

Linking marketing mix elements to passion-driven behavior toward a brand

Evidence from the foodservice industry

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Abstract

Purpose – This study aims to investigate the relationships among perceptions of advertising, sales promotions, brand prestige and brand love, as well as the development of passion-driven behavior among family restaurant customers. Based on the well-established framework of marketing mix elements and brand, this study proposes and tests a research model that attempts to understand the inter-relationships between the two dimensions of advertising (i.e. advertising spending and attitudes toward advertisement), two dimensions of sales promotions (i.e. monetary promotion and non-monetary promotion), brand prestige, brand love and passion-driven behavior, as well as compares local and global family restaurant brands.

Design/methodology/approach – The research model of this study was tested based on responses from 265 family restaurant customers in Korea (i.e. 105 from Outback Steak House, 78 from T.G.I. Fridays, 45 from VIPS and 37 from Ashley). Data were analyzed using frequency, reliability, confirmatory factor and correlation analyses, the structural equation modeling and multi-sample methods.

Findings – The verified model confirmed that brand prestige was significantly influenced by attitudes toward advertisement, monetary promotion and non-monetary promotion. Also, brand love was significantly affected by the amount spent on advertising, attitudes toward the advertisement and monetary promotion. Passion-driven behavior was significantly impacted by brand prestige and brand love. Lastly, the results identified that the brand origin (i.e. local and global family restaurant brands) moderated one of the hypothesized relationships (i.e. the impact of brand prestige on brand love).

Practical implications – The study suggests that a family restaurant brand manager may want to emphasize planning and developing marketing mix elements focusing on advertising and sales promotions.

Originality/value – This research illustrates the influences of the two dimensions of advertising and two types of sales promotions on brand prestige and brand love, which in turn led to passion-driven behavior from family restaurant customers.

Keywords Sales promotions, Brand love, Brand prestige, Advertisement, Passion-driven behavior

Paper type Research paper



Introduction

Traditional marketing mix elements, namely, product, place, price and promotion, are key factors for consumers to establish a relationship with a particular brand by developing brand equity (e.g. brand awareness, image and loyalty) (Buil *et al.*, 2013; Yoo *et al.*, 2000). However, one of the biggest challenges a marketer confronts is to decide on an appropriate marketing budget to achieve the strongest influences of the marketing mix elements on the

brand development. In addition, the marketer needs to determine competitive action plans or methods for how each marketing mix element should be implemented as a brand strategy (Harrington *et al.*, 2017). From a theoretical perspective, even though prior research has also investigated the effectiveness of marketing mix elements on a consumer's brand evaluation in the hospitality industry, there have been attempts to move beyond brand marketing strategies determined by a firm or marketer in predicting the customer's favorable behaviors toward the brand (Harrington *et al.*, 2017).

While the manufacturing industry has used the traditional marketing mix dimensions, and the service industry has expanded the elements by adding three new elements (i.e. physical evidence, process and people), in the world of brands, product-market and financial measures of brand dimensions have been used to analyze short- and long-term influences of marketing strategies, such as advertising and price promotions (Ataman *et al.*, 2010; Buil *et al.*, 2013). From a consumer-based brand development standpoint, Villarejo-Ramos and Sanchez-Franco (2005) and Buil *et al.* (2013) focused more on advertising spending, attitudes toward the advertisement, price promotions and non-price promotions than product, price and place (or distribution). Compared to other marketing mix elements, in the hospitality industry, marketers need to particularly develop and implement advertising and sales promotion strategies for making their brands more appealing to and understood by their target consumers (Mittal and Baker, 2002). Despite their importance, sales promotions and advertising's distinct contributions to brand development have not been researched thoroughly, and academics have highlighted the need to further investigate the influence of these two marketing elements (Buil *et al.*, 2013).

Although scholars have considered brand equity dimensions (i.e. brand awareness, perceived quality, brand associations and brand loyalty; Buil *et al.*, 2013; Yoo *et al.*, 2000) to be the determinants of continuing brand success, linking marketing elements to brand prestige and brand love provides useful perspectives on how to maintain a strong brand. This study is based on signaling theory, i.e. when a consumer uses his/her perceptions of a brand's advertising costs as cues or signals to ensure that the brand is prestigious (Baek *et al.*, 2010). Hence, the consumer recognizes intangible benefits, as well as the value of the brand through these signals (Baek *et al.*, 2010). Furthermore, Batra *et al.* (2012) focused on how marketing mix tools influence a customer's like-dislike attitudes toward a particular brand (Batra *et al.*, 2012). Positive attitudes toward the brand (or brand love) lead to positive word of mouth, forgiveness of brand failure and brand loyalty (Carroll and Ahuvia, 2006). However, the contribution of brand prestige and brand love in creating "a strong hunger-like, visceral sense of desire" (or passion-driven behavior) needs to be further investigated (Batra *et al.*, 2012, p. 13). The passion-driven behavior construct needs to be investigated in a brand consumption context not only because passion-driven consumers are more likely to do anything for the brand – acting as they would toward family and friends, but also because consumers' desire for the brand may dominate their feelings, thoughts and actions toward the brand (Albert and Merunka, 2013; Swimberghe *et al.*, 2014).

Today's trend of globalization has resulted in changes in the dietary patterns, as well as an increase in the frequency of eating out among Korean consumers (Lee *et al.*, 2006). In accordance with this trend, since the early 1990s, family restaurants have implemented several marketing strategies for developing a strong brand relationship with Korean consumers to compete against traditional Korean restaurants in the highly competitive food industry (Oh *et al.*, 2015). Utilizing this dynamic for the context of this study, the purposes of this study are:

- to shed more light on advertising by focusing on advertising spending and individuals' attitudes toward the advertisement;
- to examine the influences of two types of sales promotions (i.e. monetary and non-monetary);

- to explore the inter-relationships among brand prestige, brand love and passion-driven behavior; and
- to compare the proposed relationships in two difference scenes: local versus global restaurants.

Due to accelerated globalization, family restaurant companies have also pursued global branding strategies to reap financial benefits and expand a diverse portfolio. Due to potential differentiations across brand origin, research needs to be conducted on how specifically to best manage both local and global restaurant brands, with an emphasis on the determinants of their consumers' passion-driven behavior.

Literature review

Theoretical background

The signaling theory assumes that a product's different level of information between a consumer and a company causes consumer uncertainty about the quality of the company's service/product from an information economic standpoint (Baek *et al.*, 2010). Hence, the consumer may use a signal as one possible solution. The signal refers to "an action that the seller can take to convey information credibly about unobservable product quality to the buyer" (Rao *et al.*, 1999, p. 259). In the context of advertising, a consumer uses his/her perceptions of a brand's advertising budgets as a cue to infer the quality of the brand's product/service if there is not enough information about the quality (Baek *et al.*, 2010). Primarily, a brand of a high-quality company incurs high advertising budgets and uses advertising as a signal to claim that the brand's service or product is credible (Rao *et al.*, 1999). In addition to advertising, a successful firm uses other marketing mix elements, using the "firm's past and present marketing mix strategies and activities associated with that brand" (Erdem and Swait, 1998, p. 135). Thus, sales promotions provided by a firm can be a signal of the firm's brand because the brand symbolizes the cumulative efforts of the firm's past and present marketing activities and strategies (Baek *et al.*, 2010).

Signals of a brand echo particular symbolic meanings regarding a service or product (Rao *et al.*, 1999). The symbolic meanings can be used to represent the prestigious and emotional value of brand positioning, which are brand prestige and brand love (Batra *et al.*, 2012; Steenkamp *et al.*, 2003). Based on the notion that a brand may potentially be utilized as a signal, both brand prestige and brand love may affect a consumer's passion-driven behavior because through the signal, the consumer can increase his/her love for a particular brand, as well as enhance his/her self-worth and social status.

Marketing mix elements

According to Pappu and Quester (2008), a consumer's perceptions of a particular brand are influenced by marketing mix elements. However, the influence of marketing actions on consumers' perceptions and behaviors may vary based on the duration of the marketing mix elements' impacts (Mela *et al.*, 1997). Compared to the short-term effects of product and price, the long-term effects of advertising and sales promotion have a cumulative impact on consumers' perceptions and behaviors and can last several years (Van Waterschoot and Van den Bulte, 1992).

When under a firm's control, marketing mix elements enable a marketer to enhance consumers' positive perceptions of a brand through advertising and sales promotions (Yoo *et al.*, 2000). For example, advertising serves as a critical extrinsic cue that signals product quality and demonstrates that a company is investing in its brand, implying superior quality (Yoo *et al.*, 2000). Specifically, advertising contributes to a consumer's perceptions of

a particular brand because it helps the consumer construct the brand's image, which will become an indicator of the brand's quality (Aaker and Biel, 1993). Advertising also plays a vital role in developing and maintaining a strong brand relationship with consumers because they include specific brands in their consideration set, simplifying their brand choice, and therefore making it a habit to select a particular brand (Yoo *et al.*, 2000). In particular, a brand with a higher advertising budget creates a higher level of brand awareness and favorable perception among consumers (Yoo *et al.*, 2000). As a result, an effective advertising campaign may improve the mental picture produced by the brand, as well as consumers' attitudes toward the brand, increasing consumers' brand perception level (Buil *et al.*, 2013).

Interestingly, scholars have indicated that consumers' attitudes toward advertising also contribute to their perceptions of a particular brand (Buil *et al.*, 2013; Chi *et al.*, 2009). More specifically, advertising can be an effective way to establish a particular brand's emotional value and functional relation (Chi *et al.*, 2009). In general, the influence of advertising is dependent on its message and the method of transferring the message, as well as the number of times the advertising is seen by consumers (Armstrong *et al.*, 2014). For example, if a brand uses an innovative advertising strategy, it can attract its target consumers' attention, which in turn results in favorable brand awareness and perception (Armstrong *et al.*, 2014).

Sales promotions are short-term stimuli, which encourage consumers to try or use a service/product, thereby stimulating purchase behavior. Typically, firms have used two types of sales promotion, monetary and non-monetary (Buil *et al.*, 2013). Monetary promotion is based on utility or reduced costs, while non-monetary promotion is based on enjoyment or interests (Yi and Yoo, 2011). In other words, monetary promotion provides some benefits of utility to consumers, whereas non-monetary promotion offers enjoyment to consumers through free gifts and matches.

From a firm's perspective, monetary promotion has power in terms of short-term goals, including introduction of the products' tentative consumption and encouragement of brand change. Additionally, monetary promotion can result in market share enhancement (Reid *et al.*, 2015). However, monetary promotion cannot help a firm achieve its long-term goals because it may negatively influence the firm's reputation. Thus, non-monetary promotion has also been used to estimate long-term goals (e.g. enhancement of brand loyalty and promotion of brand image among consumers) (Yi and Yoo, 2011). In practice, non-monetary promotion can provide more excitement and value to a particular brand (Buil *et al.*, 2013; Reid *et al.*, 2015).

Brand prestige and brand love

Brand prestige is defined as a relatively high status of brand positioning (Steenkamp *et al.*, 2003). A brand's overall performance or a particular attribute can be one of the most significant criteria perceived as prestigious among consumers (Hwang and Han, 2014). Prestige is a broad concept encompassing luxury. For example, a prestigious brand can be categorized into a premium brand, upmarket brand or luxury brand according to its prestige level (Vigneron and Johnson, 1999). More specifically, a prestigious brand tends to be purchased less frequently and is viewed as being a possession of the upper class due to its relatively higher price than those of non-prestigious brands (Steenkamp *et al.*, 2003). From a psychological perspective, if a consumer purchases and possesses a prestigious brand's services/products, the consumer feels an enhancement of social image and value, referring to "the utility derived from the product's ability to enhance social self-concept" (Sweeney and Soutar, 2001, p. 211). Because a prestigious brand plays a role as a signal of social power, status or wealth, the customer is willing to accept its high price (Vigneron and Johnson,

1999). As such, it is essential in building brand prestige so that a consumer willingly pays higher prices and makes decisions to purchase and possess the items (Steenkamp *et al.*, 2003). Interestingly, if a brand has perceived high social value (or high levels of prestige) among consumers, they are more likely to purchase the products/services of the brand than those of non-prestigious brands (Hwang and Han, 2014).

Love has been considered one of the significant components of a consumer's relationship with a particular brand (Batra *et al.*, 2012). Several theories have conceptualized brand love and identified its dimensions. For example, initially, the interpersonal love theory was used by categorizing brand love into three dimensions: passion, intimacy and commitment (Sternberg, 1986). In the marketing field, the self-inclusion theory of love was used to conceptualize brand love (Aron and Aron, 1986). According to the theory, an individual needs to be part of another to feel loved. Hence, love for a particular brand is felt when it reaches real and desired levels of integration with the individual's sense of self (Albert and Merunka, 2013). Instead of referring to any specific theories of love, Carroll and Ahuvia (2006) proposed that brand love is made up of positive evaluation, attachment, passion, positive emotion and declarations of love for a particular brand. However, when a particular brand is loved by consumers, it cannot be replaced because brand love is based on a deep and enduring relationship between product and consumer (Batra *et al.*, 2012). Consumers who express brand love are likely to be biased and perceive their brand as better than other consumers' brands (Albert *et al.*, 2008).

It has been suggested that not every consumer falls in love with a brand at first sight (Langner *et al.*, 2016). Some consumers have known a brand for years before falling in love with it and have fallen in love through various interpersonal situations with it (Langner *et al.*, 2016). However, brand love may differ in its steadiness and speed among consumers, regardless of the perceived quality or ultimate duration of the relationship. Compared with consumers who have gradually developed a brand relationship, according to the tri-component theory of love, consumers experiencing love from the first moment feel a much higher degree of passion though similar degrees of commitment and intimacy (Sternberg, 1986). Furthermore, love in brand relationships has great variability, as some brands attain a stable degree very quickly, while others resemble a constant growth pattern (Fournier, 1998). Different levels of brand love likely appear in the development of the brand relationship. Thus, it has been demonstrated that brand love is associated with the relational paradigm and needs to connect with its antecedents and consequences (Albert and Merunka, 2013).

Passion-driven behavior

Passion-driven behavior reflects a need to invest resources into a particular brand, to frequently interact with the brand, and exhibits among consumers a strong desire to use the brand (Batra *et al.*, 2012). Furthermore, passion-driven consumers have invested high levels of energy, money and time into a brand. These investments focus on the brand's importance and fuse the brand with the consumers' identity, which increases attachment to the brand (Thomson *et al.*, 2005). Thus, in practice, consumers tend to be more price-insensitive in terms of the loved brand because they expect separation anxiety if they were to lose the brand (Thomson *et al.*, 2005).

Research hypotheses development

Prior research has indicated that a high level of advertising can be a sign of a particular brand's high quality and in turn improve the brand's perceived quality (Buil *et al.*, 2013; Naik *et al.*, 2008). Furthermore, a consumer's expectation about brand quality can be

influenced by the perceived cost of the brand's advertising program (Baek *et al.*, 2010; Buil *et al.*, 2013). In other words, the level of advertising establishes the relationship between a brand's quality and price because the brand uses its special capital (e.g. advertising programs and logos) to ensure that it is permanently committed to quality. Furthermore, consumers' positive experiences are more likely to affect subsequent consumers' emotional feelings toward a brand (i.e. brand love) according to the feelings-as-information theory, which assumes that emotions, moods or bodily sensations evoked by advertising influence consumers' affective judgments (Langner *et al.*, 2016; Schwarz, 2012). More specifically, advertising serves as an incidental source of feelings that affects consumers' feelings toward its brand (Schwarz, 2012). Thus:

H1. Advertising spending positively influences brand prestige (*H1a*) and brand love (*H1b*).

H2. Attitudes toward advertisement positively influence brand prestige (*H2a*) and brand love (*H2b*).

Prior research has indicated that sales promotions can be used to develop a consumer's brand awareness and prestige and to increase the consumer's demand for the brand, in particular, when the brand is newly introduced (Buil *et al.*, 2013; Yi and Yoo, 2011). For example, tentative encouragers, samples or coupons can be used to create the consumer's initial tendency (Ataman *et al.*, 2010). Furthermore, Lee (2002) investigated the influence of non-price promotions on creating interest in a particular brand and convincing customers to transfer their attention. Sales promotions may raise a consumer's mental image of a particular brand and generate attraction toward and love for the brand (Manzur *et al.*, 2011). The feelings-as-information theory can also be applied to the influence of sales promotion on brand love. Consumers' positive experience regarding sales promotion may be integral to their emotional brand evaluation, which establishes and maintains brand love relationships (Schwarz, 2012). Thus:

H3. Monetary promotion positively influences brand prestige (*H3a*) and brand love (*H3b*).

H4. Non-monetary promotion positively influences brand prestige (*H4a*) and brand love (*H4b*).

A consumer pursuing prestige is more likely to exhibit long-term-oriented behaviors toward a certain brand and express hihe/sher distinctive image by experiencing the prestigious brand (Hwang and Han, 2014). Alden *et al.* (1999) also indicated that a consumer seeking a prestigious brand tends to behave more favorably toward prestigious brands to connect hihe/sher self-concept to social value and image. The image congruence results in the formation of the consumer's positive emotion and passion-driven behavior toward a particular brand (Batra *et al.*, 2012). Wong and Zhou (2005) empirically investigated the influence of brand prestige on brand loyalty, emphasizing both conspicuous and inconspicuous products. Thus:

H5. Brand prestige positively influences brand love (*H5a*) and passion-driven behavior (*H5b*).

Brand love influences a consumer's passion-driven behaviors, such as willingness to invest energy, time and other resources, and a passionate desire to experience a particular brand (Batra *et al.*, 2012). A consumer who feels love for a particular brand is more likely to talk

positively about the brand and experience it through identity construction (Batra *et al.*, 2012; Carroll and Ahuvia, 2006). In addition, the more consumers value a particular brand, the more likely they are to invest money (Aaker and Biel, 1993). This is due to the fact that the loss of the loved brand may be costly in the form of anxiety and distress (Thomson *et al.*, 2005). Consumers value and perceive a loved brand as unique (Albert *et al.*, 2008). Thus, consumers will invest more money, time and other resources in the brand because they want to continue to benefit from positive emotions connected to the loved brand:

H6. Brand love has a positive influence on passion-driven behavior.

In considering the inter-relationships among brand prestige, brand love and passion-driven behavior, it is predicted that the hypothesized relationships might be moderated by a brand's origin. The country of origin might result in associations in a consumer's mind, and the association could affect brand equity dimensions of a brand from a particular country (Pappu *et al.*, 2006). Moreover, international brand names could be a clear signal of their country of origin to target customers. Thus, the moderating role of brand origin needs to be supported in the signaling theory. Restaurants consist of various symbolic and physical attributes, and consumers regard the country of origin as an extrinsic cue when evaluating a brand (Lu and Xiong, 2004). Brand origin enables customers to make an inference about brand quality (i.e. brand prestige) and influences their beliefs about and emotion toward brand attributes (i.e. brand love) (Lu and Xiong, 2004). For example, consumers with a preference for a local restaurant brand tend to have more favorable perceptions and behaviors toward the brand by acknowledging its high level of quality and emotional value (Kumar *et al.*, 2009). Based on the signaling theory and the above discussion, the following hypotheses are proposed:

H7. Brand origin moderates the relationship between brand prestige and brand love (*H7a*), brand prestige and passion-driven behavior (*H7b*) and brand love and passion-driven behavior (*H7c*).

Method

Sample and data collection

This study chose a Korean family restaurant segment as the research setting. Currently, there are four dominant players in the family restaurant industry in South Korea: Outback Steak House and T.G.I. Fridays, representing global brands, and VIPS and Ashley, representing local brands. It is important to note Koreans' perception of family restaurants because this study considers brand prestige one of the core variables for strong brand development. More specifically, Korean consumers tend to be concerned with brand names when making a decision, because in Korea, brands are viewed as representative of consumers, often indicating the social status of an individual (Santander Trade Portal, 2016). In addition, because Korean consumers tend to perceive family restaurants as associated with Western culture, they tend to consider family restaurants as upscale (Santander Trade Portal, 2016). According to the National Restaurant Association (NRA), family restaurants are categorized as quick service, mid-scale or upscale. Upscale family restaurants offer a wider range of food and menu choices and have a fancier dining atmosphere than the other categories. Family restaurants in Korea provide very formal services similar to those of first-class hotels (Lee *et al.*, 2006).

This study sampled customers of the four family restaurant brands, which have been well recognized by customers as representatives of popular branded family restaurants in South Korea. Data collection was conducted between September and October of 2015 in

Seoul, South Korea. Well-trained graduate students visited family restaurants and asked restaurant managers to help with this study and survey. The surveys were conducted while the customers were waiting for their checks to ensure the participants had an appropriate brand experience. While one of the customers at the table filled out the survey questionnaire, desserts, beverages or discount coupons were given as a reward to avoid non-response bias. The survey was offered only after confirming the potential participant had watched the family restaurant's advertisement and used sales promotions before. Among the 300 responses received, 35 responses were deleted for excessive missing data that could bias the findings. Thus, a total of 265 responses were used for data analysis (i.e. 105 from Outback Steak House, 78 from T.G.I. Fridays, 45 from VIPS and 37 from Ashley). The minimum number of the sample size is 150 when the model has seven constructs or fewer, no under-identified constructs and modest communalities (Hair *et al.*, 1998). Thus, the sample size was judged to be adequate.

Measures

Each latent variable was measured with multiple items which were validated in prior research. All items were measured on a seven-point Likert-type scale anchored by "1 = strongly disagree" to "7 = strongly agree". As consumers might not have enough knowledge of actual marketing efforts, the measurements of marketing mix elements have relied on perceived marketing efforts (Buil *et al.*, 2013; Yoo *et al.*, 2000). Marketing mix elements were measured with four dimensions of Buil *et al.*'s (2013) study, including advertising spending (consumers' perceptions of high advertising spending), attitudes toward advertisement (consumers' perceptions of advertising as creative, original and different from other competing brands), monetary promotion (direct discounts and coupons) and non-monetary promotion (free gifts, free samples, sweepstakes and contests). The respective items within the marketing mix elements construct selected for this research were tested in a brand context and have addressed high levels of validity as well as reliability (see Buil *et al.*'s study). Also, the items are basic in content and highly adaptable to this research context. Brand prestige was measured with three items from Baek *et al.*'s (2010) study. Brand love was measured with ten items from Carroll and Ahuvia's (2006) study. Passion-driven behavior was measured with four items adopted from Batra *et al.*'s (2012) study, reflecting a decision to invest resources into the brand and a history of having done so.

Results

Sample characteristics

As shown in Table I, the participants were 54.3 per cent female and 45.7 per cent male. Age group was as follows: 42.3 per cent were 18-29, 34.3 per cent were in their 30s and 18.5 per cent were in their 40s. Regarding education, 41.5 per cent had four-year university degrees, followed by two-year college graduates (21.9 per cent), high-school graduates (21.9 per cent) and postgraduate degrees (12.5 per cent). The annual household income varied: 43.8 per cent noted US\$50,000-US\$59,999, 32.8 per cent reported less than US\$49,999 and 11.3 per cent had an income of US\$60,000-US\$69,999. In addition to the socio-demographic characteristics, participants' number of companions at the restaurant, dining companions, money spent at the restaurant and frequency of visit to the restaurant per a month are presented in Table I.

Measurement model

All measures used in the survey were subjected to reliability and validity analyses with SPSS 24.0 and AMOS 24.0. This study used Cronbach's α coefficients to assess reliability,

Variables (N = 265)	Characteristics	Frequency
Gender	Male	121 (45.7%)
	Female	144 (54.3%)
Age	18-29	112 (42.3%)
	30-39	91 (34.3%)
	40-49	49 (18.5%)
	50-59	13 (4.9%)
	High school	58 (21.9%)
Education	two-year college	62 (23.4%)
	four-year university	110 (41.5%)
	Graduate school	33 (12.5%)
	Less than US\$49,999	87 (32.8%)
Annual household income (Unit: US dollars%)	US\$50,000-US\$59,999	116 (43.8%)
	US\$60,000-US\$69,999	30 (11.3%)
	US\$70,000-US\$79,999	13 (5.0%)
	US\$80,000 or above	16 (6.0%)
	Missing	3
Number of customers at the table	1-2	82 (31.0%)
	3-4	158 (59.6%)
	5 or above	25 (9.4%)
	Friend	92 (34.7%)
Dining companions	Fiancée	64 (24.2%)
	Family	85 (32.1%)
	Colleague	22 (8.3%)
	Other	2 (0.8%)
	Money spent at the restaurant (Unit: US dollars%)	Less than US\$14.99
US\$15.00-US\$24.99		70 (26.4%)
US\$25.00-US\$34.99		63 (23.8%)
US\$35.00-US\$44.99		61 (23.0%)
US\$45.00 or above		43 (16.2%)
Number of visits to the restaurant per month	1-3 times	108 (40.8%)
	4-6 times	97 (36.6%)
	7-9 times	16 (6.0%)
	10 times or above	44 (16.6%)

Table I.
Demographic
characteristics

ranging from 0.898 to 0.970. The recommended acceptable coefficient should exceed 0.70 (Nunnally and Bernstein, 1994). To test validity, then, confirmatory factor analysis (CFA) was conducted with all measures (Anderson and Gerbing, 1992). Six items with factor loadings lower than 0.50 were deleted for further analyses to achieve acceptable levels of discriminant and convergent validity.

As shown in Table II, the measurement model from CFA suggests generally acceptable good fits: $\chi^2 = 553.131$, $df = 209$ ($\chi^2/df = 2.647$), $p < 0.001$, GFI = 0.852, AGFI = 0.804, RMSEA = 0.079, NFI = 0.927, CFI = 0.953 (Hair et al., 1998). After the procedure of purifying the measures, all standardized factor loadings exceeded 0.50 ($p < 0.01$), which signified evidence of convergent validity. To test discriminant validity, the proportion of variance extracted (AVE) in each construct was compared to the square of its coefficients representing its correlations with other constructs (Fornell and Larcker, 1981). The AVEs in each latent variable exceeded the respective squared correlation estimate, satisfying an acceptable level of discriminant validity (see Table III).

Lastly, this study used Harman's one-factor test to test common method bias (CMB) (Podsakoff and Organ, 1986). For the test, this study compared the χ^2 and df of the proposed model consisting of multi-dimensions against the χ^2 and df of a single-factor model. If the

Constructs and variables	Standardized loading	t-value	Marketing mix elements
<i>Advertising spending ($\alpha = 0.898$)</i>			
This brand is intensively advertised	0.778	Fixed	3049
This brand seems to spend a lot on its advertising compared to advertising for competing other brands	0.916	16.662	
The advertisements for this brand are frequently shown	0.909	16.526	
<i>Attitudes toward advertisement ($\alpha = 0.970$)</i>			
The advertisements for this brand are creative	0.968	Fixed	3049
The advertisements for this brand are original	0.974	44.023	
The advertisements for this brand are different from the advertisements for competing other brands	0.927	33.096	
<i>Monetary promotion ($\alpha = 0.946$)</i>			
This brand frequently offers price discounts	0.946	Fixed	3049
This brand often uses price discounts	0.892	25.165	
This brand uses price discounts more frequently than competing other bands	0.935	29.187	
<i>Non-monetary promotion ($\alpha = 0.967$)</i>			
This brand frequently offers gifts	0.938	Fixed	3049
This brand often uses gifts	0.974	35.678	
This brand uses gifts more frequently than competing other brands	0.946	31.553	
<i>Brand prestige ($\alpha = 0.903$)</i>			
This brand is very prestigious	0.896	Fixed	3049
This brand has high status	0.955	24.998	
This brand is very upscale	0.769	16.215	
<i>Brand love ($\alpha = 0.947$)</i>			
This is a wonderful brand*	–	–	3049
This brand makes me feel good*	–	–	
This brand is totally awesome*	–	–	
I have special feelings about this brand*	–	–	
This brand makes me very happy	0.875	Fixed	
I love this brand	0.920	22.368	
I have particular feelings about this brand*	–	–	
This brand is a pure delight	0.908	21.716	
I am passionate about this brand*	–	–	
I am very attached to this brand	0.918	22.283	
<i>Passion-driven behavior ($\alpha = 0.927$)</i>			
I have invested a lot of time, energy or money in this brand	0.840	Fixed	3049
I am willing to spend extra time experiencing this brand	0.841	17.218	
I have been involved with this brand in past	0.928	20.467	
I have interacted a lot with this brand	0.898	19.274	

Table II.
Measurement model
from CFA

Note: *Items were deleted during the confirmatory factor analysis

χ^2 and df of the one-factor model is better than the proposed model, meaning one latent factor accounts for all constructs, it suggests evidence of CMB (Podsakoff and Organ, 1986). The one-factor model yielded $\chi^2 = 4,631.214$ with df = 230 (compared with $\chi^2 = 553.131$ and df = 209 for the seven-dimensional measurement model). The χ^2 and df of the uni-dimensional model is considerably worse than the proposed model, suggesting that CMB should not be a serious threat to the study.

Table III.
Construct
intercorrelations (Φ),
mean and standard
deviation

Constructs	1	2	3	4	5	6	7
1. Advertising spending	1						
2. Attitudes toward advertisement	0.695**	1					
3. Monetary promotion	0.427**	0.531**	1				
4. Non-monetary promotion	0.533**	0.590**	0.645**	1			
5. Brand prestige	0.266**	0.354**	0.176**	0.264**	1		
6. Brand love	0.283**	0.429**	0.384**	0.431**	0.676**	1	
7. Passion-driven behavior	0.212**	0.358**	0.186**	0.235**	0.698**	0.642**	1
Mean	4.436	4.001	3.889	3.832	5.060	4.544	4.974
SD	1.554	1.613	1.586	1.686	1.197	1.469	1.336
Composite construct reliability	0.765	0.922	0.864	0.908	0.849	0.881	0.860
AVE	0.756	0.915	0.854	0.907	0.768	0.819	0.770

Notes: ** $p < 0.01$; * $p < 0.05$

Structural model and test of hypotheses

AMOS 24.0 was used to test the proposed model with a covariance matrix. The model fit indices suggested that the model acceptably fits the data. Maximum likelihood estimates for the proposed model's parameters are given in Figure 1 and Table IV.

H1 to H4 predicted that marketing mix tools would affect brand prestige and brand love. The results showed that attitudes toward advertisement (coefficient = 0.465, t -values = 3.607, $p < 0.01$), monetary promotion (coefficient = 0.207, t -values = 2.032, $p < 0.05$) and non-

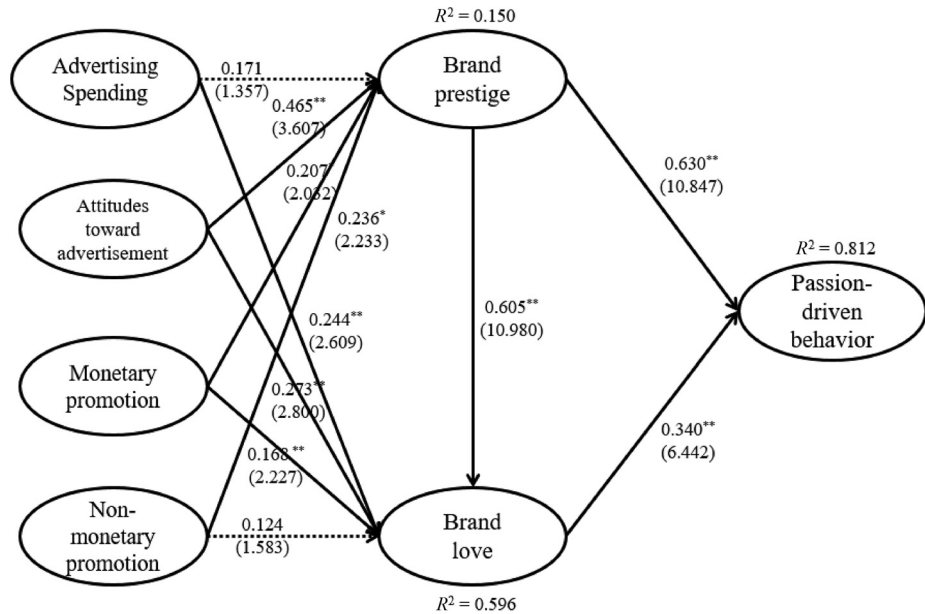


Figure 1.
Estimates of the
structural model

Notes: ** $p < 0.01$, * $p < 0.05$; standardized coefficient (t -value), solid line: significant path, dotted line: insignificant path

Path	Proposed model		Alternative model	
	Standardized estimates	<i>t</i> -value	Standardized estimates	<i>t</i> -value
<i>H1a</i> Advertising spending → Brand prestige	0.171	1.357	0.141	1.117
<i>H1b</i> Advertising spending → Brand love	0.244	2.609	0.251	2.676**
<i>H2a</i> Attitudes toward advertisement → Brand prestige	0.465	3.607**	0.434	3.363**
<i>H2b</i> Attitudes toward advertisement → Brand love	0.273	2.800**	0.281	2.885**
<i>H3a</i> Monetary promotion → Brand prestige	0.207	2.032*	0.206	2.024*
<i>H3b</i> Monetary promotion → Brand love	0.168	2.227*	0.167	2.217*
<i>H4a</i> Non-monetary promotion → Brand prestige	0.236	2.233*	0.250	2.356*
<i>H4b</i> Non-monetary promotion → Brand love	0.124	1.583	0.122	1.557
<i>H5a</i> Brand prestige → Brand love	0.605	10.980**	0.603	10.926**
<i>H5b</i> Brand prestige → Passion-driven behavior	0.630	10.847**	0.627	10.690**
<i>H6</i> Brand love → Passion-driven behavior	0.340	6.442**	0.356	6.088**
Advertising spending → Passion-driven behavior			0.197	2.742**
Attitudes toward advertisement → Passion-driven behavior			0.200	2.691**
Monetary promotion → Passion-driven behavior			0.016	0.286
Non-monetary promotion → Passion-driven behavior			0.087	1.489
Endogenous variables	<i>R</i> ²		<i>R</i> ²	
Brand prestige	0.150		0.151	
Brand love	0.596		0.595	
Passion-driven behavior	0.812		0.834	

Note: ** $p < 0.01$; * $p < 0.05$

Table IV.
Standardized
parameter estimates

monetary promotion (coefficient = 0.236, t -values = 2.233, $p < 0.05$) significantly influenced brand prestige, while advertising spending did not significantly affect brand prestige (coefficient = 0.171, t -values = 1.357, n.s.). The results also indicated that advertising spending (coefficient = 0.244, t -values = 2.609, $p < 0.01$), attitudes toward advertisement (coefficient = 0.273, t -values = 2.800, $p < 0.01$) and monetary promotion (coefficient = 0.168, t -values = 2.227, $p < 0.05$) significantly influenced brand love, whereas non-monetary promotion did not significantly affect brand love (coefficient = 0.124, t -values = 1.583, n.s.), supporting *H1* and *H4* partially, as well as *H2* and *H3*.

H5 posited that brand prestige would affect brand love and passion-driven behavior. The result showed that brand prestige significantly affected brand love (coefficient = 0.605, t -values = 10.980, $p < 0.01$) and passion-driven behavior (coefficient = 0.630, t -values = 10.847, $p < 0.01$). Thus, *H5* was supported. Lastly, *H6* postulated that brand love would influence passion-driven behavior. The result showed that brand love significantly influenced passion-driven behavior (coefficient = 0.340, t -values = 6.442, $p < 0.01$), supporting *H6*.

The direct paths from marketing mix tools to passion-driven behavior were added to investigate the mediating roles of brand prestige and brand love (Preacher and Hayes, 2008). A chi-square difference between the alternative model and the proposed model was statistically examined. The alternative model had an acceptable model fit as well: $\chi^2 = 553.131$, $df = 209$, $p < 0.001$, GFI = 0.852, AGFI = 0.804, RMSEA = 0.079, NFI = 0.927, CFI = 0.953. The standardized estimates of the alternative model are described in Table IV. The alternative model had the significant paths from advertising spending/attitudes toward advertisement to passion-driven behavior. Based on the significant chi-square difference ($\Delta\chi^2 = 16.080$, $\Delta df = 4$, $p < 0.01$) and the significant direct paths from advertising to

passion-driven behavior, brand prestige and brand love partially mediated the relationship between marketing mix tools and passion-driven behavior.

To test the moderating influence of brand origin on the interrelationships among brand prestige, brand love and passion-driven behavior (*H7*), as proposed by [Jöreskog and Sörbom \(1993\)](#), this study utilized a multi-group method using a chi-square difference test. The sample was divided into two groups based on local and global brands. The unconstrained model permitting all coefficients to vary between the two segments was evaluated by comparing it to the constrained model, where the hypothesized path coefficient was positioned to equal the two segments ([Jöreskog and Sörbom, 1993](#)). The results addressed a significant difference in the hypothesized relationships between the two segments (see [Table V](#)): brand prestige to brand love ($\Delta\chi^2_{(1)} = 4.071, p < 0.05$), thus supporting *H7* partially.

Discussion and implications

Passion-driven behavior is considered a consumer's behaviors toward a particular brand based on brand passion, the ultimate emotional connection with the brand. Thus, the consumer is more likely to be personally invested in the brand than he/she is with loved ones ([Swimberghe et al., 2014](#)). Due to the power of brand passion, a consumer's passion-driven behavior is a core element of brand success and can translate into brand loyalty. Therefore, it is important to understand and investigate the antecedents of a consumer's passion-driven behavior to develop a strong relationship between a brand and its consumers. Based on the context, the purpose of this study was to investigate the influences of a family restaurant's advertisements and sales promotions on passion-driven behavior, as well as perceptions of brand prestige and brand love among customers. According to [Keller and Lehmann \(2003\)](#) and [Buil et al. \(2013\)](#), the amount of financial investment in advertising and promotions cannot guarantee the development of a strong relationship between a brand and its consumers. Thus, this study suggested not only how to develop effective advertising strategies for a family restaurant brand, with an emphasis on their quantitative vs qualitative aspects, but also how to implement sales promotions focusing on their monetary vs non-monetary standpoints simultaneously to develop a strong brand relationship. This study also supported that brand origin played a significant moderating role in understanding the relationship between brand prestige and brand love. In sum, this study

Path	Chi-square statistic	Chi-square difference	Local brands (<i>n</i> = 82)	Global brands (<i>n</i> = 183)
			Standardized estimate (<i>t</i> -value)	
Unconstrained model	$\chi^2 = 823.119,$ df = 426	–		
Brand prestige → Brand love	$\chi^2 = 827.190,$ df = 427	$\Delta\chi^2_{(1)} = 4.071,$ $p < 0.05$	0.734 (7.749**)	0.492 (7.468**)
Brand prestige → Passion-driven behavior	$\chi^2 = 825.022,$ df = 427	$\Delta\chi^2_{(1)} = 1.883,$ n.s.	0.755 (7.882**)	0.570 (7.829**)
Brand love → Passion-driven behavior	$\chi^2 = 824.364,$ df = 427	$\Delta\chi^2_{(1)} = 1.245,$ n.s.	0.254 (3.148**)	0.369 (5.460**)

Table V.
Chi-square difference tests

Notes: ** $p < 0.01$; * $p < 0.05$; The path was constrained to be equal across the two groups

revealed the critical roles of brand prestige and brand love in generating passion-driven behavior based on the country of origin.

Theoretical implications

This study contributes to the restaurant brand literature based on the empirical findings. First, this study is the first to conceptualize and empirically analyze a research model that accounts for two dimensions of advertisement and two aspects of sales promotions in a family restaurant context. In particular, the roles of advertisement and sales promotions are significant drivers of a consumer's perceptions and attitudes toward a certain brand (Buil *et al.*, 2013; Yoo *et al.*, 2000). However, prior literature has acknowledged that marketing mix elements are mainly controlled by a firm rather than its consumers' perspectives (Villarejo-Ramos and Sanchez-Franco, 2005). Importantly, a brand's marketing strategies need to consider both its company's financial investment and how the perceptions of consumers relate to their brand and marketing strategies. Obviously, the main purpose of marketing strategies relates to the consumer's perceived brand positioning (Yoo *et al.*, 2000). However, little research investigates a brand's advertising and sales promotion strategies from a consumer's perspective. In line with this, the current research addressed the fact that a consumer's perceptions of marketing mix elements are important drivers that develop a strong brand relationship. Recognition of the importance of advertising and sales promotions enables scholars to apply more sophisticated models for the restaurant brand context to other theoretical models.

Second, by expanding the signaling theory, this study proposed advertising and sales promotions as significant drivers of brand prestige and brand love, which are also mediators of the relationship between the marketing mix elements and a consumer's passion-driven behavior in the foodservice context. According to the existing literature on marketing, brand prestige is positively associated with perceived quality and reduces a customer's perceived risk regarding the performance, quality or benefits of a brand's products (Baek *et al.*, 2010). In other words, within the context of the foodservice industry, a family restaurant's brand prestige can indicate the value of fine dining as a way to pursue customers because brand prestige indicates a relatively high status of the brand positioning compared to fine dining restaurant brands. Thus, based on the signaling theory, this study casts light on the underpinning framework through which advertising and sales promotion strategies influence brand prestige as signals in the foodservice context. Even though the paths through advertising and sales promotions impact brand prestige differently depending on a consumer's perception of advertising spending and attitudes toward advertisement, the proposed model investigating the separate influences of advertising and sales promotions on brand prestige was theoretically significant. The findings indicated that brand prestige can play a meaningful role in contributing to the formation of a consumer's brand love and passion-driven behavior toward a particular family restaurant brand.

Although family restaurant brands have become part of the global market, only sporadic research has investigated global brands in the service industry as compared to a sector such as manufacturing where more research on local-global consumer preferences has been conducted (Strizhakova and Coulter, 2015). To better understand a hospitality brand relationship in the globalization situation, this study investigated the moderating role of brand origin on the interrelationship among brand prestige, brand love and passion-driven behavior based on the signaling theory. Recognition of the importance of brand origin enables scholars in the hospitality arena to develop more sophisticated theoretical models for local and global brands compared with other theoretical models.

Practical implications

The results from this study provide practical implications for restaurant managers for brand development. First, advertising can be a significant marketing mix element for a family restaurant that influences consumers' perceptions of its brand. If a consumer perceives the brand's advertising spending is higher than that of other brands, the consumer will love the brand, though not necessarily perceive it as a prestigious brand. This means financial investments in advertising may not be sufficient for the formation of brand prestige among consumers. However, family restaurant companies have long loved using top celebrities to advertise their brands because this advertising strategy can show how the company is investing in brand advertising. In addition, family restaurant brand managers can use a continuous scheduling approach, meaning that their advertising appears to target consumers at a steady rate to develop a strong emotional brand relationship with the consumers.

To establish and maintain consumers' brand prestige, a family restaurant needs to ensure the originality and creativity of its brand advertising when designing advertising campaigns. Brand managers need to be attentive to a consumer's attitudes toward brand advertisement. A restaurant brand's advertisement can help consumers develop a good attitude, which is an effective means of creating prestige and love for a particular brand because consumers tend to gather information as a signal from the advertisement. Hence, restaurant brand managers need to show their brand's quality and difference through advertising messages to remind potential customers that the brand is prestigious and can delight. In addition, as many family restaurant consumers are millennials preferring to use social media, managers need to understand and use platforms of various forms of social media as new advertising channels (e.g. ads through Facebook, YouTube, Google Search, Instagram, Twitter, Yelp and Snapchat). For example, managers can use location ads (e.g. providing ads to potential customers within a certain radius of their outlets through Facebook) and hashtag ads (e.g. advertising their brands with creative hashtags through Instagram).

In addition to advertising, family restaurant managers need to pay attention to the influences that sales promotions have on a consumer's perceptions of brand prestige and brand love. In the foodservice industry, a plethora of enterprises have used monetary promotions to attract more customers for short-term gains and non-monetary promotions to maintain the customers for the long-term. Sales promotions may provide an array of utilitarian benefits (i.e. including shopping convenience and product quality) and hedonic benefits (i.e. including entertainment, expression and exploration) to consumers beyond monetary savings (Chandon *et al.*, 2000). However, brand managers need to be cautious about implementing these types of sales promotion because the frequent use of monetary promotions may negatively influence customers' perceptions of brand prestige. For example, brand managers can use a "happy hour" to boost business during certain periods of the day or week or use particular events (e.g. sports, graduation or holiday seasons) for their restaurants' sales promotions. They can also develop a menu with special offers or make discounts for particular menu items during special times of year.

By contrast, in the case of non-monetary promotions, such as gifts, consumers can perceive that the brand is prestigious, according to the empirical findings of this study. It is arguable that non-monetary promotions provide more utilitarian and fewer hedonic benefits than monetary promotions. In practice, family restaurants need to allocate their sales promotions to focus on distinct demands for new and existing menu items. After establishing a strong brand position through non-monetary promotions in the foodservice industry, for instance, a family restaurant provides higher prices for new menu items, and thus increases profits. Furthermore, sales promotions can increase unit sales and the brand's market share (Low and Mohr, 2000). To do so, brand managers may develop and use a more

specific measurement technique to assess the short- and long-term influences of two types of sales promotion (i.e. monetary and non-monetary), helping managers to confidently understand the potential consequences of implementing sales promotions. Based on this technique, managers can spread sales promotion strategies through mobile applications and social media to their target consumers (e.g. Einstein Bros. Bagels posted a restaurant promotion offering a certificate for a free bagel to anyone who “Liked” their Facebook page, which resulted in a 1,000 per cent increase in fans in the first week and gained them 296,000 fans in one month).

The results of this study supported that there is a stronger relationship between brand prestige and brand love for local family restaurant brands than for global brands. Family restaurant brand managers doing business in Korea and other emerging markets are advised to recognize the importance of the symbolic meanings connected to the country of origin by establishing brand prestige through advertising and sales promotion strategies. Using brand prestige-based marketing efforts would be more effective in cultivating target consumers’ love for a local restaurant brand. Brand managers may need to add national elements to sales promotions and develop national advertising campaigns to facilitate differentiation from global restaurant brands. This approach of emphasizing national aspects or cultural imprints makes local consumers perceive local restaurant brands to be prestigious.

Lastly, if a consumer loves a particular brand, he/she has a long-term intention to maintain that love by doing something for the brand. Hence, brand managers need to understand how they can make customers love their brand and maintain that feeling over time (Batra *et al.*, 2012). A consumer with strong emotional ties to a restaurant brand is firmly committed to that particular brand because he/she has developed a strong preference for the brand and truly loves it. Based on the empirical findings, family restaurant brand managers may know how to maximize the brand-love-increasing efforts’ return on investment (ROI) through the mechanism this study suggested. This study suggests that advertising, sales promotions and brand prestige can be critical drivers of brand love and provide restaurant brand managers with some insightful implications for developing long-term relationships with consumers.

Limitations and suggestions for future research

Although this study provides theoretical and practical implications to family restaurant brand managers, there are some limitations which need to be considered when examining the empirical findings of this study. First, future research could develop new measures of marketing mix elements by combining actual measures with the perceptual measures adapted for the study. Hence, more aspects of a brand’s sales promotions, as well as consumer attitudes toward advertisement could be investigated. Second, this study should have considered the influences of marketing mix elements and brands focusing on the classification of the restaurant (e.g. from quick-service, fast-casual and casual dining and dinner house restaurant, to fine dining restaurant). Different characteristics of each category might lead to different empirical results (e.g. a quick-service restaurant vs a fine-dining restaurant with regards to a consumer’s perceptions of the restaurants’ brands and marketing efforts). Thus, future research needs to consider the different classifications of restaurant and each restaurant’s characteristics simultaneously. This study may be a starting point to understand the roles of sales promotion and advertising to the restaurant brand development process. In spite of the aforementioned limitations, the empirical results contribute to the hospitality literature and provide some new perspectives on how marketers can develop a strong brand relationship with consumers through marketing mix elements.

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