

UNIVERSITI TEKNOLOGI MARA

**MODELLING THE PREDICTORS
AND OUTCOMES OF BRAND
EXPERIENCE: EVIDENCE FROM
THE CHAINED FAST FOOD BRAND.**

ROZITA BINTI NAINA MOHAMED

Thesis submitted in fulfilment
of the requirements for the degree of
Doctor of Philosophy in Marketing

Faculty of Business Management

February 2014

ABSTRACT

In today's overcrowded and highly competitive marketplace, 'Brand Experience' (BE) can be the most privileged tool for differentiation. Customer's feeling, emotion and interactions will contribute to the overall perception of the brand experience. Undoubtedly, it is critical to gain insights into the key drivers of 'brand experience' and subsequently ascertain its outcomes in order to design effective marketing strategies for market growth and perhaps business sustainability. The principal aim was to develop an integrative novelty model of brand experience and examine the predictors and outcomes of brand experiences of the four most prominent fast food brand share in Malaysia namely, Mc Donald's, Kentucky Fried Chicken, Marrybrown and A & W. The study applies SOR Model (Mehrabian-Russell, 1974), and other related branding models to a sample of 450 adult respondents who reside in chosen urban areas in Malaysia. The study has used a survey approach with self-administered questionnaire distributed in restaurants, offices and homes. Structural equation modelling was utilised to test the hypothesised relationships among the constructs, as postulated in the model. The measure employed in this study were rigorously assessed and purified initially via item analysis and exploratory factor analysis and subsequently refined by confirmatory factor analysis. It is reasonable to claim that they have adequately met the unidimensionality, validity and reliability criteria applied. Nine of the hypothesized links were supported and three rejected. Result of hypothesis model acceptable fit was $CMIN/DF=3.45$, $RMSEA=0.074$, $GFI=0.931$, $CFI=0.958$ and $IFI=0.959$. Ultimately, the study's primary goal of developing an integrative model that has statistical and explanatory power, which could permit interpretation of results confidently, was achieved. Hence, the current investigation unequivocally illuminates several key contributions to the marketing theory, chained fast food industry practitioners and government bodies. Firstly, it exemplifies that 'Product Quality' is the key driver of the predictor's of brand experience. Secondly, service quality and store image are not significant predictors of customers' brand experience with the chained fast food brand. Thirdly, the findings suggest that brand experience is not significant predictor of customer's commitment towards chained fast food brand. Finally, the current investigation confirms that trust was the most influential predictor on resonance and commitment is also revealed to be a significant predictor of resonance, but of a smaller magnitude compared to trust. Discussions of the results are provided along with contributions for the fast food industry and government and suggestions for future research.

ACKNOWLEDGEMENTS

Bismillahirrahmanirrahim, I am indeed thankful to Allah S.W.T the Almighty for the blessings which enable this study to be successfully completed.

My gratitude goes to my main supervisor, Associate Professor Dr. Rosidah Musa for her steadfast belief in me and her valuable counsel. I also give a special note of appreciation to my core supervisor, Associate Professor Dr. Faizah Abdul Rahim for her unstinting advice and scholarly interest. I am privileged to have grown and matured intellectually in my association with them.

This thesis would also not have been possible without the generous cooperation from my lectures, colleague and friends, brothers and sisters for giving me valuable advice, in-proof reading my work or in helping me with technical glitches.

Of course, the moral and emotional support and encouragement from my soul mate, children, brothers and sisters for their continuous inspiration.

Finally, I also wish to acknowledge University Teknologi MARA (UiTM) Malaysia, for its generous sponsorship, and in particular, the Graduate Business School (GBS), Institute of Graduate Studies (IpSIS) and Ministry Offices for their assistance and timely responses to my queries and requests.

Jazakallah Khayran
Alhamdullilah, Syukran

Rozita Binti Naina Mohamed

February 2014

TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES	xii
LIST OF FIGURES	xv
LIST OF CHARTS	xvii
CHAPTER ONE: INTRODUCTION	
1.0 Introduction	1
1.1 Background	1
1.2 Statement of Problem	4
1.3 Research Questions	10
1.4 Research Objective	10
1.5 Scope of Research	11
1.5.1 Research Setting	12
1.5.2 Unit Analysis	14
1.6 The Industry Context	15
1.7 Significance and Rationale of the Study	20
1.7.1 Theoretical Perspective	21
1.7.2 Managerial Perspective	25
1.7.3 Governmental Perspective	26
1.8 Organization of Thesis	27
1.9 Definitions of Terms	28
1.10 Concluding Remarks	30

CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

This chapter intends to address the background, statement of problem, research questions and research objectives, scope of the research, the industry context and significance of this study. The organization of the study is presented at the end of this chapter.

1.1 BACKGROUND

Studies on customer consumption experience have been widely acknowledged in social psychology literature for many decades (Donovan & Rositter, 1982; Hirschman, 1984; Holbrook & Hirschman 1982). These areas of research have been tested in numerous different behavioral settings, impulsive product purchases, variety seeking and compulsive buying in retail setting (Hirschman, 1984; Holbrook, 2000; Jones, 1999), present and recovering drug addicts/alcoholics (Hirschman, 1984), festivalscapes (Lee, Lee, Lee & Babin, 2008), hotel industry (Barsky & Nash, 2002), hotels and resorts services, apparels, electrical goods, food and computers (Brakus, Schmitt & Zarantonello, 2009; Hess & Story, 2005). Experience is the competitive edge available in the market-place whereby selling experiences created value lingers after experience is over. People pay for the experiences which are memorable, lasting and impressions that become experience economy is about more than just offering a staged setting for an experience (Pine & Gilmore, 1999).

These waves have caused a recent surge in research that has explored many aspects of consumption of experiences (Caru & Cova, 2007; Crosby & Johnson 2006; Knutseon, Beck, Kim & Cha, 2006; Meamber & Laurie, 2011; Walls, 2009). Most of these studies have shown that individual behavior is a complex process, and it is continually examined by both researchers and business practitioners alike. This is because experience phenomenon had entered almost every aspect of the daily life (Burn & Neisner, 2006).