast-food industry. By studying the relationship between customer self-congruity and customer loyalty in African fast-food industry, Shamah et al. (2018) found that self-congruity had a great influence on consumers' consumption. The character of a person, the nature of his work and his image in the eyes of outsiders would affect this person's life and choice. This result also supported previous researches, so enhancing self-congruity could improve customer brand loyalty in

Hengyang KFC. For other reasons which were different from previous studies, we provided effective management suggestions for restaurants based on positive factors, so that restaurants could make targeted and specific changes to improve customer loyalty and achieve the desired results.

5.3 Recommendation for Managerial Implication

This study had a certain reference value for the management of KFC. KFC's profit standard was no longer just market share. The number of loyal customers in restaurants was the decisive winner of the enterprise. Based on the results of this study, it was found that KFC needs to enhance customer loyalty to KFC brand by increasing customer satisfaction and understanding customer self-congruity.

Customer satisfaction was the core of customer consumption experience. The higher the customer satisfaction was, the higher the repurchase rate was. Therefore, it was suggested that KFC restaurants should pay more attention to customers' emotions and tried their best to meet customers' requirements so that customers could have a good mood when they ate. In this way, customers would think that ate at KFC was a wise choice, and finally became a loyal customer of KFC.

Consumers tended to bought products that were in harmony with themselves, and the realization of realistic ideal self-consistency helped to enhance brand loyalty. If KFC's image and products did not match the customer's self-congruity, customers would turn to other restaurants. Therefore, it was suggested that KFC designed some products in line with customer self-congruity, increased the positive attitude of customers towards these products, and at the same time, increased the part of KFC

image consistent with customer self-concept in the publicity of KFC image, so as to influence customers, increased potential customers and stabilized loyal customers.

5.4 Recommendation for Future Research

The theoretical framework of this study was based on the literature review, and the study adopted the method of questionnaire survey, trying to be objective and rigorous. The "KFC" questionnaire at restaurant and empirical study was limited by some factors, such as time, manpower and comprehensive cost, sample selection and acquisition. Besides, there was no detailed discussion on customer loyalty of other fast-food industries, so this research had some limitations in practical significance. In the distribution of questionnaires, the randomness of sampling samples should be achieved as much as possible. However, due to the limitations of the number of samples and distribution area, the universality of the conclusions might still be insufficient. Additionally, as for the questionnaires, some respondents commented that there were some questionnaire items that looked quite similar, and some of the respondents were students at the same time, so if the focus was on a bigger sample population, the results could be more accurate. Therefore, in the future studies, a wider range of people should be studied in order to more comprehensively understand the positive factors affecting brand loyalty. In addition, food safety factors should also be analyzed in the further research, because food safety was an increasing concern which could let consumer eat at ease. Thus, food safety factors might have a great impact on brand loyalty in the future. This method could provide suggestions to improve brand loyalty in the fast-food restaurant.

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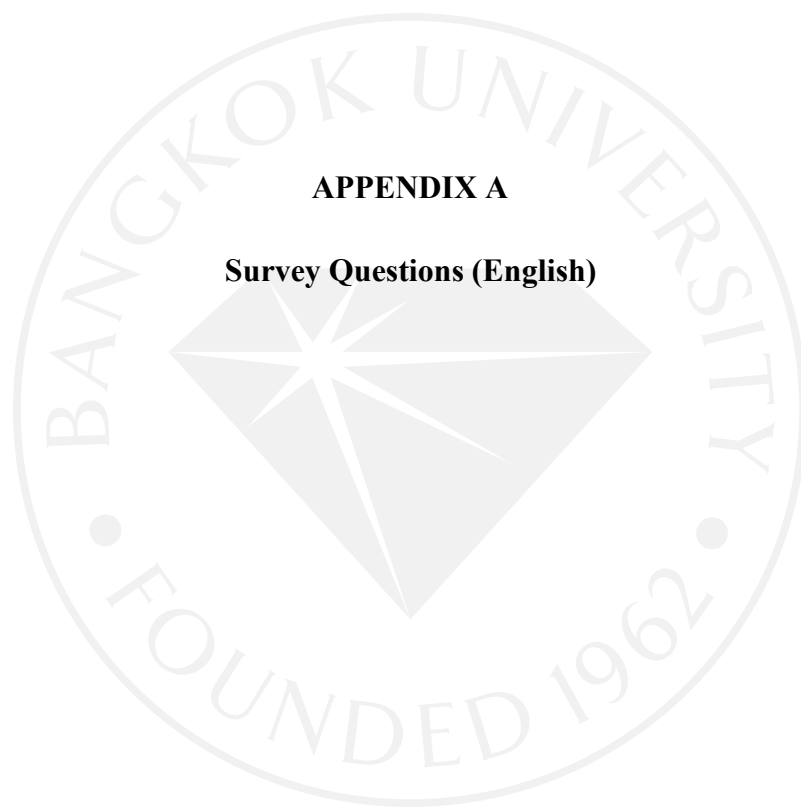
APPENDIX A

Survey Questions (English)

NO..........

Questionnaire

on

Factors Positively Affecting Brand Loyalty of KFC's

Customers in Hengyang City in China

Instruction: Objective of this survey is to collected data for use in Master of Business Administration research, Bangkok University. The result of this research will be benefit to fast-food industry. In this regard, cooperation from the respondents are needed. I, Yao yao, Master's degree of Business Administration student from Bangkok University thankfully for your cooperation.

Instruction: Please answer the following question and put ✓ in ☐ that matches you most.

1. Gender

☐ 1) Male   ☐ 2) Female

2. Age

☐ 1) Less than 19 years old   ☐ 2) 19–29 years old

☐ 3) 30-39 years old   ☐ 4) 40-49 years old

☐ 5) Equal and over 50 years old

3. Status

☐ 1) Single   ☐ 2) Married

☐ 3) Divorced/ Widowed/ Separated

4. Level of education

☐ 1) High school   ☐ 2) Bachelor's degree

☐ 3) Master's Degree   ☐ 4) Doctorate Degree

☐ 5) Others, please specify ……………………………………….

5. Monthly income

☐ 1) Less than and equal to 2,000 RMB   ☐ 2) 2,001–3,000 RMB

☐ 3) 3,001–5,000 RMB   ☐ 4) 5,001-8,000 RMB

☐ 5) 8,001–10,000 RMB   ☐ 6) More than 10,000 RMB

6. Professional Status

☐ 1) State enterprise employee   ☐ 2) Private employee

☐ 3) Self-Employed   ☐ 4) Searching for job

☐ 5) Housewives   ☐ 6) Retired

☐ 7) Students

☐ 8) Others, please specify …………………………………

7. How often do you eat fast-food?

☐ 1) Daily   ☐ 2) Once a week

☐ 3) Several times per week   ☐ 4) Once a month

☐ 5) Several times per month   ☐ 6) Once a year

☐ 7) Several times per year   ☐ 8) Only on special occasions

☐ 9) Others, Please Specify …………………………………

8. Your favorable brand(s) of fast-food. (You can answer more than one choice)

☐ 1) Mc Donald's   ☐ 2) KFC

☐ 3) Burger King   ☐ 4) Dicos

☐ 5) Ajisen Ramen   ☐6) Others, please

specify …………………………………

9. Why do you want to buy fast-food?

☐ 1) It is more convenient   ☐ 2) It is delicious

☐ 3) I don't know how to cook   ☐ 4) It is cheap

☐ 5) Others, please specify …………………………………

10. What is your favorite food in these KFC restaurants?

☐ 1) Burger   ☐ 2) French fries

☐ 3) Ice-cream   ☐ 4) Chicken

☐ 5) Drinks   ☐ 6) Rice

☐ 7) Others, please specify …………………………………

11. How much you spend on fast-food per time in these KFC restaurants?

☐ 1) Less than and equal to 30 RMB   ☐ 2) 31 – 60 RMB

☐ 3) 61 – 100 RMB   ☐ 4) 101 – 150 RMB

☐ 5) 151 – 200 RMB   ☐ 6) More than 200 RMB

12. Who do you go to this restaurant with?

☐ 1) Yourself   ☐ 2) Family members

☐ 3) Colleagues /Friends   ☐ 4) Lover

☐ 5) Others, please specify …………………………………

Please mark every question with only one ✓in the box that most corresponds to your

comments.

	Agreeable Level				
	Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Self-Congruity (SC)					
1 These KFC restaurants are made for me.					
2 These KFC restaurants reflect my personality.					
3 The typical customer of these KFC restaurants is similar to how others believe that I am.					
4 The typical customer of these KFC restaurants reflects the type of person that I am.					
Price perception (PP)					
1 Price at these KFC restaurants are					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
	fair.					
2	Considering price and the product qualities of these KFC restaurants are good.					
3	Going to these KFC restaurants are worth my time.					
4	I obtain value for my money at these KFC restaurants.					
Brand Image (BI)						
1	I think that this KFC brand is friendly.					
2	I think that this KFC brand is popular.					
3	I think that this KFC brand is modern.					
4	I think that this KFC brand is useful.					
Brand Trust (BT)						
1	I feel quite confident that these KFC restaurants will always try to treat me fairly.					
2	These KFC restaurants has been frank in dealing with me.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
3	These KFC restaurants would never try to gain an advantage by deceiving its client.					
4	These KFC restaurants are trustworthy.					
Store Environment (SE)						
1	The overall designs of these KFC restaurants are attractive.					
2	The dining room of these KFC restaurants is clean.					
3	I came to these KFC restaurants because the toilet is very clean.					
4	The layouts of these KFC restaurants allow me to walk around easily.					
Service Perception (SP)						
1	The employees of these KFC restaurants are willing to help me.					
2	The employees of these KFC restaurants are kin9d and friendly.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
3	The service I received in these KFC restaurants are of high quality.					
4	Employees of these KFC restaurants have neat appearance.					
Product Perception (PRP)						
1	Food of these KFC restaurants smells agreeable.					
2	Food presentation of these KFC restaurants is attractive.					
3	The menu of these KFC restaurants offers a wide choice.					
4	The temperature of food in these KFC restaurants is right.					
Consumer Satisfaction (CS)						
1	I am satisfied with my decision to visit these KFC restaurants.					
2	My choice to choose these KFC restaurants was a wise one.					
3	I think I did the right thing to visit					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
	these KFC restaurants.					
4	I felt that my experience with these KFC restaurants has been enjoyable.					
Brand Loyalty (BL)						
1	I would suggest these KFC brand to my friends.					
2	I will come these KFC brand next time.					
3	I love staying at these KFC restaurants.					
4	I like these KFC brand more than other fast-food chains.					

Please recommend for other factors that might positively affect the Brand Loyalty towards KFC's Customer in Hengyang City in China.

_____

_____

_____

_____

Thank you for your cooperation

Miss yaoyao

E–Mail: yao.yao@bumail.
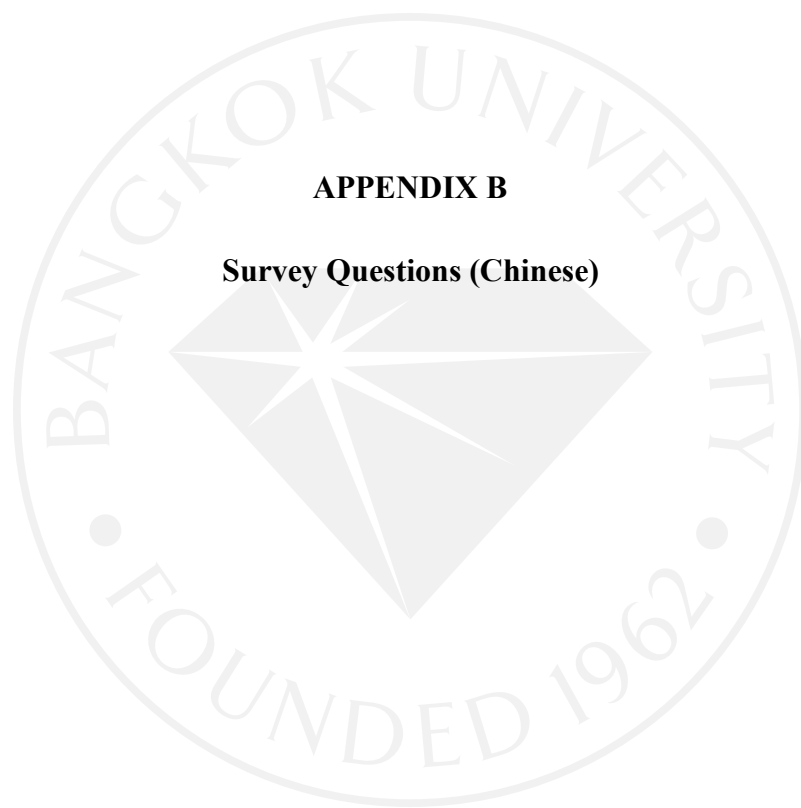
APPENDIX B

Survey Questions (Chinese)

NO..........

问卷调查

影响快餐行业忠诚度的因素：

以衡阳肯德基为例

简介：此问卷调查的目的是为了搜集资料以供曼谷大学工商管理硕士专业学生独立研究之用，同时，相信本研究的最终成果亦能对中国食品工业有所启发。感谢您的配合。

提示:请在最符合您的方框□内打勾

1.性别

□ 1）男 □ 2）女

2.年龄

□ 1）低于 19 岁 □ 2）19-29 岁

□ 3）30-39 岁 □ 4）40-49 岁

□ 5）高于等于 50 岁

3. 婚姻状况

◻ 1）单身 ◻ 2）已婚

◻ 3）离异或分居

4. 教育状况

◻ 1) 高中 ◻ 2) 本科

◻ 3) 研究生硕士 ◻ 4) 博士

◻ 5)其他，请注明..

5. 月收入

◻ 1）少于等于 2000 ◻ 2) 2001-3000

◻ 3）3001-5000 ◻ 4)5001-8000

◻ 5）8001-10000 ◻ 6)多于 10000

6. 职业

◻ 1)公务员或国企 ◻ 2) 私企

◻ 3) 自主经营 ◻ 4) 待业

◻ 5)家庭主妇 ◻ 6) 退休

□ 7) 学生

□ 8)其他，请注明...............................

7. 请问您平均多久吃一次快餐？

　　□ 1) 每天　　　　　　　　　□ 2) 一周一次

　　□ 3) 一周多次　　　　　　　□ 4) 一月一次

　　□ 5) 一月多次　　　　　　　□ 6) 一年一次

　　□ 7) 一年多次　　　　　　　□ 8)) 仅在节假日

　　□ 9) 其他，请注明..

8. 您最喜欢的快餐品牌？（多选题）

　　□ 1) 麦当劳　　　　　　　　□ 2）肯德基

　　□ 3) 汉堡王　　　　　　　　□ 4）德克士

　　□ 5) 味千拉面·

　　□ 6) 其他，请具体........................

9. 您吃快餐的原因？（多选题）

　　□ 1)方便　　　　　　　　　□ 2)美味

　　□ 3)不会做饭　　　　　　　□ 4)便宜

☐ 5)其他，请具体.........................

10. 肯德基您最喜欢的食物？（多选题）

 ☐ 1)汉堡   ☐ 2)薯条

 ☐ 3) 冰淇淋   ☐ 4) 鸡块

 ☐ 5)饮料   ☐ 6)米饭

 ☐ 7) 其他，请具体................

11. 您在肯德基每次消费平均是多少钱？

 ☐ 1) 少于等于30   ☐ 2) 31-60

 ☐ 3) 61-100   ☐ 4）101-150

 ☐ 5）151-200   ☐ 6）200 以上

12. 您一般和谁一起吃肯德基？

 ☐ 1）自己   ☐ 2）家人

 ☐ 3）朋友同事   ☐ 4) 情侣

 ☐ 5) 其他，请具体.......................

请在最符合您的选项下打勾

	非常赞同 (5)	赞同 (4)	一般 (3)	不赞同 (2)	非常不赞同 (1)
自我认知					
1 肯德基是为我量身打造。					
2 肯德基会影响我的个性。					
3 肯德基的典型顾客与别人眼中的我很像。					
4 肯德基的典型顾客可以反映我的工作性质。					
价格因素					
1 肯德基的价格很合理。					
2 单从价格考虑，肯德基的食品质量算好的。					
3 肯德基与我的时间是等值的。					
4 在肯德基我能了解我的钱的价值。					
品牌形象					
1 我觉得肯德基很友好。					
2 我觉得肯德基很流行。					
3 我觉得肯德基很现代化。					
4 我觉得肯德基品牌有用。					
品牌信任					
1 肯德基总是会尽力公平对待我。					
2 肯德基一直坦诚对待我。					
3 肯德基绝不会试图通过欺骗客户来获得优势。					

4	肯德基值得信赖。					
环境因素						
1	肯德基的整体装修很好。					
2	我来肯德基就餐因为餐厅很干净。					
3	肯德基餐厅厕所非常干净。					
4	肯德基餐厅布局让我可以自由行动。					
服务质量						
1	肯德基员工很乐意帮助我。					
2	肯德基员工很和善且友好。					
3	肯德基的服务质量很高。					
4	肯德基员工衣着整洁。					
食品质量						
1	肯德基的食物闻起来很香。					
2	食品展示看上去很吸引人。					
3	肯德基餐单给了我很多选择。					
4	食品温度是合格的。					
顾客满意度						
1	我对我选择来肯德基就餐的决定很满意。					
2	选择来肯德基就餐是个明智的选择。					
3	我认为来肯德基就餐时对的。					
4	在肯德基就餐让我很愉悦。					
品牌忠诚度						
1	我会向我的朋友推荐肯德基。					
2	下次我还会来肯德基就餐。					

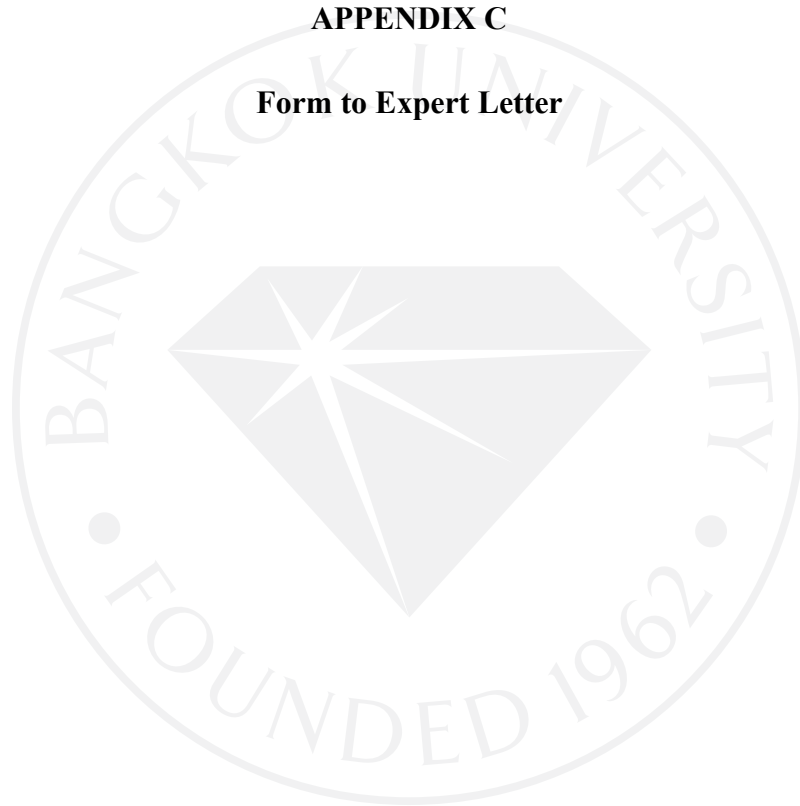| 3 | 我很喜欢待在肯德基餐厅。 | | | | | |
| 4 | 比较其他品牌的快餐我更喜欢肯德基。 | | | | | |

请给出您认为影响中国衡阳肯德基顾客忠诚度的其他因素

_____

_____

_____

_____

_____

_____

谢谢您的合作

姚尧

电子邮箱: yao.yao@bumail.net

APPENDIX C

Form to Expert Letter

33/5Signature Apartment

Rama 4 Road, Klong toey

Bangkok 10110

Email: yao.yao@bumail.net

March 13, 2018

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To   Dr. Penjira Kanthawongs

      Advisor, Bangkok University

      I, Yao yao, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Brand Loyalty of Fast Food A's Customers in Hengyang City in China. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **O** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....................   Signature.....................

   (Dr. Penjira Kanthawongs)   (Yao yao)

        Advisor   Researcher

33/5Signature Apartment

Rama 4 Road, Klong toey

Bangkok 10110

Email: yao.yao@bumail.net

March 13, 2018

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To   Juan Zuo

        Manager, Hengyang KFC

I, Yao yao, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Brand Loyalty of Fast Food A's Customers in Hengyang City in China. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **O** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.   Signature.

   (Juan Zuo)   (Yao yao)

    Manager   Researcher

33/5Signature Apartment

Rama 4 Road, Klong toey

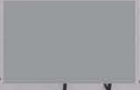Bangkok 10110

Email: yao.yao@bumail.net

March 13, 2018

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University
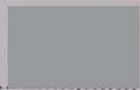
To   Juan Liu

        Manager, Hengyang KFC

I, Yao yao, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Brand Loyalty of Fast Food A's Customers in Hengyang City in China. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **O** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature._____.

        (Juan Liu)

        Manager

Signature._____.

        (Yao yao)

        Researcher

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Chinese v.	IOC	Comments from the expert	Total points

Self-Congruity (SC) (Shamah, Mason, Moretti, & Raggiotto, 2017)	SC1: McDonald's restaurants are made for me.	SC1: These KFC restaurants are made for me.	SC1: 肯德基是为我打造的。			
	SC2: McDonald's restaurants reflect my personality.	SC2: These KFC restaurants reflect my personality.	SC2: 肯德基体现了我的性格。			
	SC3: The image of the typical customer is similar to how others believe that I am.	SC3: The typical customer of these KFC restaurants is similar to how others believe that I am.	SC3:肯德基的顾客与别人眼中的我很相似。			
	SC4: The typical customer of this restaurant reflects the type of person that I am.	SC4: The typical customer of these KFC restaurants reflects the type of person that I am.	SC4: 肯德基的顾客可以反映出我的工作性质。			
Price perception (PP) (Shamah et al., 2017)	PP1: Price at McDonald's are fair.	PP1: Price at these KFC restaurants are fair.	PP1: 肯德基的价格很合理。			
	PP2: Considering price, product quality is good.	PP2: Considering price and the product qualities of these KFC restaurants are good.	PP2: 单从价格考虑,肯德基的食品质量算好的。			
	PP3:	PP3: Going to	PP3: 肯德基			

	McDonald's is worth my time.	these KFC restaurants is worth my time.	与我的时间是等值的。			
	PP4: I obtain value for my money at McDonald's.	PP4: I obtain value for my money at these KFC restaurants.	PP4: 在肯德基我能了解我的钱的价值。			
Brand Image (BI) (Mabkhot, Shaari, & Md Salleh, 2017)	BI1: I think that this brand is friendly.	BI1: I think that these KFC brands is friendly.	BI1: 我觉得肯德基很友好。			
	BI2: I think that this brand is popular.	BI2: I think that these KFC brands is popular.	BI2:我觉得肯德基很流行。			
	BI3: I think that this brand is modern.	BI3: I think that these KFC brands is modern.	BI3: 我觉得肯德基很现代化。			
	BI4: I think that this brand is useful.	BI4: I think that these KFC brands is useful.	BI4: 我觉得肯德基品牌有用。			
Brand Trust (BT) (Sahagun & Vasquez-Parraga, 2014)	BT1: I feel quite confident that my fast-food restaurant will always try to treat me fairly.	BT1: I feel quite confident that these KFC restaurants will always try to treat me fairly.	BT1:肯德基总是会尽力公平对待我。			
	BT2: my fast-food restaurant has been franked in dealing with	BT2: These KFC restaurants has been franked in dealing with me.	BT2: 肯德基一直坦诚对待我。			

	me.				
	BT3: my fast-food restaurant would never try to gain an advantage by deceiving its client.	BT3: These KFC restaurants would never try to gain an advantage by deceiving its client.	BT3: 肯德基绝不会试图通过欺骗客户来获得优势。		
	BT4: my fast-food restaurant is trustworthy.	BT4: These KFC restaurants are trustworthy.	BT4: 肯德基值得信赖。		
Store Environment (SE) (Shamah et al., 2017)	SE1: The overall design is attractive.	SE1: The overall designs of these KFC restaurants are attractive.	SE1: 肯德基的整体装修很好。		
	SE2: The dining room is clean.	SE2: The dining room of these KFC restaurant is clean. .	SE2: 我来肯德基就餐因为餐厅很干净。		
	SE3: The toilet is clean.	SE3: I came to these KFC restaurants because the toilet is very clean.	SE3: 肯德基餐厅厕所非常干净。		
	SE4: Layout makes it easy for employee to move around.	SE4: The layouts of these KFC restaurants allow me to walk around easily.	SE4: 肯德基餐厅布局让我可以自由行动。		
Service Perception . (SP) (Shamah	SQ1: The employees are willing to help me.	SQ1: The employees of these KFC restaurants are willing to help	SQ1:肯德基员工很乐意帮助我。		

et al., 2017)		me.				
	SQ2: The employees are kind and friendly.	SQ2: The employees of these KFC restaurants are kind and friendly.	SQ2:肯德基员工很和善且友好。			
	SQ3: The service I received is of high quality.	SQ3: The service I received in these KFC restaurants are of high quality.	SM3: 肯德基的服务质量很高。			
	SQ4: Employees have a neat appearance.	SQ4: Employees of these KFC restaurants have neat appearance.	SQ4:肯德基员工衣着整洁。			
Product Perception (PPP) (Shamah et al., 2017)	PPP1: Food smells agreeable.	PPP1: Food of these KFC restaurants smells agreeable.	PPP1: 肯德基的食物闻起来很香。			
	PPP2: Food presentation is attractive.	PPP2: Food presentation of these KFC restaurants is attractive.	PPP2: 食品展示看上去很吸引人。			
	PPP3: The restaurant menu offers a wide range of choice.	PPP3: The menus of these KFC restaurants offer wide choices.	PPP3:肯德基餐单给了我很多选择。			
	PPP4: The food is served at right temperature.	PPP4: The temperature of food in these KFC restaurants is right.	PPP4: 食品温度是合格的。			
Consumer Satisfaction	CS1: I am satisfied with my decision	CS1: I am satisfied with my decision to	CS1: 我对我选择来肯德基就餐的决定很			

(CS) (Ali, Kim, Li, & Jeon, 2018)	to visit this theme park.	visit these KFC restaurants.	满意。			
	CS2: My choice to choose this theme park was a wise one.	CS2: My choice to choose these KFC restaurants was a wise one.	CS2: 选择来肯德基就餐是个明智的选择。			
	CS3: I think I did the right thing to visit this theme park.	CS3: I think I did the right thing to visit these KFC restaurants.	CS3: 我认为来肯德基就餐时对的。			
	CS4: I felt that my experience with this theme park has been enjoyable.	CS4: I felt that my experience with these KFC restaurants. has been enjoyable.	CS4: 在肯德基就餐让我很愉悦。			
Brand Loyalty (BL) (Nam, Ekinci, & Whyatt, 2011)	BL1: I will recommend this brand to someone who seek my advice	BL1: I would suggest these KFC restaurants to my friends.	BL1: 我会向我的朋友推荐肯德基。			
(Shamah et al., 2017)	BL2: Next time I will stay in this brand.	BL2: I will come these KFC restaurants next time.	BL2: 下次我还会来肯德基就餐。			
	BL3: I love staying at McDonald's.	BL3: I love staying at these KFC restaurants.	BL3: 我很喜欢待在肯德基餐厅。			
	BL4: I like McDonald's	BL4: I like this KFC brand	BL4: 比较其他品牌的快			

	more than other fast-food chain.	more than other fast-food chains.	餐我更喜欢肯德基。			

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BIODATA

Name-Surname: Yao Yao
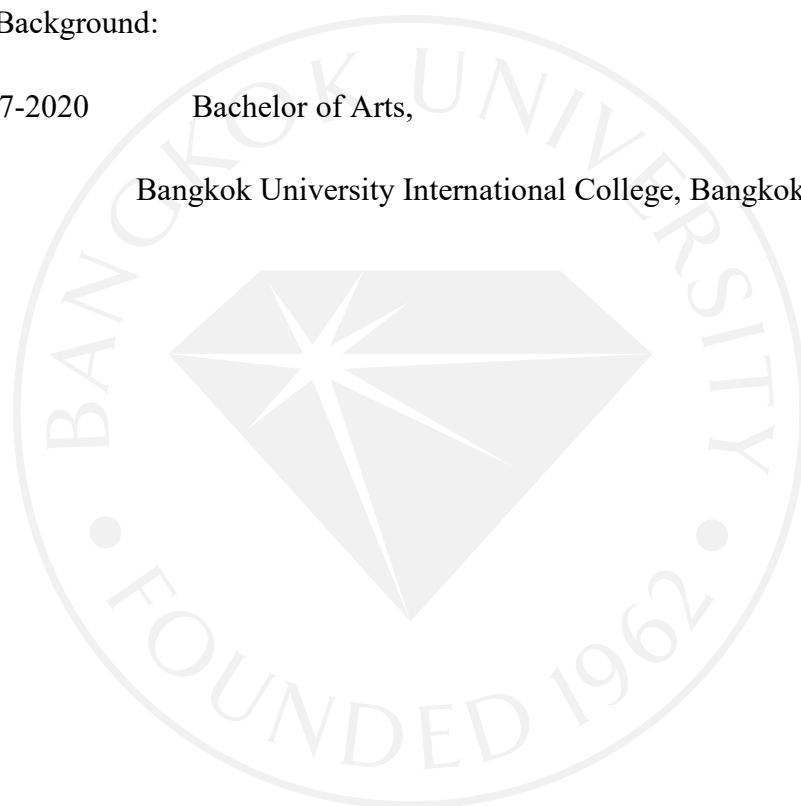
E-mail: yao.yao@bumail.net

Education Background:

2017-2020   Bachelor of Arts,

Bangkok University International College, Bangkok

Bangkok University

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Day _26_ Month _1_ Year _2021_

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Soi _579/1 โครงการเดอะนิชไอดีพระราม2ล._ ~~พระราม~~ Street _Rama 2_ _____
Sub-district_____ District _Bang Mot_ _____
Province _Bangkok_ _____ Postal Code _10150_ _____ being a Bangkok
University student, student ID___ _7600202639_ ___

    Degree level ... Bachelor ..√Master ... Doctorate
Program _MBA (EP)_ Department_____ _—_ ____School _Graduate School_
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