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RELATIONSHIP BETWEEN CONSUMER BASED BRAND QUALTY AND BRAND LOYALITY

Hotel and restaurant industry of UK-mediating role of customer satisfaction

ABSTRACT

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This study is aimed to investigate the relationship between consumer-based brand equity and brand loyalty with mediating effect of consumer satisfaction in restaurant industry of UK. The UK restaurant industry is one of the leading industry in UK, comprised of 16,766 restaurants. For collecting data and analyzing the identified relationships among constructs, the primary data was collected by using structured questionnaire from customers of Fiddie's Italian Kitchen, located at 13th New College Parade, London NW3 5EP, England. Fiddie's Italian Kitchen is aimed to deliver best Italian food in heart of London.

The data used to conduct the study was primary data, collected through structured questionnaire comprised of closed-ended questions on five-point Likert Scale. The sample of 150 respondents was selected by using non-probability sampling design among customers of Fiddie's Italian Kitchen, who visited restaurant on day of interview. The collected data is analyzed by using descriptive statistics and SEM (Structural Equation Modeling operated by LISREL Program and hypotheses were tested. The results of this study revealed that all the components of consumer based brand equity including ideal self congruence, physical quality, staff performance and behaviour, brand identification and lifestyle compatibility as components of consumer based brand equity have statistically significant, positive impact on the satisfaction level of consumers and hence influence the brand loyalty positively. The study also identified strong positive impact of consumer's satisfaction on brand loyalty among consumers.

Key words
Consumer based brand equity, consumer satisfaction, brand loyalty, Feddie's Italian kitchen, hotel and restaurants industry, UK.

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1 INTRODUCTION

One among essential elements for long-term business success is the consumer satisfaction, has been researched frequently during last decades (Pappu & Quester 2006; Jones & Suh 2000). The consumer satisfaction, as have been considered as fundamental determinant and source of firm's long term success, different research studies specifically in field of consumer satisfaction considered this concept and used in investigating the impact on consumer behavior, past consumption patterns of consumers, and specifically the attitudinal and behavioral loyalty.

Large number of research studies have identified that the consumer satisfaction has strong and significant impact on consumer loyalty. Similarly, it is widely accepted that the consumer satisfaction influence the consumer's behavior significantly identified and mentioned that satisfied consumers are relatively less price sensitive and are influenced relatively less by the attacks of competitors, therefore are more loyal to the firm and its products and services as compared with dissatisfied consumers (Dimitriades 2006.)

Previously conducted researches, although examined and investigated the relationship between satisfaction level of consumers and loyalty of consumers, have shown limited analysis of the ways in which consumer satisfaction impact the relationship between consumer's brand loyalty and consumer based brand equity. This relationship has investigated and formulated the conceptual framework of antecedents and consequences of consumer satisfaction in hospitality and tourism industries. The results of these studies identified that the role of consumer satisfaction is mediating and mediates the relationship between different components of consumer based brand equity for instance services evaluation, services congruence and others. In addition, different research studies also have identified the mediating role of customer satisfaction in relationship between intentions of consumers to return and repurchase and the self congruence (Ekinci, Smith & Jones 2008.)

The conducted study has identified that services quality as well as self congruence are the components of intention of customers to repurchase and return i.e. consumer based brand loyalty (Ekinci et al. 2008). The study conducted has limited its focus on the self-concept only, and identified and examined the narrow aspects of symbolic based consumptions, and focus was on tourism and hospitality industry. The study also has identified different specific measures for the consumer based brand equity. The

study also has expanded the symbolic consumption to the brand evaluation, for which brand identification and life style congruence in model of brand equity. This study also has contributed to the existing body of literature and knowledge, investigated the mediating role of consumers' satisfaction in original relation between consumer based brand equity and consumer's brand loyalty (Aaker 1991.)

The mediating role of consumer satisfaction on relationship between customers' loyalty and customers brand equity with particular brand and suggested an integrated model for development of successful brands and took brand experience into account (Cai & Hobson 2004). Brand loyalty and brand image, hence must confirm through positive consumer experience. The effect of brand equity on consumer's loyalty with particular brand, considering the direct experience of consumers with particular brand. Previously conducted studies also have recommended that consumer based brand equity is having direct relationship with the loyalty of consumers with particular brand (Brakus, Muhammad & Kamila 2009.)

To best of researcher's investigation and knowledge, there is no study which has examined the mediating role of consumer's satisfaction on relation between consumer based brand equity and consumer loyalty in restaurant and hotel industry specifically in context of UK. Therefore, this study would be significant and would be good addition and contribution to existing literature and body of knowledge as well as significant for researcher to provide clear insight of research and research process.

Purpose of Study

Subject study is aimed to identify and investigate how consumer satisfaction mediates the originally identified relationship between consumer based brand equity and loyalty among consumers. In order to investigate this mediating role of consumer satisfaction, the UK's hotel and restaurant industry is selected as a case study.

Research Objectives

As mentioned earlier, this study is aimed to identify and investigates how consumer satisfaction mediates the original relationship between consumer based brand equity and loyalty among consumers in UK's hotel and restaurant industry, following set of objectives are set for this purpose.

1. To identify the different components and antecedents of consumer based brand equity that has influence on loyalty among consumers in hotel and restaurant industry of UK.
2. To identify and investigate the relationship between consumers based brand equity and the loyalty among consumers in UK's hotel and restaurant industry.

3. To investigate the relationship between different components of consumer based brand equity and loyalty among consumers in UK's hotel and restaurant industry.

4. To identify and investigate mediating role of satisfaction level among consumers on originally identified relationship between consumers based brand equity and loyalty among consumers in UK's hotel and restaurant industry.

5. To identify and investigate mediating role of satisfaction level among consumers on originally identified relationship between components of consumers based brand equity and loyalty among consumers in UK's hotel and restaurant industry.

Research Questions

This study is aimed to identify and investigate impact of satisfaction level among consumers on originally identified relationship between consumer based brand equity and loyalty among consumers. Different research questions are set and tried to answer, so that mentioned objectives may be achieved. For this purpose, following research questions are set and answered during course of this study.

1. How the consumer based brand equity is influencing the brand loyalty among consumers of hotel and restaurant industry of UK?

2. How consumer satisfaction is mediating originally identified relationship between consumers based brand equity and brand loyalty among consumers of hotel and restaurant industry in UK.

Research Hypotheses

Based on the identified relationship among constructs during course of this study, different hypotheses were developed and tested to achieve set goals and objectives of this study. Different hypotheses developed by reviewing identified literature are summarized as under.

H1: Physical Quality of services has positive effect on customers' satisfaction, in hotel and restaurant industry of UK.

H2: Staff behavior has positive effect on consumer's satisfaction in hotel and restaurant industry of UK.

H3: Ideal self-congruence has strong positive effect on consumer's satisfaction in hotel and restaurant industry of UK.

H4: Brand Identification has strong positive relationship with the customer satisfaction, in hotel and restaurant industry of UK.

H5: Lifestyle congruence has strong positive association with satisfaction level of consumers in hotel and restaurant industry of UK.

H6: Customer satisfaction has strong positive effect on brand loyalty, among consumers of restaurants and hotel industry in UK.

2 LITERATURE REVIEW OF CONSUMER SATISFACTION & BRAND LOYALTY

This chapter is based on review of relevant literature, describing the identified relationships among constructs. This section summarizes the literature searched through different secondary sources like peer review journals, articles, and other internet sources. Finally, the chapter summarized the developed hypotheses based on identified literature and theoretical framework developed during course of this study.

2.1   Consumer satisfaction

The customer satisfaction is the important and essential for the firm's long term success and has been considered for research by large number of researchers specifically in field of marketing (Pappy & Quester 2006; Jones & Suh 2000). As the customer satisfaction has been considered and regarded as fundamental determinant of firm's long term success, many research studies in field of customers' satisfaction have investigated the post consumption impact on consumers like attitudinal loyalty and behavioral loyalty. It has been accepted widely that the satisfied customers are relatively less responsive and sensitive to the prices, and are less influenced by the attacks and counter strategic moves of competitors as compared with the customers, dissatisfied from firm, its services and products (Bozzo, Merunka & Moulins 2003.)

Customer satisfaction is cognitive as well as emotional. Literature, on the other hand contains significant differences in satisfaction's definition and having two common formulations of customers' satisfaction including overall satisfaction and transaction specific satisfaction (Bozzo et al. 2003). The transaction specific satisfaction of consumers is an evaluation immediately after the purchase of products and services, and is considered as affective reaction to recent experience with the organization. On the other hand, transactional specific approach of consumer satisfaction suggested that satisfaction among consumers occur at stage after consumption that follows the single encounter with the firm's specific employee (Rodriguexz, Basque & Martin 2008.)

The consumer's overall level of satisfaction is the evaluative judgement, which is mainly based on the last purchase and utilization of products and services as well as on all the encounters with services providers or employees. Based on this, overall level of consumer's satisfaction is the aggregation of

satisfaction from all the transactions that a consumer made with specific services provider or employee. This also shows that the particular transaction based level of satisfaction among consumers varies with respect the consumer's experience while consumer's overall level of satisfaction is the moving average which is relatively more stable and representing overall attitude of consumers toward purchasing of particular brand. This approach of measuring consumer's overall level of satisfaction is notably better as it provides better measure of consumer's future loyalty and hence determines firm's future performance. The consumer satisfaction is, therefore viewed as the emotional response of consumers based on their last purchase to the overall brand experience.

2.2   Brand loyalty

The brand equity, since 1980s has become one among most important concepts of marketing, has been described and discussed in different ways. According to the research studies conducted previously, the concept of brand equity has been categorized into three major perspectives, including financial perspective (Aaker 1991; Simon and Sullivan 1993; Aaker, 1991; Anderson, 2007.)

The brand equity refers to the set of different liabilities and brand assets, linked with the brand for instance including symbol, name, and others, adding and subtracting from the value provided by services and products to firm as well as to firm's consumers and customers (Aaker 1991). Similarly, consumer based brand equity has differential effect upon responses of consumers, of brand knowledge to the brand marketing (Keller 1993). This definition is comprised of three important concepts including brand knowledge, differential effect and customers' responses to the brand's marketing (Bozzo et al. 2003.)

Differential effect of brand equity is determined through comparison of responses of customers to brand's marketing with the responses to marketing of similar products and services as unnamed and fictitious named versions. On the other hand, the brand knowledge refers to the combination of brand image and brand awareness and it is conceptualized in accordance with the relationships and characteristics of brand association, summarized previously. The customers' responses to the firm's marketing perspectives is described as customers' preferences, customers' perception and customers' behavior, resulted due to different marketing mix activities for instance including comprehension of different copy points from ads, brand choices, evaluating the proposed brand extensions, reaction of consumers to coupon promotions and so forth.

Brand equity is an enhanced perceived desirability and utility of brand that the brand name confers in original products and services (Lasser et al. 1995). The brand equity described as set of attitudes, perceptions, behaviors and knowledge on part of consumers, resulted into enhanced utility of products and services, facilitates the brands to generate greater revenues and margins than that, without the brand (Bozzo et al. 2003; Chirstodoulides 2010.)

Brand equity is measured through different dimensions, elements and aspects (Aaker 1991). Equates the brand equity to different aspects of brand awareness, brand loyalty, brand association, perceived quality and other proprietary assets of brands. Similarly, two different approaches can be used to measure the customer based brand quality including direct and indirect approach (Keller 1993). The indirect approach in this regards include assessment of different sources of consumer based brand equity through consideration and measurement of different dimensions of brand knowledge for instance including brand awareness, brand image, which are mainly considered as characteristics and dimensions of brand association. The direct approach on the other hand is measuring customer-based brand equity through assessing and measuring the impact of brand knowledge and its different aspects on responses of consumers to different aspects and elements of marketing programs of business organization (Keller 1995.)

There are four major dimensions or perspectives to measure the consumer based brand equity that include brand loyalty, brand awareness, perceived quality and brand association. Similarly, it is identified and mentioned that dimensions of other proprietary brand assets is ineffective in order to measure the brand equity, more specifically the consumer based brand equity. The author, in addition mentioned that the consumer based brand equity is based of cognitive and behavioral brand equity at individual level of consumer and can be measured or assessed through consumer surveys (Washbum and Plank 2002.)

The authors identified five different perspectives, can be utilized for measuring brand equity including proprietary based assets, brand association, perceived brand quality, brand awareness and brand loyalty (Yoo and Donthu 2001; Keller 1993; Aaker 1991; Washburn and Plank 2002). They although asserts that the proprietary based assets are inappropriate for measuring brand equity, specifically the consumer based brand equity (Browne & Cudeck, 1993.)

This research study considered and conceptualized the consumer based brand equity as combination of staff behavior, physical quality, ideal self-congruence, physical quality, lifestyle congruence and brand ideation. This study, therefore considered these five dimensions of consumer based brand equity to measure its effect on brand loyalty, while considering mediating effect of consumer satisfaction. These dimensions of consumer based brand equity are considered due to greater similarity with this research i.e. for services industry. Different dimensions identified in the given formulated model, mainly include lifestyle congruence, ideal self-congruence, brand identification, physical quality and staff behaviour. These five dimensions in collective are aimed to assess and measure the consumer based brand equity in restaurants and hotel industry of UK (Nam et al. 2011.)

The hotel and restaurant industry is also a part of services sector (Ko and Chiu 2006). Therefore, it is possible to reutilize and reuse the elements to measure and assess consumer-based brand equity with specific reference to the services sector. (Nam Ekinci & Whyatt, 2011). Additionally, the impact and relationship between brand association and different dimensions of brand identification, lifestyle congruence and ideal self-congruence since successful brands are developed and designed to satisfy the symbolic needs along with the functional needs of consumers (Loughlin & Szmigin, 2006; Dall & Chernatony 2000.)

The dimensions i.e. ideal self-congruence, brand identification and lifestyle congruence, in hotel and restaurant industry are included to capture and measure the brand's symbolic consumption. (Bachman and Wilkins 2014). The perceived quality as identified and explored by the (Nam et al. 2011) through different aspects and dimensions of staff behavior and physical quality, therefore are the most important and influential dimensions within the services industry (Gronroos 1984; Ekinci et al. 2008.)

2.2.1 Consumer satisfaction and brand loyalty

Loyalty refers to the strong attachment of consumers with particular brand, evidenced and confirmed by such behaviors as remaining attached to firm, purchasing additional productions, making recommendations to others in social circle and so on. The brand loyalty is described and defined differently by different researchers and scholars. Brand loyalty as the aspect associated with brand which is biased behavioral response, expressing over period of time by some decisions by consumers regarding purchase of particular brand with one or more alternatives available, considered as function of process of making different psychological decision by the consumers (Crosby 2002; Jacoby and Kyner 1973.)

Brand loyalty can be described as consumers' behavior that exist when customers are willing to invest and pay higher prices for particular brand within the same product category or group, recommending the brand to others in their social circle (Giddens 2002). Additionally, the brand loyalty is also considered or expressed as deeply held commitment of consumers to repurchase the products or services or to patronize preferred products and services consistently in future, resulted into repetitive purchase of particular brand. The authors conducted practical study illustrated that satisfaction is the brand loyalty's predecessor (Knox and Walker 2001). These findings are confirmed with and are consistent with the findings of other studies for instance including (Ene and Ozkaya 2014; Awan and Rehman 2014; Anderson and Sullivan 1993; Fornell 1992; Nam et al. 2011.)

These studies also identified and mentioned that the brand loyalty among consumers can be increased by satisfying consumers more, resulted into repeat purchases of particular brand over period of time. Similarly, the authors conducted study and identified the relationship between consumer based brand equity and loyalty among consumers with that brands (LaBarbera and Mazursky1983). The concepts of brand loyalty and the consumer satisfaction are not replacement of each other, considered mistakenly as replacement to each other in different studies (Bloemer and Kasper 1995; Oliver 1999.)

The consumer's satisfaction is considered as one of the key factors and indicators, resulted into consumer's loyalty to particular brand in short as well as in long run (Mittal and Kamakura 2001). The customer satisfaction is also considered as the determinant of consumer's loyalty in long run. In other words, the brand loyalty and consumer satisfaction are two different and distinct concepts or stages, related to the responses of consumers to the firm's offerings. The consumer satisfaction is the initial stage, resulted into the consumer's responses to firm's offering whereas the brand loyalty is the following stage in such responses. Based on the relationship identified between consumer's satisfaction and brand loyalty through different studies (Parraga et al. 2008; Awan and Rehman 2014; Anderson and Sullivan 1993; LaBarbera and Mazursky 1993.)

2.2.2 Consumer based brand equality

The brand equity is the brand's value, has been studied and investigated with respect to two distinct perspectives for instance including cognitive psychology and information economics. According to the cognitive psychology, the consumer based brand equity is comprised of awareness of consumers of

associations and features of brand, driving attribute perception. The brand equity is measured in number of ways, some among these approaches are firm level approaches while some other approaches used are either product level approaches or consumer level approaches. Firm level approaches of measuring the brand equity is considering the brand as financial asset. The calculation is made in term of worth of brand as an intangible asset.

The product level approaches are classic brand measurement approaches, measuring the brand by comparing the prices of private label to the equivalent branded product. The differences in price, while taking all other things constant and equal, measures the work of brand. Consumer level approach of measuring the brand equity seeks to map the consumer's mind in finding out the associations that consumers have with brand. This approach is considering the awareness i.e. recall and recognition and the brand image i.e. overall association with brand.

The research studies have identified both the positive and negative effects of brand on difference between prices for brands, accepted by the consumers to pay specifically when the brand known compared with the values of benefits received from the consumption of brand. The existence of negativity of brand is based on two different schools of thoughts, one perspective is stating that brand equity cannot be negative and according to this school of thoughts, it is positive only, created by the marketing activities for instance including Promotion and PR, advertising and other activities. Second school of thoughts considered the negative brand equity, existing due to the catastrophic events associated with brands for instance continued negative press attention and wide product recalls.

2.3   Dimension of brand equality

As mentioned and described earlier, the consumer based equity is the brand equity which is based of approach of the consumers and is measured by assessing multiple dimensions like quality of physical services, quality of behavioral aspects of staff, brand identification, ideal self-congruence and life-cycle congruence. All these dimensions of consumer based brand equity have significant impact and influence loyalty among consumers to particular brand and are influenced by the level of satisfaction among consumer (Bigne, Sanchez & Sanchez 2001.)

2.3.1 Physical quality

The services quality is considered as central component in developing the dominance of brands as it increases the perceived brand's superiority and facilitates to differentiate brand among other brands in competitive markets. The conception of service quality is accepted widely as multidimensional construct but its different dimensions and components are still debated. The model developed by the North American Schools of thoughts regarding service quality is known as SERVQUAL Model, comprised of 5 different dimensions of services quality, including empathy, assurance, responsiveness, reliability and tangibles. The practitioners and academicians have applied this model of service quality but still the validity of this model is questioned seriously. There is significant disagreement of number of scholars which mainly revolves around the number of different dimensions, aspects and components of consumer based brand equity and their suitability to specific services sector (Bigne et al. 2001; Binter 1986; Bitner 1990.)

Similarly, the Nordic View regarding services quality is comprised of 2 different dimensions including functional quality and technical quality. The technical quality refers to the net outcome of evaluation of services. The functional quality, on the other hand is the subjective evaluation of consumer's interaction with services. Empirical studies have identified that these two dimensions of services quality by Nordic School are relatively valid to hospitality and tourism services (Mels, Boshoff & Nel 1997; Madanoglu 2004; Brandy & Cronin 2001). Considering the results of increased number of researches in services sector, this study has proposed two different dimensions for evaluation of restaurant and hotel industry including staff behaviour and physical quality (Parasuraman et al.1988; Brady & Cronin 2001). The physical quality dimension of service quality refers to the image projected by facilities, equipment, design and materials of restaurant and hotel. The staff behaviour on the other hand refers to the image that the competence, responsiveness, friendliness and helpfulness of staff members in restaurant and hotel industry (Bloemer & Kaspe 1995.)

2.3.2 Physical quality and consumer satisfaction

The physical environment facilitates the firm to provide customers with good and pleasant experience, may influence the customers to repeat the demand for these services, resulted into positive word of mouth and recommending these services to friends, stay more and spend additional amounts than those, planned initially (Ryu and Jang, 2008). Additionally, the pleasant and good experience also

stimulates the customers; influence the loyalty of consumers and their satisfaction level, strongly (Ryu and Jang 2008; Bloemer & Kaspe 1995.)

The employees and staff or organization are considered as important factors, shaping the perception of customers and their satisfaction as these individuals are responsible ultimately for providing the quality services to customers, meeting and exceeding their expectations (Parasuraman 1996; Zeithaml et al. 1996). Similarly, every customer has experienced negative and positive emotions during they received the services. The author identified and mentioned that the low skilled staff's contact with the consumers may resulted into negative emotional experience of customers as they are unable to cope with the emotional situations specifically when the entire image of services organization is at stake (Bolton 1998; Bloemer & Kaspe 1995; Lemmink & Mattsson 2002.)

As described earlier, the Nordic Schools of thoughts identified two major dimensions of services quality, one among which is staff behaviour. The staff behaviour on the other hand refers to the image that the competence, responsiveness, friendliness and helpfulness of staff members in restaurant and hotel industry.

2.3.3 Staff behaviour, physical quality and consumer's satisfaction

Highly reliable multi-level and multidimensional model for measuring the services quality in hospitality organizations is effective model for measuring physical quality of services sector business organizations. According to this model, the services quality is comprised of two different categorizes of dimensions including primary dimensions and secondary dimensions. The major primary aspects in this regards include the quality of output, and quality of interaction and both of these dimensions are split into secondary dimensions. The quality of output is comprised of quality of product and physical quality while on the other hand the quality of interaction is comprised of behaviors of staff and responsiveness. Depending on the types of services sectors in economy, different services are researched in order to split the secondary aspects and dimensions into different specific attributes which may be measured easily (Ekinci 2008.)

This study identified and used two different dimensions of services quality including staff behavior and physical quality, aimed to measure and model the consumer based brand equity (Bergami & Bagozzi 2000; Nam et al. 2011). Additionally, the physical surroundings have ability of influencing the

behavioral aspects and are resulted into creating image, particularly apparent for the hotel and restaurants business and other services sectors (Rajppot 2002; Binter 1996; Ryu & Jang 2008; Baker 1987; Bolton 1998). Services are intangible, usually requiring the customers to present during process, the physical appearance and environment may have significant and important effects on perception of overall encountered quality, resulted into effecting the consumer's satisfaction. (Parasuraman et al. 1988; Binter 1990; Brady & Cronin 2001; Binter 1992; Ryu & Jang 2008.)

The physical environment facilitates the firm to provide customers with good and pleasant experience, may influence the customers to repeat the demand for these services, resulted into positive word of mouth and recommending these services to friends, stay more and spend additional amounts than those, planned initially (Ryu & Jang 2008; Anderson & Sullivan 1993). Additionally, the pleasant and good experience also stimulates the customers; influence the loyalty of consumers and their satisfaction level, strongly (Ryu & Jang 2008). The employees and staff or organization are considered as important factors, shaping the perception of customers and their satisfaction as these individuals are responsible ultimately for providing the quality services to customers, meeting and exceeding their expectations (Parasuraman 1996; Zeithaml et al. 1996.)

Similarly, every customer has experienced negative and positive emotions during they received the services (Lemmink & Mattsson 2002). The author identified and mentioned that the low skilled staff's contact with the consumers may resulted into negative emotional experience of customers as they are unable to cope with the emotional situations specifically when the entire image of services organization is at stake (Anderson & Sullivan 1993; Bergami & Bagozzi 2000; Bhattacharya & Sen 2003.)

As the emotions of the customers are intangible, and are difficult of control and instantaneous therefore any lacking in skills and abilities among the employees of organization may influence the perception of customers for short run as well as for long run. The behavior of employees influenced the overall satisfaction of consumers, showing that these dimensions and factors influence consumer's experience (Law et al. 2004; Hensley & Sulek 2007). Additionally, authors investigated and examined the explicit service attributes and results of study revealed that staff courtesy and attentiveness also has influence on overall consumer's satisfaction (Bhattacharya & Sen 2003).

Therefore, based on the identified and described relationship among physical quality, customer satisfaction and staff behavior (Bitner 1992; Hensley & Sulek 2007; Bhattacharya & Sen 2003; Bergami & Bagozzi 2000; Brady & Cronin 2001; Anderson & Sullivan 1993; Parasuraman et al.1988; Law et al.

2004; Ryu & Jang 2008.) The proposed relationship between physical quality, customer satisfaction and staff behavior is summarized as under.

H1: Physical Quality of services has positive effect on customers' satisfaction, in hotel and restaurant industry of UK.

H2: Staff behavior has positive effect on consumer's satisfaction in hotel and restaurant industry of UK.

2.3.4 Relationship between ideal staff congruence and consumer's satisfaction

In literature related to the marketing, the theory of self-congruence suggested that cognitive contrast between image of different objects like store, products, individuals and brands and consumer's self-concept is resulted into determining responses of consumers (Anderson & Sullivan1993; Sirgy et al. 2000; Sirgy 1985). The study also identified that the self-congruence is resulted specifically when the individuals perceive that their self-concept is matching with the image of the objects (Ambler, Bhattacharya, Edell, Keller, Lemon & Mittal 2002).

Additionally, the process adopted for consuming or/and-buying products and believe of consumers of brand to possess symbolic images, complimentary and/or having similarity to the image, they are holding regarding themselves is observed as image congruence. Different studies conducted previously identified that the self-congruity of brand may result into predicting the customer's satisfaction. It has been noted and identified that self-congruity is considered as important factor and determinant of satisfaction among consumers as the self congruence has been recognized and identified as important facet in predicting and explaining different aspects of consumer behavior (Ibrahim & Najjar 2007; He & Mukerjee 2007; Nam et al. 2011; Jama & Goode 2001; Al-Marri 2007; Ambler et al. 2002.)

The customers would be more satisfied, if expectations and needs of consumers are met and products consumed have been resulted into enhanced image. The brand self-congruity, therefore could be resulted into increased satisfaction of consumers. The customers' satisfaction would be resulted into increased brand self-congruity i.e. the positive brand congruence between brand image and self-image may be resulted into high and positive satisfaction among consumers (Jamal & Goode 2001.)

Similarly, the study conducted to investigate the impact of brand self-congruence on attitude, satisfaction and preferences of consumers and results to study identified and shown that brand self congruity

has strong positive effect on satisfaction of consumers, consumer attitude and consumer preferences (Anderson & Sullivan1993; Ibrahim & Najjar 2007). The relative importance analysis suggested that the self-congruity has greater impact on satisfaction of consumers as compared with the impact on other two variables (consumer attitude and consumer preference. The study additionally identified that it is likely that consumers would exhibit the positive responses restaurant and hotel industry specifically when they are feeling that physical environment is consistent with the self image (Anderson & Sullivan 1993; Andreassen 1994.)

Therefore, based on the relationships identified during course of literature review and supported by different previously conducted research studies (Ibrahim & Najjar 2007; Jamal & Goode 2001; He & Mukherjee 2007; Andreassen 1994; Al-Marri 2007). The proposed relationship between self-congruence and satisfaction among consumers is summarized as under.

H3: Ideal self-congruence has strong positive effect on consumer's satisfaction in hotel and restaurant industry of UK.

2.4   Relationship between ideal self-congruence and satisfaction level of consumers

The self-concept of consumers can be referred as the sum or aggregation of individuals' thoughts and feelings of individuals with specific reference to the individuals being object of thoughts. In other words, the self-congruence is the degree to which actual and ideal self-congruence of individual equates or coincides with the brand image (Sirgy, Grewal & Mangleburg 2000). Theoretical perspectives of self-congruence mentioned that individual own or buy brands, aimed to enhance and sustain their self-esteem. In consistency with the research studies conducted previously, subject study also has adopted the self congruence as aspect related to the level to which brand image equates or coincides with individuals' ideal self concept (Ambler et al. 2002; Baker 1987).

Previously conducted studies identified significant positive relationship between ideal self-congruence and the consumer's satisfaction. Studies shows, to identify the relationship between brand equity and satisfaction among consumers in services sector and identified that ideal self-congruence has strong positive correlation with the consumer satisfaction level (Grewal & Mangleburg 2000; Baker 1987; Andreassen 1994.)

2.5   Relationship between customer satisfaction and brand identification

Described identification, refers to the way, an individual is relating him or herself to the social entity (Bergami & Bagozzi 2000). The strong brand identification is resulted into increased customer patronization and spending (Arichristyna 2012; Lichtenstein et al. 2004).

The customers having higher level of brand identification would have feelings of proud for having brand and have higher level of satisfaction for consuming that particular brand or product/services (Awan & Rehman 2014; Kuenzel & Halliday 2008). This positive relationship between strong brand identification and satisfaction of consumers is further confirmed and supported by the customer satisfaction theory of Expectation-Disconfirmation. (Oliver 1993). This theory described that the customers are more satisfied if the actual performance of brand is meeting or exceeding prior purchase or consumption expectations of consumers. Similarly, the study conducted identified and shown that there is strong positive relationship between satisfaction level of consumers and brand identity (He et al. 2012; Awan & Rehman 2014; Shirazi & Mazidi 2013; Katigari & Monsef 2015; Hosseini et al. 2014; Nam et al. 2011.)

These studies also identified and described that the brand identification is providing more suitable and favorable model for customers, reacting to brand function experiences as compared with the prior expectations. Similarly, when the expectations related to the brand performance are met, consumers having more with brand are feeling more satisfied. This is resulted into enhanced psychological dependence to the brand, in turn resulted into improved self-esteem (He and Li 2011). Similarly, the study also confirms that when expectations regarding functions of brand are unsatisfied, then the customers having more closely identified with the brand feel relatively less dissatisfaction as they (i are having more affective attachments with brands (Chaudhuri and Holbrook 2001). (ii showing more flexibility in relations to the negative experiences and news regarding brand (Bhattacharya & Sen 2003). Awan & Rehman 2014).

In case when customers are identified more closely with the brands, they would be more satisfied by consuming focal brand. Therefore, based on identified relationship between level of customer's satisfaction and brand identification (Shirazi & Mazidi 2013; Nam et al. 2011; Hosseini et al. 2014; Katigar et al. 2015). Hypothesis developed is summarized as under.

H4: Brand Identification has strong positive relationship with the customer satisfaction, in hotel and restaurant industry of UK.

2.6   Relationship between life style congruence and consumer satisfaction

Brand setting and brands are considered as expression of lifestyles of individuals. The lifestyle is the way or specific manner, in which consumers are conducting their lives (Solomon et al. 2002). The lifestyle refers to the statement regarding one who is in society and one who is not in the society (Olson and Peter 2008). The brand is reinforced and builds up by portraying the desired experiences and consumer's lifestyles while they are using the products (Solomon et al. 2006). Similarly, the greater degree of brand image strong fits in the lifestyle of consumers would be resulted into higher-level satisfaction among consumers with brand experience (Casswell & Maxwell 2005). These findings are confirmed that the buying particular brand emotional instead rational (Sarki et al. 2012).

There are many different aspects, having influence on buying of particular brand for instance including the lifestyle and cultural perspectives and resulted into driving consumers towards the particular brand, they may buy actually. The lifestyle marketing therefore is aimed to develop the satisfaction among consumers with the brands through development of brands, matching customers' identified lifestyle (Awan & Rehman, 2014; Sarki et al. 2012). The impact of consumer's lifestyle and their satisfaction level by consuming particular brands, revealed that there is strong positive relationship between consumer's lifestyle and consumer's satisfaction level (Kyungnam 2011). These findings are confirmed by other authors, who mentioned that consumer's satisfaction is strongly associated with the consistency of brands with their lifestyles (Nam et al. 2011; Awan & Rehman 2014). Similarly, the others conducted study to identify and investigate factors affecting consumer's satisfaction and mentioned that consistency of brands with the lifestyle of consumers is strongly associated with their higher-level satisfaction (Ambler et al. 2002; Rabie et al. 2015).

Therefore, based on the facts identified through different studies conducted previously, the following hypothesis is developed, showing relationship between consistency of brand with consumer's lifestyle and their level of satisfaction with consumption of particular brand.

H5: Lifestyle congruence has strong positive association with satisfaction level of consumers in hotel and restaurant industry of UK.

2.7   Mediating role of consumer satisfaction

Conducted study to investigate the mediating role of level of consumer's satisfaction and identified that satisfaction level of consumers is cognitive as well as it is emotional. The existing knowledge and literature has significantly different perspectives, description and definitions of satisfaction level of consumers but there are two different but common formulations of level of satisfaction including transaction specific satisfaction level and overall level of satisfaction. The transaction specific level of satisfaction refers to the immediate evaluation and judgement right after the purchase and is considered as affective reaction to the recently achieved experience with the organization (Oliver 1993; San Martin 2008.)

The transaction specific approach of satisfaction level also suggested that the level of satisfaction is also influenced and determined at post consumption stage and is following the single purchase with the services provider for instance satisfaction with particular employee (Suh 2000). Overall level of satisfaction is evaluative judgement based on last purchase and based on all the encounters with that of the services provider (Hubbert & Bitner 1994). Overall level of satisfaction is therefore aggregation of satisfaction associated with different transactions specific level of satisfaction with the services providers (Velountsou et al. 2005). The transaction specific level of satisfaction differs with respect to the experience of consumers with services provider and the collective and overall level of satisfaction is the moving average of individual level of satisfaction therefore is considered relatively stable and consistent.

This section of subject study is aimed to summarize the identified relationships among identified factors and variables of interest and the identified relationship is summarized in form of statements Hypotheses and diagrams (Semantic Diagram) (Bachman & Wilkins 2014). This study is aimed to investigate the relationship between consumer based brand equity and customers' loyalty while considering the mediating effect of consumer satisfaction among consumers of hotel and restaurant industry of UK. Based on the literature review above, different relations among the constructs have been identified and hypotheses are developed.

2.8   Proposed hypothesis

These hypotheses are summarized as under.

H1: Physical Quality of services has positive effect on customers' satisfaction, in hotel and restaurant industry of UK.

H2: Staff behavior has positive effect on consumer's satisfaction in hotel and restaurant industry of UK.

H3: Ideal self-congruence has strong positive effect on consumer's satisfaction in hotel and restaurant industry of UK.

H4: Brand Identification has strong positive relationship with the customer satisfaction, in hotel and restaurant industry of UK.

H5: Lifestyle congruence has strong positive association with satisfaction level of consumers in hotel and restaurant industry of UK.

H6: Customer satisfaction has strong positive effect on brand loyalty, among consumers of restaurants and hotel industry in UK.

2.9   Semantic diagram
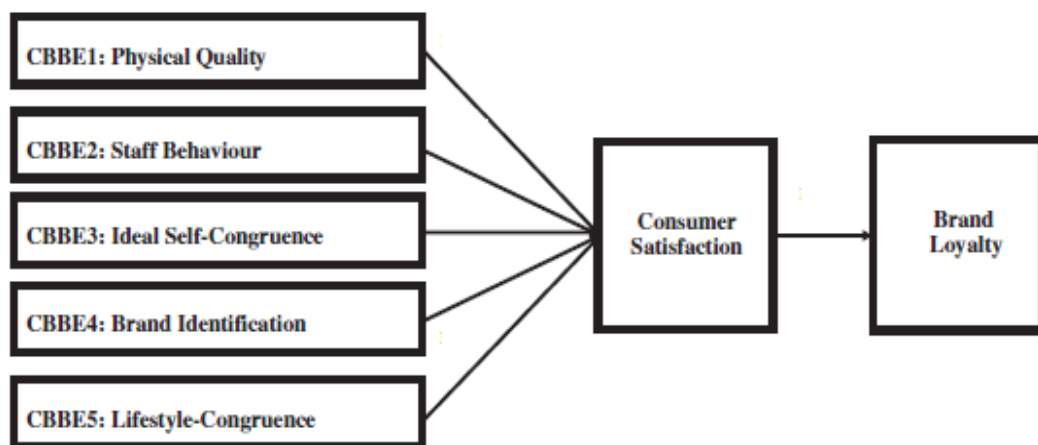
FIGURE 1. Relationship between identified constructs

This study is aimed to identify and investigate relationship between consumer based brand equity and the brand loyalty with mediating role of consumer's satisfaction among consumers of restaurant and hotel industry of UK. This chapter of subject study is aimed to summarize the relevant literature, summarizing the previously conducted studies related to construct and their findings. The major areas covered in this study include consumer based brand equity and its dimension and their relationship with the brand loyalty and studied the mediating role of consumer's satisfaction level on identified relationship.

This results of reviewed literature identified that there are five major dimensions of consumer based brand equity including quality of physical services, quality of behavioral service, ideal self-congruence, and brand identification and life cycle congruence. Additionally, the literature reviewed also identified that there is strong and significant positive correlation of these five dimensions with the brand loyalty. In addition, it has also been identified that the level of satisfaction among customer mediates the impact and relationship between consumers based brand equity and its different dimension with the brand loyalty.

3 RESEARCH METHODOLOGY

3.1 Introduction

This section of subject study is aimed to identify and describe overall research approach used to conduct the research project. The research methodology section of subject is aimed to summarize the research designed used, population of study, sampling designed used, data and its types, different sources of data collection, measurement used to analyze the data and different data analysis techniques. Additionally, the validity and reliability of data collection tool was described in this chapter.

Research design refers to the overall approach used to conduct study. The research design includes description of research conducted (Bachman & Wilkins 2014). The research design is describing the conceptual structure of research within which the study is going to be conducted. It is comprised of blueprint of collection, measurement and data analysis. Research design is summarized as under.

3.2 Research design

This study is structured to identify and investigate the mediating role of level of satisfaction among consumers on identified relationship between consumer based brand equity and the loyalty among consumers of UK's hotel and restaurant industry and with respect to the purpose is descriptive study, as aimed to describe the relationship between constructs. Other types of research studies with respect to purpose include, case study, exploratory study, testing of hypotheses study, explanatory study and others.

The type of investigation used in this study of identifying relationship between consumer-based brand equity and the brand loyalty with mediating role of customer satisfaction is Correlational Study, which refers to an inquiry of finding out key variables linked with particular problem under investigation (Bachman & Wilkins 2014; Baker 1987). Other types of investigations include Causality Research Design, Case Study, Group Differences, and Ranks etc.

The level of research's involvement with the normal workflow at workplace has direct impact on the study performed is correlational, or causal. The level of research interference in this study of determining relationship between constructs is minimal as study is conducted in natural environment and setting. Other levels of researcher's interference or involvement include moderate and extensive, depending upon nature of studies.

Studies are either conducted in natural settings or natural setting may be manipulated according to the nature of investigation. Therefore studies with respect to the study setting can be contrived and non-contrived. Correlational studies are conducted in natural study settings i.e. in non-contrived study settings. As, this study is correlational research therefore it is conducted in non-contrived setting and studies conducted in artificial study settings are termed as contrived studies with respect to study setting.

The unit of analysis refers to the degree to which data gathering is aggregated through subsequent data analysis. This study of identifying relationship between consumers based brand equity and loyalty of consumers with respect to brand among hotel and restaurant industry of UK, the data is collected for determining said relationship from consumers of hotel and restaurants industry of UK. Therefore, the unit of analysis under this study is individual. Other units of analysis include dyad, triad, groups, societies, firms, industry and cultures and others.

Data during course of research studies is collected from unit of analysis either once during course of research or more than once. Based on number of times, unit of analysis is analyzed determines the research studies as cross-sectional studies and longitudinal studies. During course of subject study, the individual consumers of hotel and restaurant industry of UK are analyzed once, therefore this study is cross-sectional research with respect to the time horizon while studies in which respondents are observed more than once are longitudinal studies.

As mentioned earlier, the study is aimed to identify the relationship between consumer based brand equity and brand loyalty with mediating role of customer satisfaction among restaurant and hotel industry of UK, therefore population of this study was comprised of all the consumers of hotel and restaurants products and services in UK. This population is too large, and population/sampling frame was unavailable therefore respondents were selected at random from population to collect required data.

3.3   Data and data types and data collection sources

Results and findings of this study are based on both the primary and secondary data, collected from different primary and secondary sources. At initial stage of this study, preliminary data was collected from both secondary and primary sources in order to understand the problem and to specify the broader area of research. After conceptualizing the problem under investigation secondary data was collected by using different secondary data sources including peered review journals, articles, research papers and other internet sources. The purpose of secondary data collection was to identify the previous research studies, identifying and determining the relationship and behavior of constructs. Based on the previously conducted studies under literature survey, the relevant literature was reviewed and identified the relationship between constructs. Based on identified relationship, hypotheses were developed and tested through primary data.

The primary data was collected through field survey under which self-administered questionnaire was used to collect the primary data from selected respondents. Questionnaires were distributed to selected respondents and collected filled questionnaires. Total 300 questionnaires were distributed and received 250 questionnaires, dually filled in all respects. Two different versions of questionnaire were used to target the hotel and restaurant industry of UK. All the questions used in the structured questionnaire, which was used during survey, were same, only the brand names were different. During survey, three different well-known brand names were used and recommended so that choices of respondents can be stimulated including Marriott, Hilton and Intercontinental hotels.

Before finalizing and completing the survey questions, respondents were asked to finalize their familiar hotel or restaurant brands from list of recommended brands. For collection of data, the South East England was selected as it is the most diverse area with respect to the demographics in UK. Reasonable attempts were made for randomizing the process of sampling i.e. including selection of random data, variety of locations like shopping centers, high street and bus and train stations.

3.4   Measurement

The measurements of different constructs under this study were carried out different statements adopted from different studies conducted previously, aimed to ensure reliability and validity of measurement

tool. These statements were measured designed on 5-point Likert scale i.e. 1 for strong disagree, 2 for disagree, 3 for neither disagree nor agree, 4 for agree and 5 for strongly agree.

The measure for services quality was comprised of 4 statements of physical quality while for behavioural aspects 3 statements were adopted from two different previously conducted studies (Madanoglu 2004; Ekinci 2001). Similarly, the self-congruence was measured based on previously used method (Back 2005). This method was originally developed in 2000, and suggested that the processing of self-congruence is direct, global and not dimensions-based. This approach also requires the scenario type direction and after reading the directions, respondents are required to respond 3 self-concept statements for registering their ideas for self congruence (Sirgy et al. 2000.)

Measurement for brand identification was carried through measures of organizational identification (Mael & Ashforth 1992). Similarly, the life-cycle congruence was measured on basis of 3 statements adopted from three different studies (Vazquez et al. 2002; Johnson et al. 2006, Del Rio et al. 2001). Finally, the customer satisfaction among restaurants and hotel brand consumers and their experiences was measured based on two 7-point scales which were labeled as "Extremely Terrible to Extremely Delighted" and "extremely satisfied to extremely dissatisfied" (Spreng and Macky 1996). Brand loyalty, similarly was measured based on operational definition and for this 3 statements were taken and measured on 5 point Likert Scale (Bloemer et al. 1999; Zeithaml et al. 1996.)

3.5   Validity and reliability of questionnaire

It is necessary mention that to test the validity and reliability of self-constructed questionnaire. The questionnaire used under this study was adopted from previously conducted studies, and validity and reliability of all the items was already tested for different populations (Smith et al. 2009.)

The validity and reliability of developed questionnaire was further tested by using Cronbach's Alpha for population of this study. For this purpose, the sample of 50 respondents was taken and questionnaires were filled. The resulted of data collected was used to calculate Cronbach's alpha for individual item and overall alpha was calculated for whole questionnaire. Results of validity analysis are summarized in table below.

TABLE 1.   Cronbach Alpha for Measure Used

Components:	Cronbach's Alpha
1. Brand Equity	
1.1. Service Quality: Physical Quality (0.84)	
PSQ 1	(0.82)
PSQ 2	(0.91)
PSQ 3	(0.81)
PSQ 4	(0.71)
1.2. Service Quality: Staff Behavior (0.91)	
BSQ 1	(0.88)
BSQ 2	(0.87)
BSQ 3	(0.81)
1.3. Ideal Self-Congruence (0.81)	
ISC 1	(0.84)
ISC 2	(0.91)
ISC 3	(0.84)
1.4. Brand Identification (0.89)	
BI 1	(0.85)
BI 2	(0.89)
BI 3	(0.81)
1.5. Lifestyle-Congruence (0.91)	
LCC 1	(0.91)
LCC 2	(0.94)
LCC 3	(0.92)
2. Consumer Satisfaction (0.71)	
CS 1	(0.95)
CS 2	(0.81)
3. Brand Loyalty (0.94)	
BL 1	(0.85)
BL 2	(0.85)
BL 3	(0.85)

This chapter of subject study is aimed to summarize the methodology adopted to conduct proposed research. This section summarizes types of data used, research design, data collection techniques and tools, population, different measurement tools used and validity and reliability of scale used.

4 DATA ANAYLYSIS AND INTERPRETATION OF THE RESULTS

4.1 Demographics of respondents

Total 300 structured questionnaires were sent and distributed and 250 questionnaires among these 300 distributed were received, dually filled in all respects. Some individuals refused to respond and participate in survey due to their inconvenience of location and time. Unfortunately, no information and data set was formulated for those, refused to respond and non-respondents, therefore source of non-sampling error would be unable to control.

The sample selected was almost equally split with respect to gender, as 48% of respondents were males while 52% were females. Similarly, 54% of respondents were restaurant customers while 46% were hotel customers, reflecting typical visitors of restaurant and hotel brands. Similarly, with respect to the age groups, 24% were from age group of 16 years to 24 years. Similarly, 26% were belonging to 25 years to 34 years. About 22% respondents were from age group of 35 years to 44 years while remaining 28% respondents belong to age group over 44 years.

Additionally, the analysis suggested that among the customers of restaurants, about 14% respondents visited to the self-nominated restaurants, once during last 6 months. Similarly, 86% respondents visited between 2 to 7 times during last 6 months. It has also been identified that major portion of respondents (80% visited to the restaurants just for leisure purposes.

For the customers of hotels, 13 percent respondents visited and stayed to self-nominated hotels just once during last 12 to 18 months. Remaining 87 percent respondents stayed at hotels from 2 to 7 times during last 12 to 18 months. 60 percent respondents mentioned that they usually stay at hotels for leisure purposes while 30 percent respondents mentioned that they stay hotels for business purpose and remaining 10 percent respondents stayed at hotels for other purposes.

TABLE 2. Descriptive Statistics

	N	Mean	Std. Deviation
Physical Service Quality	250	5.6360	3.39020
Behavioral Service Quality	250	5.1360	2.74731
Ideal Self-Congruence	250	5.0240	2.79404
Brand Identification	250	5.1360	2.74731
Life Cycle-Congruence	250	4.8480	2.03407
Customer Satisfaction	250	3.1200	1.86104
Brand Loyalty	250	5.1440	2.87547
Valid N (list wise)	250		

4.2   Correlation among constructs

The table 3 below is showing the correlation matrix, i.e. the correlation between constructs. It is clear from the analysis that all the constructs have significant correlation with each other. The findings of analysis are summarized as under.

TABLE 3. Correlation matrix

	Physical Service Quality	Behavioral Service Quality	Ideal Self-Congruence	Brand Identification	Life Cycle-Congruence	Customer Satisfaction	Brand Loyalty
Physical Service Quality	1	.817	.653	.817	.431	.665	.736

(Continues)

TABLE 3. (Continues)

Behavioral Service Quality	.817	1	.867	1.000	.788	.773	.878
Ideal Self-Congruence	.653	.867	1	.867	.731	.846	.897
Brand Identification	.817	1.000	.867	1	.788	.773	.878
Life Cycle-Congruence	.431	.788	.731	.788	1	.393	.627
Customer Satisfaction	.665	.773	.846	.773	.393	1	.851
Brand Loyalty	.736	.878	.897	.878	.627	.851	1
**Correlation is significant at the 0.01 level 2-tailed.							
*Correlation is significant at the 0.05 level 2-tailed.							

The analysis suggested that all five dimensions have significant positive correlation with each other for instance physical services quality has strong positive correlation with behavioral service quality ($r = 0.817$) ideal self congruence ($r = 0.653$) brand identification ($r = 0.817$) and having weak positive correlation with lifecycle congruence ($r = 0.431$). Similarly, the behavioral service quality has strong positive correlation with ideal self-congruence ($r = 0.867$) brand identification ($r = 1.00$) and life-cycle congruence ($r = 0.788$). Ideal self congruence has strong positive correlation with life-cycle congruence ($r = 0.788$).

Secondly, all five dimensions of consumer based brand equity have strong positive correlation with customer satisfaction i.e. customer satisfaction and physical services quality ($r = 0.665$) with behavioral service quality ($r = 0.773$) customer satisfaction with ideal self congruence ($r = 0.846$) customer satisfaction and brand identification ($r = 0.773$) and customer satisfaction and life cycle congruence ($r = 0.393$) i.e. weak positive correlation. Thirdly, the customer satisfaction has strong positive correlation with the brand loyalty among consumers of hotel and restaurant industry of UK with ($r = 0.851$).

Finally, all five dimensions of consumer based brand equity have strong positive correlation with the brand loyalty i.e. brand loyalty and physical service quality (r = 0.736) brand loyalty and behavioral service quality (r = 0.878) brand loyalty and ideal self congruence (r = 0.897) brand loyalty and brand identification (r = 0.878) and brand loyalty and life cycle congruence (r = 0.627).

The values in table above are showing that the correlation of physical services quality is significant at 1% level of significance with all the other constructs in study. Additionally, the results are showing the physical services quality is strongly correlated with behavioral services quality and brand identification. The analysis above suggested that 1 physical services quality has strong and significant correlation with all other aspects of consumer based brand equity i.e. behavioral services quality, ideal self-congruence, brand identification and life-cycle congruence, 2 physical services quality has strong and significant correlation with customer services (0.665) and brand loyalty (0.736). Based on these findings, the H1 is found significant i.e. the physical quality of services have significant positive correlation with customers' satisfaction among hotel and restaurant industry of UK.

Similarly, the behavioral services quality also has strong and significant correlation with different constructs. The analysis suggested that 1 behavioral services quality has significant correlation with other dimensions of consumer based brand equity, and 2 behavioral services quality has strong positive correlation with customer services (0.773) and brand loyalty (0.878). These results shown that the H2 regarding relationship between behavioral services quality and customer satisfaction has been accepted. In other words, there is significant positive correlation between behavioral services quality and customer satisfaction.

The analysis also suggested that Ideal self-congruence has significant correlation with all other constructs. Based on analysis conducted above, it is identified that H3 regarding significant relationship between ideal self-congruence and customer satisfaction is found accepted. In other words, the ideal self-congruence has significant positive correlation with the consumer satisfaction. The analysis also identified that 1 ideal self-congruence has significant positive correlation with all other constructs of consumer based brand equity and 2 ideal self congruence has significant positive correlation with consumer satisfaction (0.846) and brand loyalty (0.897).

The analysis identified and suggested that brand identification has significant correlation with all other constructs. Based on analysis conducted above, it is identified that H4 regarding significant relationship between brand identification and customer satisfaction is found accepted. In other words, the

brand identification has statistically significant positive correlation with the consumer satisfaction. The analysis also identified that 1 brand identification has statistically significant positive correlation with all other components of consumer based brand equity and 2-brand identification has significant positive correlation with consumer satisfaction (0.773) and brand loyalty (0.878).

Similarly, the life cycle congruence also has strong and significant correlation with different constructs. The analysis suggested that 1 life cycle congruence has significant correlation with other dimensions of consumer based brand equity, and 2 life cycle congruence has strong positive correlation with customer services (0.893) and brand loyalty (0.625). These results shown that the H5 regarding relationship between life cycle congruence and customer satisfaction has been accepted. In other words, there is significant positive correlation between life cycle congruence and customer satisfaction.

Finally, the analysis identified that the customer satisfaction has significant correlation with different aspects and dimensions, identified for consumer based brand equity and with the loyalty to brand. Based on the analysis, the hypothesis H6 regarding significant relationship between customer satisfaction and brand loyalty is supported i.e. significant at 1% and 5% level of significance. The correlation coefficient 'r' between customer satisfaction and brand loyalty is showing value of (0.851) i.e. significant.

4.3   Description of results for five dimensions of consumer based brand equity

This section of subject study is aimed to describe five dimensions of consumer based brand equity based on the data collected from respondents. The description is based on the descriptive statistics, calculated based on collected data. For instance, the physical quality of selected brand by the respondents is measured through 5 statements and described based on collective score. Highest score of physical quality section was 25 (5*5) while minimum score was 5 (1*5). Respondents with score from 16 to 25 were reporting high physical quality of their selected brand. Similarly, the score from 11 to 15 shown moderate physical services quality while total score of 10 and less shown poor physical quality

of selected brand. The frequency distribution for physical quality is summarized in table and figure below.

TABLE 4. Frequency distribution of responses to physical services quality

Categories	Score	Frequencies	%age
High Physical Services Quality	16 to 25	185	74.00%
Moderate Physical Services Quality	11 to 15	44	17.60%
Poor Physical Services Quality	5 to 10	21	8.40%
Total		250	100.00%

The analysis above is showing that 74 per cent of respondents reported that their selected brand has high physical services quality while 18 per cent shown moderate physical services quality. Remaining 8 per cent respondents reported poor physical services quality of their selected brands.
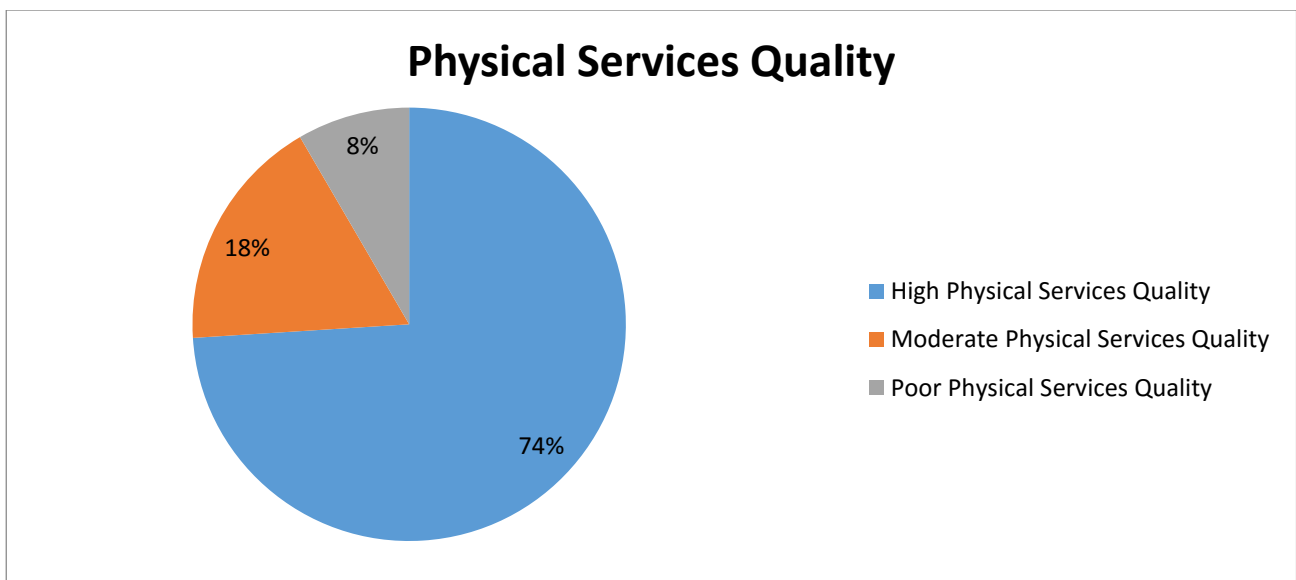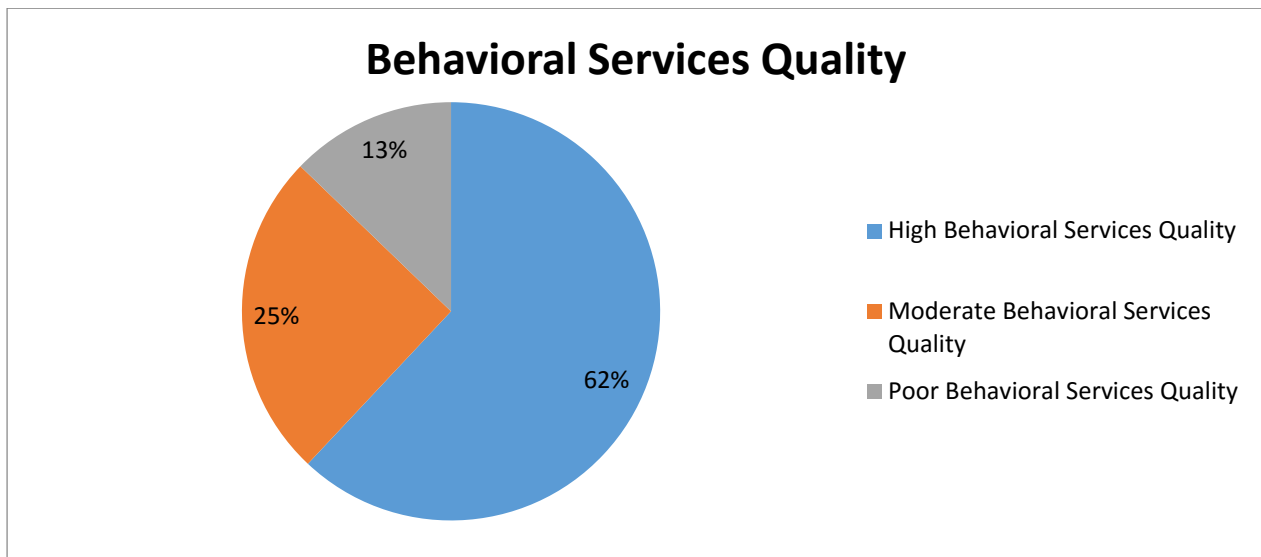

GRAPH 1. Physical services quality

4.3.1 Behavioural services quality

The behavioural services quality dimension of consumer based brand equity was measured through 6 different statements. The responses were measured based on 5 point Likert scale therefore the total score of behavioural services quality was 30 (5*6) while minimum score of this section was 6 (6*1). The behavioural services quality was measured based on accumulative score of respondents and categorized into three categories i.e. high behavioural services quality (total score from 19 to 30), moderate behavioural services quality (total score from 13 to 18), and poor behavioural services quality (total score from 6 to 12). Responses are summarized in table 5 and figure below.

TABLE 5. Frequency distribution of responses to behavioural services quality

Categories	Score	Frequencies	%Age
High Behavioral Services Quality	16 to 25	155	62.00%
Moderate Behavioral Services Quality	11 to 15	63	25.20%
Poor Behavioral Services Quality	5 to 10	32	12.80%
Total		250	100.00%

The analysis above is showing that 62 per cent individuals reported their brands having high behavioural services quality while 25 per cent had moderate behavioural services quality. Similarly, remaining 13 per cent respondents responded that their selected brands have poor behavioural services quality.

Behavioral Services Quality

- High Behavioral Services Quality
- Moderate Behavioral Services Quality
- Poor Behavioral Services Quality

GRAPH 2. Behavioural services quality

4.3.2 Ideal self congruence

Third identified dimension of consumer based brand equity was ideal self-congruence. The ideal self-congruence associated with selected brands among restaurants and hotel industry of UK was assessed based on four statements, measured on 5 points Likert scale. The results are viewed and interpreted on accumulative score, showing whether the selected brand has high ideal self-congruence, moderate or poor ideal self-congruence. For this purpose, the accumulative score was calculated, which has highest value of 20 (4*5) while having minimum total score of 4 (1*4). The results have been shown in table 6 and figure below.

TABLE 6. Frequency distribution of accumulative responses for ideal self-congruence

Categories	Score	Frequencies	%age
High Ideal Self Congruence	13 to 20	210	84.00%
Moderate Ideal Self Congruence	9 to 12	25	10.00%
Poor Ideal Self Congruence	4 to 8	15	6.00%
Total		250	100.00%

Respondents with accumulative score from 13 to 20 were categorized as experiencing high Ideal Self Congruence. The respondents having accumulative score from 9 to 12 have moderate level of ideal self-congruence while the respondents with accumulative score below 9 were categorised with poor ideal Self Congruence.
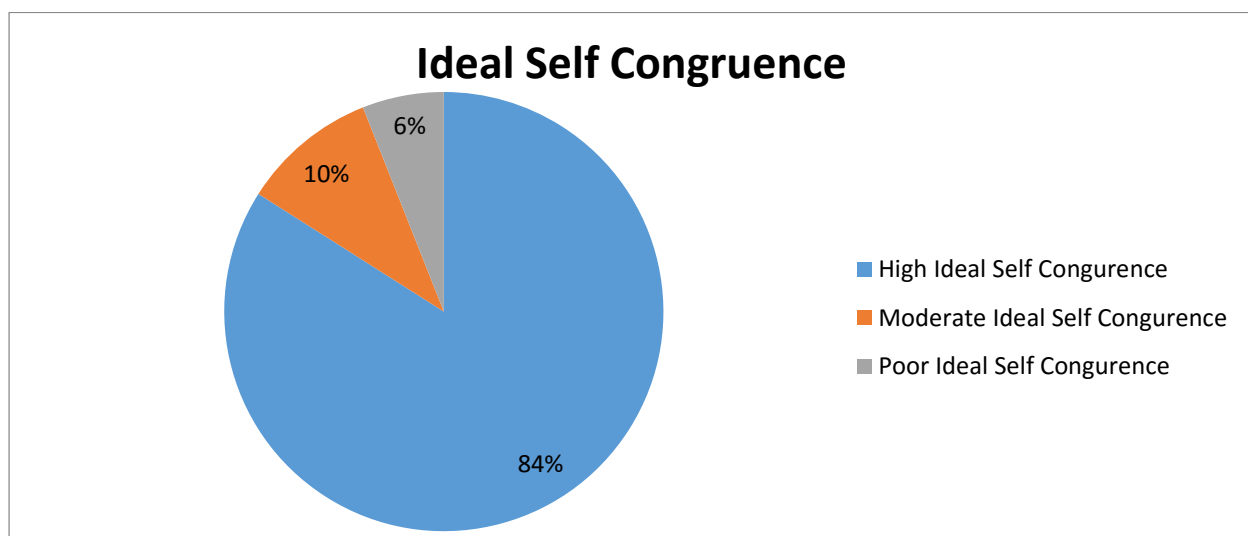
GRAPH 3. Ideal self-congruence

The analysis above is showing that 84% of respondents have experienced high level of ideal self congruence while 10 per cent respondents were experiencing moderate ideal self congruence. Remaining 6 per cent respondents reported that they have had experienced low level ideal self-congruence.
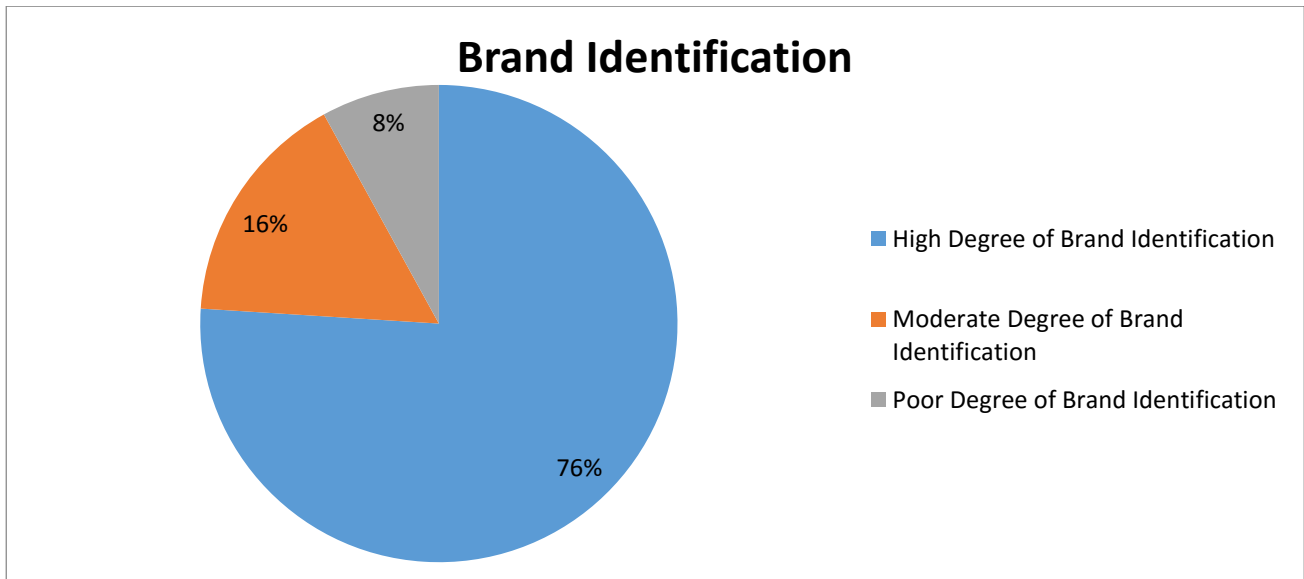
4.3.3 Brand identification

Brand identification was assessed among respondents based on 5 different statements related to brands, they use and prefer over others. These responses were measured on 5 point Likert scale i.e. from 1 for strongly disagreed to 5 for strongly agreed. Results are interpreted based on accumulative score of responses by the respondents. Results of analysis are summarized in table 7 below.

TABLE 7. Accumulative responses for brand identification

Categories	Score	Frequencies	%Age
High Degree of Brand Identification	16 to 25	190	76.00%
Moderate Degree of Brand Identification	11 to 15	40	16.00%
Poor Degree of Brand Identification	5 to 10	20	8.00%
Total		250	100.00%

On the basis of accumulative responses, three categories of brand identification were formulated i.e. respondents having high brand identification had score from 16 to 25. Similarly, the respondents having accumulative score from 11 to 15 were categorized as respondents with moderate brand identification while respondents with accumulative score below 11 were found with low brand identification. The frequency distribution above is showing that 76 per cent respondents were having strong brand identification while 16 per cent of total respondents were having moderate brand identification. Finally, 8 percent of respondents have low brand identification.

GRAPH 4. Brand identification

4.3.4 Life style congruence

Life style congruence among respondents was measured through four different statements, measured based on the 5 point Likert Scale and responses were considered and categorized on basis of accumulative score of these respondents. Accumulative score was categorized into three major categories including high life style congruence, moderate life cycle congruence and low life cycle congruence. Responses and accumulative score are summarized in frequency table below.

TABLE 8. Accumulative responses of life style congruence

Categories	Score	Frequencies	%age
High Degree of Life Style Congruence	13 to 20	205	82.00%
Moderate Degree of Life Style Congruence	9 to 12	35	14.00%
Poor Degree of Life Style Congruence	4 to 8	10	4.00%
Total		250	100.00%

As mentioned, the respondents were categorized into three categories based on their accumulative score, the respondents having accumulative score from 13 to 20 were found with high level life style congruence. The respondents having accumulative score from 9 to 12 were found with moderate level life cycle congruence. Finally, respondents with accumulative score less than 9 were found those having low life style congruence.
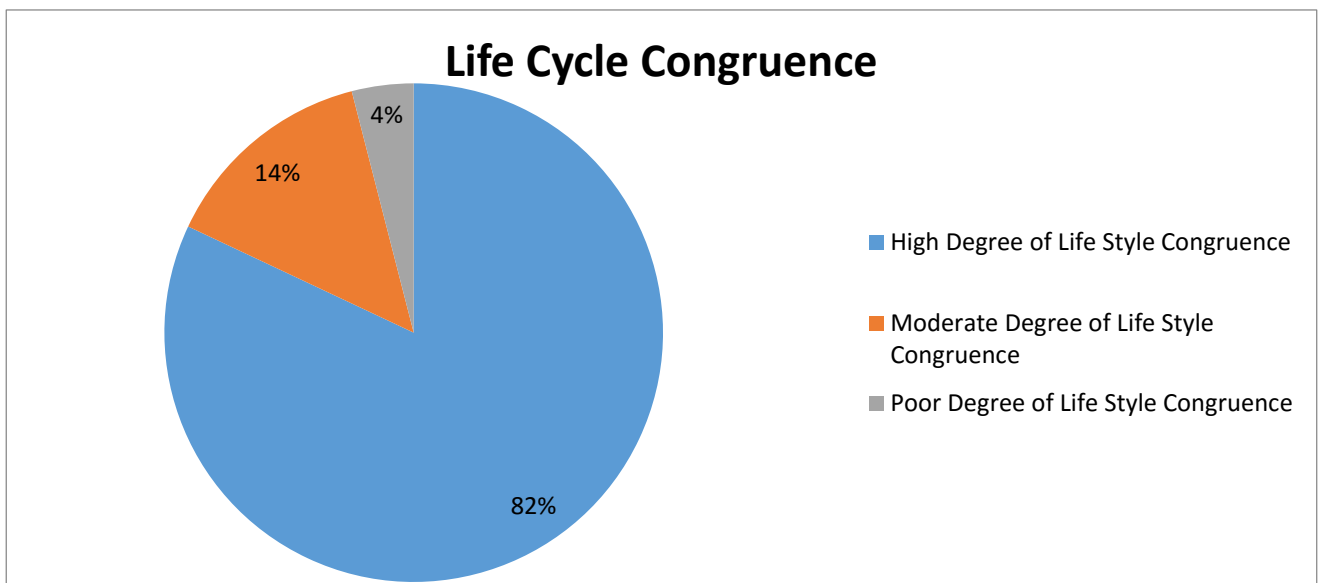
GRAPH 5. Life cycle congruence

The analysis above is suggesting that 82 per cent of respondents have high level of life cycle congruence. Similarly, 14 per cent respondents have moderate life cycle congruence. Finally, 4% of respondents have low level of life cycle congruence.
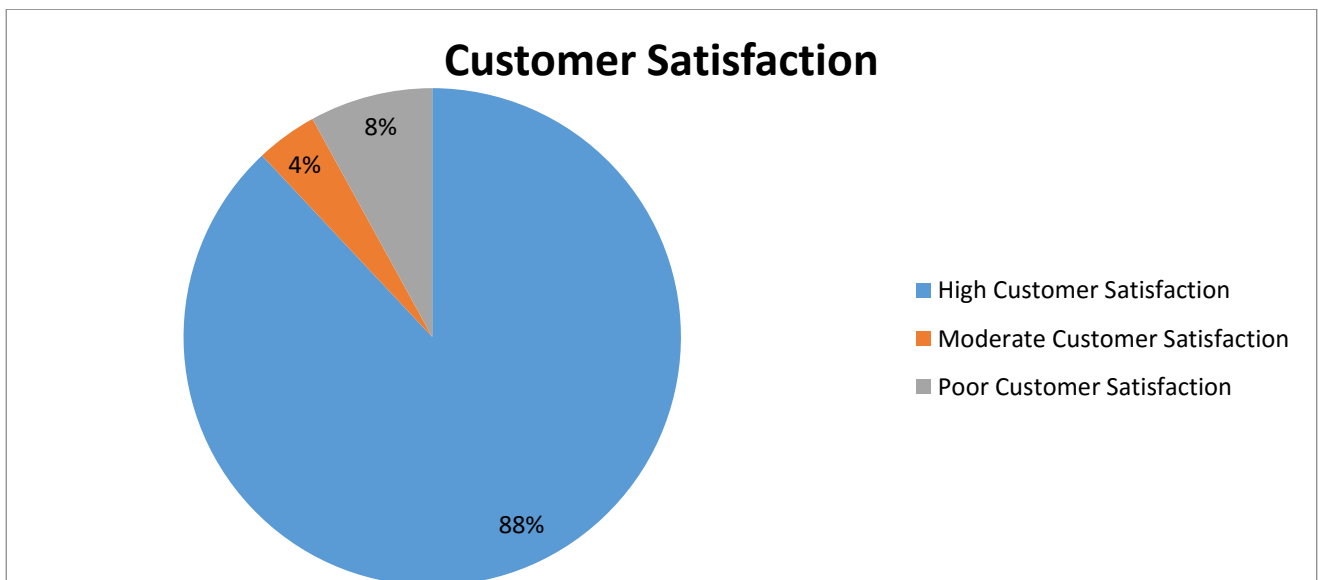
4.3.5   Customer satisfaction

Customer satisfaction among consumers or respondents was assessed through structured questionnaire comprised of 4 different statements, measured through 5 point Likert scale. Responses to individual

statement were accumulated for every respondent to identify level of satisfaction with selected brand. These responses for individual statement were accumulated for every individual and developed frequency distribution showing number of respondents in each of the developed category of satisfaction. The analysis conducted and results derived, are summarized as under.

TABLE 9. Customer satisfaction

Categories	Score	Frequencies	%Age
High Customer Satisfaction	13 to 20	220	88.00%
Moderate Customer Satisfaction	9 to 12	10	4.00%
Poor Customer Satisfaction	4 to 8	20	8.00%
Total		250	100.00%

Respondents having accumulative score on customer satisfaction section of questionnaire from 13 to 20 were categorized as highly satisfied customers with their selected brands. Similarly, the respondents with accumulative score from 9 to 12 were categorized as customers with moderate level of satisfaction with their selected brands and finally, the respondents having accumulative score below 9 were found those having low level of satisfaction with their selected brands.

GRAPH 6. Customer satisfaction

The analysis conducted above is showing that 88 per cent of respondents were highly satisfied with their selected brands. Similarly, 8 per cent of respondents were found with moderate level of satisfaction with their selected brands while remaining 4 per cent respondents were found unsatisfied or poorly satisfied with their selected brands, their products and services and other related aspects.
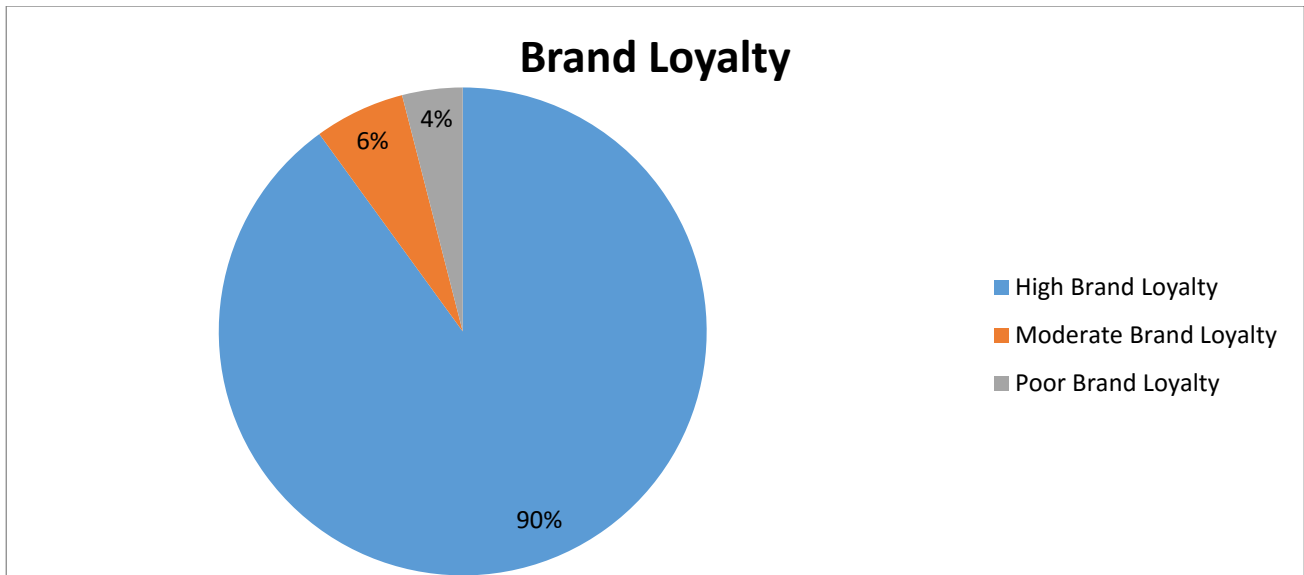
4.3.6 Brand loyalty

Brand loyalty among the consumers was assessed through structured questionnaire and was aimed to identify the degree to which respondents were loyal with particular brands, they are using them. The brand loyalty section of questionnaire was comprised of 6 different statements, measured on the basis of 5 point Likert scale i.e. 1 for strong disagreed with statement to 5 for strongly agreed. The responses and accumulative scores in accordance with developed categories are summarized as under.

TABLE 10. Frequency distribution for brand loyalty

Categories	Score	Frequencies	%Age
High Brand Loyalty	19 to 30	225	90.00%
Moderate Brand Loyalty	13 to 18	15	6.00%
Poor Brand Loyalty	6 to 12	10	4.00%
Total		250	100.00%

As mentioned, the brand loyalty is assessed based on 6 different statements and responses of respondents were accumulated to find out total score and based on total score of respondents, they were categorized into three categories i.e. the respondents with accumulative score from 19 to 30 were those having strong brand loyalty, respondents with accumulative score of 13 to 18 were found those having

moderate customer loyalty and finally, the respondents with accumulative score less than 13 were those, having low brand loyalty with their selected brands.

GRAPH 7. Brand loyalty

The analysis above has shown that 90 per cent of respondents were those, highly satisfied with their selected brands. Similarly, 6 per cent of respondents were found having moderate level of brand loyalty while remaining 4 per cent respondents were not loyal or have poor loyalty with brands they were using.

4.4   Relationship between consumers based brand equity and consumers satisfaction level

The relationship between consumer based brand equity and the customer satisfaction was determined based on descriptive statistics and for this purpose, cross tabulation approach was used. The cross-tabs were developed to identify the individual having high level perception about physical services quality and are highly satisfied. The table below is showing relationship between physical services quality and customer satisfaction.

The analysis is showing that there was 177 respondents reported high level services quality and were highly satisfied. Similarly, the only 11 respondents were there who reported low physical services quality and were unsatisfied with services and products of their selected brands. This shows that there is significant positive relationship between physical services quality and customer satisfaction among consumers of hotel and restaurant industry of UK.

TABLE 11. Relationship between physical services quality and customer satisfaction

CS / PSQ	High	Moderate	Low	Total
High	177	33	10	220
Moderate	3	7	0	10
Low	5	4	11	20
Total	185	44	21	250

The table 12 is showing that there were 145 respondents who have reported high level behavioural services quality of their selected brand and were satisfied highly. Similarly, just 10 respondents reported high behavioural services quality and were found unsatisfied. Similarly, there were 5 respondents who reported poor behavioural services quality of their selected brand and were found highly satisfied. This shows that there is significant positive relationship between firm's behavioural services quality and satisfaction level of consumers.

TABLE 12. Relationship between behavioural services quality and customer satisfaction

CS / PSQ	High	Moderate	Low	Total
High	145	5	5	155
Moderate	30	25	8	63
Low	10	14	8	32
Total	185	44	21	250

The table 13 is showing that there were 180 respondents who reported high-level ideal self-congruence and were highly satisfied with their selected brands. Similarly, there were just 3 respondents, reported high level ideal self congruence and were unsatisfied while just 5 respondents reported low ideal self congruence and were highly satisfied. This shows significant positive correlation between ideal self-congruence and customers' level of satisfaction.

TABLE 13. Relationship between ideal self-congruence and customer satisfaction

CS / PSQ	High	Moderate	Low	Total
High	180	25	5	210
Moderate	2	10	13	25
Low	3	9	3	15
Total	185	44	21	250

The table 14 is showing relationship between brand identification and customer satisfaction and it is clear from the table above that there were 180 respondents reported strong brand identification of their selected brand and were found highly satisfied. Similarly, just 3 respondents were found unsatisfied while reporting high level of brand identification while 5 respondents reported low level brand identification of their selected brand and were highly satisfied. This shows the significant positive relationship between brand identification and customers' level of satisfaction.

TABLE 14. Relationship between brand identification and customer satisfaction

CS / PSQ	High	Moderate	Low	Total
High	180	5	5	190
Moderate	2	25	13	40
Low	3	14	3	20
Total	185	44	21	250

The table 15 is showing the relationship between life cycle congruence and the customer satisfaction and it is found that 180 respondents reported high-level life cycle congruence with their selected brands and were found highly satisfied. Only 10 respondents reported low life cycle congruence and were highly satisfied and just 3 respondents reported high level life cycle congruence and were unsatisfied with their selected brands. This shows significant positive relationship between life cycle congruence and customers' satisfaction.

TABLE 15. Relationship between life cycle congruence and customer satisfaction

CS / PSQ	High	Moderate	Low	Total
High	180	15	10	205
Moderate	2	25	8	35
Low	3	4	3	10
Total	185	44	21	250

Based on analysis conducted above, it is found that all the five dimensions of consumer based brand equity are significantly positively correlated with the satisfaction level of consumers. In other words, there is significant positive correlation between physical services quality, behavioural services quality, brand identification, life cycle congruence, and ideal self-congruence and the customer level among hotel and restaurant industry of UK.

4.5 Relationship between brand equity and satisfaction level of brand loyalty

This section is aimed to identify the relationship between brand equity, level of consumer's satisfaction and brand loyalty. This section, therefore identified the relationship between consumer satisfaction and brand loyalty, based on descriptive statistics and cross tabulation.

Table 16 is showing the relationship between consumer satisfaction and brand loyalty and it is found that 180 respondents reported high level brand loyalty and were highly satisfied with their selected brands. Just 3 respondents were loyal with their selected brands even having low-level satisfaction while 10 respondents were no loyal with their selected brands even having high satisfaction level. This shows high and significant positive relationship between consumer satisfaction and the brand loyalty among consumers of hotel and restaurant industry of UK.

TABLE 16. Relationship between consumer satisfaction and brand loyalty

CS / BL	High	Moderate	Low	Total
High	180	35	10	225
Moderate	2	5	8	15
Low	3	4	3	10
Total	185	44	21	250

Based on the analysis conducted above, it is found that all the five dimensions have significant positive relationship with the level of consumer's satisfaction and consumer satisfaction has significant positive relationship with brand loyalty. This implies that there is significant positive relationship between all the five dimensions of consumer based brand equity and the brand loyalty. The results therefore have shown that the individual with highly level ideal self-congruence is loyal with particular brand. Similarly, the individual reporting highly level ideal self-congruence and high behavioural congruence is loyal with particular brand. Finally, the individuals with high level brand identification and life cycle congruence are also highly loyal with particular brand.

5 CONCLUSIONS AND RECOMMENDATIONS

This study was aimed to identify and investigate the relationship between consumer based brand equity and customers loyalty with mediating effect of customer satisfaction and for this purpose, the hotel and restaurant industry of UK. The results of study have contributed to the growing body of knowledge and literature on the brand loyalty and consumer based brand equity in two ways. Firstly, based on researches conducted previously the parsimonious model for brand equity is formulated and tested for restaurant and hotel industry. The results of this model test suggested that life-style congruence, brand identification, ideal self-congruence, staff behavior and physical quality are the key dimensions and components of consumer based brand equity. These dimensions captured two different aspects of consumer based brand equity i.e. behavioral dimension and physical dimension captured functional aspects while the ideal self congruence, life style congruence and brand identification captured the symbolic aspects of brand equity.

The study by investigating the impact of life style congruence on consumer based brand equity has extended the symbolic meaning of already developed consumer based brand equity model by Aaker. In addition, the study also suggested that brand identification; self-congruence and life style congruence have positive impact on consumer based brand equity. Therefore, consumers are intended to visit and recommend brands with service dominance specifically for their functional values as well as for their symbolic values, estimated through self-congruence, life style congruence and brand identification. This study, therefore delineates how meaningful and deep relationship can be developed between consumers and brands through symbolic consumption.

Thus, the findings of this study are consistent with the findings of previously conducted studies (Sirgy 1982; Ekinci et al. 2008; Graeff 1996). Additionally, this research study also has extended the brand equity model developed by adding and incorporating life style congruence (Aaker 1991). Secondly, the study also has contributed to the existing body of literature and knowledge by examining the impact of consumer's satisfaction in determining the brand loyalty among consumers of hotel and restaurant industry of UK.

Previously conducted studies, although suggested that brand equity has direct impact on consumer based brand equity while this empirically set study is the first, examined the mediating role of consumer satisfaction on identified relationship between consumer based brand equity and the brand loy-

alty with specific reference to the restaurant and hotel industry of UK. The results of analysis suggested that consumer satisfaction specifically mediating the impact of consumer based brand equity on brand loyalty, therefore supporting the importance of consumer satisfaction with the brand experience (Cai & Hobson 2004). Finally, the study has also confirmed that consumer's satisfaction is depending on symbolic benefits i.e. excitement, fun and fantasy, and functional benefits i.e. competence of service employee, attractiveness of décor and others. This study therefore has supported the previously conducted studies by confirming their results which suggested that consumer's satisfaction is precursor and crucial aspects, must be considered for successful development of brand image and brand marketing campaigns.

Self congruence, as identified has positive impact on consumer's brand loyalty therefore the hotel and restaurant industry should identify and study the personality characteristics of their brands from the view point of consumers and develop the brand image, matching with the ideal self-concept of consumers. As identified, the consumers are choosing particular restaurant and hotel beyond satisfaction of their immediate needs, the brand personality must be used in order to position the restaurant and hotel brands in competitive markets. For instance, the brands of hotel and restaurants are found to have sophisticated, friendly, and upper class type traits of personality, the campaigns for marketing should be developed and designed to promote these features and characteristics.

The findings of analysis conducted for brand identification and self congruence suggested that consumers are motivated in order to differentiate themselves by considering their brand experiences. Brand experience, therefore should be customized, supporting the individualism of customers and their distinctiveness in order to stimulate the loyalty among consumers to particular brand. Some of such marketing tactics have been applied successfully among the hotels and restaurant industries for instance the Wyndham Hotels is encouraging its customers by displaying their personal items like family pictures and photographs in their rooms, expressing their individualism.

Application of such marketing tactics may also increase the congruence among hotel brands and the self concept. Similarly, it has also been identified that the hotels are modifying the décor and layout in hotel rooms, portraying different types of personalities like extrovert rock stars and creating the fantasy based consumption. Due to such experience, consumers would be able to experience more entertainment and fun and to each at their self-concept. The brand managers, therefore should use the tangible cues like designs, colors, celebrities, music and words as symbolic aspects of developing distinct brand image of their hotels and restaurants in order to support brand loyalty among consumers.

The self concept exists for enhancing the ego of individuals and protecting it, the brand advertisement as well as the service employee should be aimed to develop congruence with the desired self concept and to avoid from contradiction among beliefs of consumers regarding their self concept. The results of study also represented that the brand loyalty is developed by the consumers because the brand experience fits best with the social identity and lifestyle. Brand experience, therefore should empower the association of consumers or the disassociation of consumers with particular social group, aimed to strengthen brand loyalty and brand equity. In order to do this, the restaurant and hotel brands should develop and offer new products and services for instance the gym membership, vegetarian menu and gourmet foods etc., enhancing the social identity of consumers.

It is important for the brand managers that they should think strategically regarding how they can improve and strengthen identification of their brands for example by capitalizing on opportunities for networking and by organizing social events with different themes for instance conferences, wine testing, charity events and others, would match with the social identity of consumers. In addition, the lifestyles are not fixed as they continuously change throughout the life-cycle of consumers. Brand managers therefore should monitor continuously the potential and existing lifestyle of consumers in order to understand their interests and needs, developing suitable services in order to improve the brand equity.

Finally, the front line employees are playing key and important roles in development of particular brand and in delivering the brand promises therefore must be trained and provided with training so that they can develop high customer to employee interactions. The staff behavioral quality is important, should be strengthened by appropriate recruitment and training programs, specifically through the in-house training programs, promoting the brand values and should be improved through consumer based brand equity and loyalty.

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