

Brand Awareness for Entrepreneurial Hotel Chains: Perceived Quality and Brand Loyalty

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KEYWORDS Hospitality Industry. Hotel Growth. Brand Strategy. Price Fairness. Perceived Quality

ABSTRACT Brand strategy, an important means of competition for service companies, is drawing increasing attention, while few present literatures offer quantitative researches on related theories. Taking customers of entrepreneurial hotel chains as research samples, by examining the mediation effect of perceived quality, this paper explores the effect of brand awareness on brand loyalty. To discuss the relationship between brand awareness and perceived quality this paper investigates the joint moderating effects of brand image and price fairness. The results show that: (1) brand awareness has significant positive influence on brand loyalty; (2) perceived quality mediates the relationship of brand awareness and brand loyalty; (3) the relationship between brand awareness and perceived quality is influenced by brand image and price fairness, and it is the strongest when the brand image and perceived price fairness are both high. Finally this paper ends by the limitations of this paper and the prospect for future researches.

INTRODUCTION

One critical factor in the success of hospitality firms is the development of a strong brand (Rubio et al. 2014). In this respect, brand strategy is a key practice that allows hospitality firms to establish beneficial long-term relationships with their customers. Furthermore, brand creates customer value as well as attractiveness for hospitality firms (Krystallis and Chrysochou 2014). In general, brand tangibilizes the intangible services, increases customers' trusts, ensures customers' experiences, and enhances customers' choices. Brand awareness is an important antecedent of brand loyalty and thus plays a crucial role in the preference of brand selection (Rubio et al. 2014). High-awareness brand is often thought to have high brand equity and becomes a strong brand. The tendency for novices to choose the most popular, highly-aware brand as a high quality selection makes the effect of a strong brand even more profound when customers lack knowledge of and familiarity with a product. Ultimately, the core benefit of a strong brand is the development of brand loyalty, the invisible force which causes repetitive same-brand or same-brand-set purchases (Oliver 1999). Such loyal customers are often viewed by service firms as part of a firm's assets (Shugan 2005).

Chinese service industry is at a fast growth period. Along with such a rapid growth is the

intensity of competition. Facing a continuing decline in customers' satisfaction and ROI, executives in such a competitive industry increasingly turn to the concept of brand loyalty as a strategic solution to the industry-wide illness. Although brand awareness enhances brand attitude (Cho et al. 2015), customers also concern about price fairness and an overall brand image. Specifically, customers often assess price fairness by comparing the observed price against an internal reference price to gauge product quality and value. Equally important in the value assessment is customers' perceptions of the overall image of the brand. When customers perceive the price as unfair or brand image as tarnished, the positive effect of brand awareness on product quality and brand loyalty may suffer. Despite such a need to manage brand loyalty strategically in a service industry context, there is a lack of broader investigation of how service brand affects customers' product quality perception, choice behavior and loyalty.

To rectify the deficiency in existing research on brand loyalty, this paper has the following three objectives: (1) to explore the relationship between brand awareness and brand loyalty; (2) to examine the role of perceived quality as a mediator in the relationship between brand awareness and brand loyalty; (3) to test the moderator role of price fairness and brand image on per-

ceived product quality (moderated mediation). The theoretical model is shown in Figure 1.

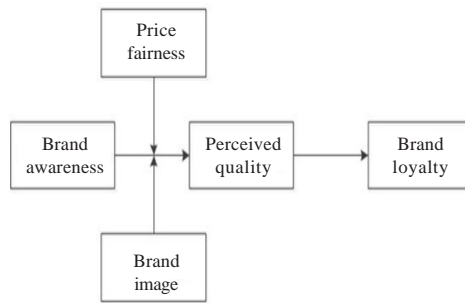


Fig 1. Theoretical model for the effect of brand awareness on brand loyalty

Theoretical Basis and Hypotheses

Brand Awareness and Brand Loyalty

Different studies stress the importance of brand awareness (Aaker 1996; Rubio et al. 2014; Dawes et al. 2015), as well as the importance of brand awareness in the perception of brand loyalty (Rubio et al. 2014). Aaker (1996) defines brand awareness as the strength of a brand's presence in the customer's mind, while some scholars believe that it means how well a brand name is known, which is not concerned with product class but based on perceptual frequency (Hellofs and Jacobson 1999). Keller (1993) argued that brand awareness consisted of brand recognition and brand recall, among which the former is the first step for brand communication, that is, a company build a brand name that associate with and remind people of the characteristics of the company, in order to spread this knowledge. Therefore, brand awareness plays a key role in the occurrence of communication process (Ros-siter and Percy 1987). Without it, there is no other communication effect. Consumers are likely to buy, especially when lacking product familiarity, popular brands because they incur psychological benefits from using brands that are popular and reduces the buying risk.

Brand loyalty is "a deeply held commitment to buy or patronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same-brand-set purchas-

ing, despite situational influences and marketing efforts having the potential to cause switching behavior" Oliver (1999: 34). Brand loyalty can brings benefits such as larger market share, attractive profitability, and a customer base that is less sensitive to the marketing efforts of competitors (Thompson et al. 2014). Brand loyalty has become an increasingly important marketing concept as firms have begun to view customers as part of a firm's assets (Shugan 2005). Keller (1993) postulated that brand awareness plays three important roles in marketing: firstly, as brand awareness increases, consumers tend to feel familiarity with the brand; secondly, as brand awareness increases, consumers tend to consider the brand when they purchase a product or service; thirdly, consumers tend to trust a high-awareness brand's products or services more than those of low-awareness brands. Brand awareness therefore is recognized as a prerequisite for brand loyalty (Aaker 2009). Consumers remember, buy, and repeatedly purchase a well-known brand's product, creating a process that develops brand loyalty (Tepeci 1999). As brand awareness increases, consumers tend to feel familiarity with the brand (Keller 1993) and the brand loyalty is higher. For this reason, it can be accepted that brand awareness helps to improve brand loyalty. Therefore, hypothesis 1 is proposed.

Hypothesis 1: Brand awareness positively influences brand loyalty.

The Role of Perceived Quality as a Mediator

Zeithaml (1988) defined perceived quality as "the consumer's judgment about the product's overall excellence or superiority". Olshavsky (1985) has postulated that perceived quality reflects consumers' attitudes. When customers receive a product or service, they evaluate its quality and develop attitudes towards it simultaneously. Brand awareness affects positively the customers' familiarity with and choice of the products of a brand, thereby increasing the brand's market share. Carmen and Vives (1996) find that market share is positively associated with quality, with the former, in customers' point of view, being a positive signal underlying a future high product quality. Customers who are familiar with a specific brand or logo tend to evaluate the perceived quality of the brand's product highly and willingly pay a price premium for the product (Rao

and Monroe 1988; Dawes et al. 2015). For this reason, it is widely accepted that brand awareness positively influences customers' perceptions of a brand's quality (Macdonald and Sharp 2004; Hoyer and Brown 1990; Baldauf et al. 2003). Therefore, the following hypothesis are proposed:

Hypothesis 2: Brand awareness positively influences perceived quality.

Studies have supported the concept that perceived quality, which is the subjective evaluation of a brand, is a key antecedent of brand loyalty (Jang and Namkung 2009; Malai and Speece 2005; Yu et al. 2005). Therefore, based on the above hypothesis and theoretical analysis, the following two hypotheses is proposed:

Hypothesis 3: Perceived quality positively influences brand loyalty.

Hypothesis 4: Perceived quality mediates the relationship of brand awareness and brand loyalty.

The Moderation of Price Fairness and Brand Image

A long-time construct in marketing research (Gardner and Levy 1955), brand image is defined as perceptions about a brand as reflected by the brand associations held in consumer memory (Keller 1993). Tepeci (1999) has stated that brand image is one of the first steps in building brand loyalty. In many cases, customers' brand preference and loyalty are solely linked to brand image (Schiffman and Kanuk 1991). Based on the above analysis, perceived quality serves as a key prerequisite for brand loyalty. Researchers have supported the idea that customers who possess a positive image of a brand tend to have a favorable attitude toward the brand's products and, consequently, toward the brand's product quality (Andreassen and Lindestad 1998; Bloemer et al. 1998; Burton et al. 2001), in other words, the better the brand image is, the higher the customer's quality is.

Zeithaml (1988) perceived quality as the consumer's judgment about the product's overall excellence or superiority. For an equal level of perceived quality, a lower product price is compared to internal reference price more favorably (positive fairness), whereas a higher price compares more negatively (negative fairness). Note here that internal reference price is viewed as a stable cognitive reference point for the product category under consideration (Klein and Ogleshorpe 1987; Urbany et al. 1988). In other

words, the higher the price fairness is, the higher the perceived quality is. Therefore, hypothesis 5 is proposed:

Hypothesis 5: When both price fairness and brand image are high, brand awareness and perceived quality are mostly positively associated.

MATERIAL AND METHODS

Sampling

The data in this paper are collected from 7 Days Group Holdings Limited, which is one of the largest entrepreneurial hotel chains in China, the first one of its type in China to be listed on the New York Stock Exchange, and also the first one of its type to be delisted (delisted from the United States in June 2013 and was privatized by clans). Topping the first of China express hotel industry brand for successive years, the development of 7 Days Group Holdings Limited is typical. The researchers distributed questionnaires among the consumers of this chain restaurant either directly inside the hotel or by means of Human Resources Department of the hotel. 200 questionnaires were distributed inside the hotel, while 160 outside it (including those distributed on net). The questions are designed to investigate the respondents' basic background information, their brand awareness, brand image, perceived quality, price fairness and perception of the brand loyalty.

Out of 360 questionnaires distributed, 206 useful responses were collected, that is, 57.2 percent of the total was valid. 74 percent of the respondents were men, while 26 percent were women. As for ages of the respondents, 78 percent of them are below 31 and 18 percent are between 31 and 40, and 4 percent were above 40. With regard to level of education attained, 14 percent of the respondents possessed a high school diploma or a technical secondary school degree, 27 percent a college's diploma, 41 percent a bachelor's degree, and 15 percent a master's or a doctor's degree. As for the lodging, travelers has the biggest proportion of 42 percent, 59 percent of whom reached certain times of accommodation, between two to six times a year, and among this 59 percent, 76 percent are patrons who have lodged the hotel at least twice a year. Considering consumption inertia, the sample is suitable for brand analysis. Most of the customers lodged for a short time, with 91 percent of them lodging less than three days. 88 percent of the consumers restrict their cost within 400 Yuan.

Variables Measurement

The survey employed validated and reliable scales from the existing literature, and adapted it for the purpose of our paper to collect empirical data. The researchers follow previous studies at home and abroad to conduct the definition and measurement of brand awareness, brand image, perceived quality, fair prices, and brand loyalty and so on. Before the formal and final questionnaire, pre-surveys were conducted among some hotel staff to evaluate the questionnaire's appropriateness in design and words, after which, revisions were made where necessary.

Brand Awareness

Brand awareness was measured with 4 items using scales of Yoo and Donthu (2001). The Cronbach's Alpha of the scale in this paper is 0.834, greater than 0.70, which is often adopted in management researches, indicating good scale reliability.

Brand Image

Brand image was measured with 8 items using scales of Hyun and Kim (2011) through respondents' self-assessment. The Cronbach's Alpha of the scale in this paper is 0.860, indicating good scale reliability.

Perceived Quality

Perceived quality was measured with 4 items using scales of Hyun and Kim (2011) through respondents' self-assessment. The Cronbach's Alpha of the scale in this paper is 0.880, indicating good scale reliability.

Price Fairness

Price fairness was measured with 3 items using scales of Oh (2000). The Cronbach's Alpha of the scale in this paper is 0.839, indicating good scale reliability.

Brand Loyalty

Brand loyalty was measured with 6 items using scales of Kim and Kim (2005). The Cronbach's Alpha of the scale in this paper is 0.915, indicating good scale reliability.

Control Variables

Consumption intention, consumption frequency, lodging period and average spending serve as the control variables as they may, as is shown by some studies, affect customers' perception of brand awareness, brand image and customer loyalty of the hotel (Thompson et al. 2014; Yoo and Bai 2013). Yoo and Bai (2013) categorize factors that influence brand loyalty into two big sets: one related to internal factors, such as consumption intention and consumption frequency, and the other related to external factors, variables of lodging period and spending also contribute to customers' evaluation of hospitality firms. Krystallis and Chrysochou (2014), for example, believed consumption intention imposes great influence on customers' buying decision. In general, tourists, who have superior expectation tolerance, are more likely to leave a good impression on the hotel, while customers on business, who pay attention to details, expect more of the hotel. Customers, who judge the hotel on little knowledge gained from their initial experience in the hotel, turned to their emotions. But as consumption frequency increases, customers get more knowledge of a product or service (Thompson et al. 2014).

RESULTS

Descriptive Statistics Analysis

Table 1 presents the means, standard deviations, and zero-order Pearson correlations of all key variables. As shown in Table 1, both brand awareness ($r = 0.45$, $p < 0.01$) and customer loyalty are positively correlated. Besides, brand awareness ($r = 0.60$, $p < 0.01$) and perceived quality are positively correlated. At last, perceived quality and customer loyalty are positively correlated, too ($r = 0.72$, $p < 0.01$). The results are consistent with our hypothesis, and become the first supporting evidence for the hypothesis.

Hypothesis Testing

The hierarchical regression modeling is the main measurement adopted for testing the proposed hypothesis.

Main Effect

To test hypothesis 1 that brand awareness influences brand loyalty positively, this hypoth-

esis, we firstly set brand loyalty as the dependent variable. The researchers then add the control variables (consumption intention, consumption frequency, lodging period and average spending), and at last the independent variable (brand awareness). Result of hypotheses testings listed in Table 2, from which it can be seen that brand awareness positively influences brand loyalty (M6, $\alpha=0.355$, $p < 0.01$). Thus, hypothesis 1 has data support.

Mediating Effect

Drawing on Baron and Kenny (1986), we take four steps to test the mediating effect: (1) the influence of the independent variable on outcome variables (hypothesis 1, supported); (2) the influence of independent variable on mediator (hypothesis 2). By adding control variables, we put independent variable (brand awareness) in the regression equation to analyze the influence of brand awareness on perceived quality; (3) the influence of mediator on the dependent variable (hypothesis 3). By adding control variables, we put mediator (perceived quality) in the regression equation to analyze the influence of brand image on brand loyalty; (4) mediating effect (hypothesis 4). By adding control variables and independent variables, we put the mediator in regression equation to analyze the influence of brand awareness and perceived quality on brand loyalty. Results of Hierarchical regression analysis are shown in Table 2.

It can be seen from Table 2 that brand awareness has significant positive influence on perceived quality (M2, $\alpha=0.599$, $p < 0.01$), which supports hypothesis 2. Besides, perceived quality has significant positive influence on brand loyalty (M7, $\alpha=0.539$, $p < 0.01$), which supports

hypothesis 3. After adding mediator, there is no significant influence of brand awareness on brand loyalty (M8, $\beta=0.121$, $p > 0.05$). However, perceived quality still has significant positive influence on brand loyalty (M8, $\beta=0.469$, $p < 0.01$). Hypothesis 4 that perceived quality is a complete mediator of brand awareness and brand loyalty, therefore, also get data support.

Despite the wide application of Baron and Kenny's (1986) measures for testing mediation effect, it still has limitations, the important one of which is the lack of testing the significance of mediation effect. To make up this, Sobel's (1982) analysis method is adopted. The results show that perceived quality has significant mediation effect on the relationship of brand awareness and brand loyalty ($Z=5.632$, $p < 0.001$). Hypothesis 4, therefore, gains further support from data.

Moderating Effect

Hypothesis 5 predicted that when both price fairness and brand image are high, brand awareness and perceived quality are mostly positively associated. To test hypothesis 5 that perceived quality is set as the dependent variable. Then control variables, the independent variables, and moderating variables are added. At last, products of two independent variables, of independent variable and moderating variable, and of the three variables are added. Hierarchical regression analysis results are listed in Table 2.

It can be seen from Table 2 that the 3D interaction of brand awareness, price fairness and brand image has positive influence on perceived quality, which indicates that with high price fairness and brand awareness, the positive relationship between brand awareness and perceived

Table 1: Means, standard deviations and correlations

Variable	1	2	3	4	5	6	7	8	9
1. Consumption intention	1								
2. Consumption frequency	0.23**	1							
3. Lodging period	0.05	0.17*	1						
4. Average spending	-0.04	0.09	0.44**	1					
5. Brand awareness	0.01	0.26**	0.08	0.06	1				
6. Perceived quality	0.10	0.19**	0.10	0.02	0.60**	1			
7. Price fairness	0.09	0.16*	0.24**	0.14*	0.40**	0.52**	1		
8. Brand image	0.06	0.26**	0.18**	0.14	0.52**	0.64**	0.50**	1	
9. Brand loyalty	0.10	0.29**	0.22**	0.12	0.45**	0.58**	0.63**	0.67**	1
Mean value	2.49	2.27	1.89	1.74	3.83	3.70	3.56	3.42	3.37
Standard deviation	1.56	1.01	0.65	0.75	0.95	0.77	0.73	0.67	0.84

Note: N = 206; ** $p < 0.01$, * $p < 0.05$

Table 2: Results of hypotheses testing

Explaining variable ↓ Dependent variable →	Perceived quality				Brand loyalty			
	M ₁	M ₂	M ₃	M ₄	M ₅	M ₆	M ₇	M ₈
<i>Control Variable</i>								
Consumption intention	0.006	0.042	0.016	0.055	0.030	0.055	0.027	0.035
Consumption frequency	0.181**	0.019	-0.022	0.007	0.250**	0.142*	0.152*	0.133*
Lodging period	0.085	0.066	-0.008	-0.033	0.168*	0.155*	0.122	0.124
Average spending	-0.036	-0.047	-0.079	-0.015	0.084	0.015	0.042	0.037
<i>Independent variable</i>								
Brand awareness		0.599**	0.339**	0.254**		0.401**		0.121
<i>Mediator</i>								
Perceived quality							0.539**	0.469**
<i>Moderator</i>								
Price fairness			0.208**	0.178**				
Brand image			0.380**	0.430**				
<i>Interaction</i>								
Brand awareness * Price fairness					0.016			
Brand image * Price fairness					-0.030			
Brand awareness * Brand image				0.059				
3D interaction				0.158**				
R ²	0.04	0.38	0.55	0.66	0.11	0.26	0.39	0.40
ΔR ²	0.04	0.33	0.18	0.01	0.11	0.15	0.28	0.14
F	2.27	24.07**	34.70**	34.04**	6.47**	14.29**	25.74**	22.14**
ΔF	2.27	106.53**	38.64**	6.32*	6.47**	40.49**	91.22**	45.50**

Note: n = 206; **p < 0.01, *p < 0.05

quality is the strongest. Thus, hypothesis 5 is confirmed. The Figure 2 shows this interaction.

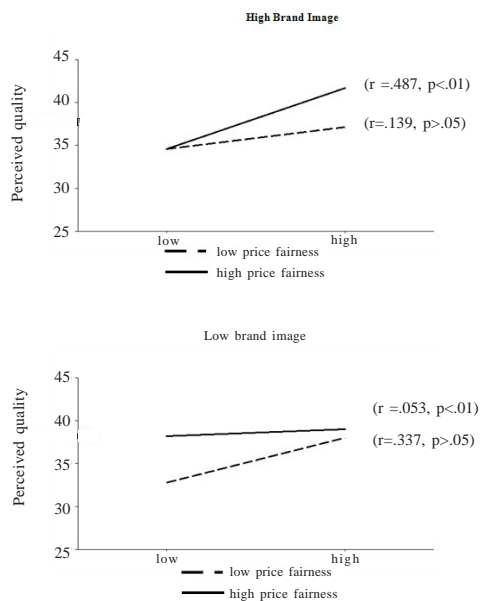


Fig. 2. The moderating role of the effects of brand awareness, brand image and price fairness on perceived quality

With the program recommended by Cohen et al. (2013) and adopting a standard deviation above or below mean value as a benchmark, this paper depicts differentiated perceived quality by brand awareness of customers with different price fairness and brand image. As is shown in Figure 2, when brand image was at high level, the relationship between brand awareness and perceived quality was positive when price fairness was high ($r = .487, p < .01$), but was insignificant when price fairness was low ($r = .139, p > .05$). Similarly, when brand image was at low level, the relationship between brand awareness and perceived quality was positive when price fairness was high ($r = .053, p < .01$), but was insignificant when price fairness was low ($r = .337, p > .05$). Hence, when price fairness and brand image are both high, the relationship between brand awareness and perceived quality is the strongest ($r = .487, p < .01$). Thus, hypothesis 5 received further support.

DISCUSSION

The researchers theorized and found that brand awareness has significant positive influence on brand loyalty in entrepreneurial hotel chains in China, a fast-growing emerging market. In other words, brand awareness contrib-

utes to a higher brand loyalty. This positive effect can be explained from the perspective of perceived quality: customers, with intuitional brand awareness, are more concerned with a strong brand because of enhanced perception of brand image. Then when the perception of a strong brand becomes that of customer service quality, customer perceived value is increased. At the same time, the effect of brand awareness on perceived quality varies with the level of brand image and price fairness. To be exact, the better the brand image perceived, the higher the level of the price fairness, and the greater the influence on the actual perceived quality. In a word, high price fairness and brand image confirm the strongest positive relationship between brand awareness and perceived quality. The higher the customers' brand image, the higher the perceived quality of customer service. Thus, a better perception of a strong brand contributes to higher brand loyalty. In addition, perceived quality is found to mediate the relationship between brand awareness and brand loyalty. Finally, the relationship between brand awareness and perceived quality is influenced by brand image and price fairness, and it is the strongest when the brand image and perceived price fairness are both high. The theoretical and managerial implications of our findings are discussed in the following.

Theoretical Implications

With the fast change of customer demands, the creation of brand loyalty helps firms to remain competitive (Thompson et al. 2014). Recently a number of papers have tried to explain the antecedents of brand loyalty, such as perceived value, perceived quality and brand trust (Thompson et al. 2014). However, only few empirical studies have specifically investigated the evolution of brand loyalty (Dawes et al. 2015). The theoretical significance of this paper lie in that first of all, it finds brand awareness to be a significant predictive variables in China's entrepreneurial hospitality industry, affecting the customer's attitude (perceived quality) and subsequent behaviors (brand loyalty). This paper explains the evolution variance in brand loyalty in entrepreneurial hotels chains, which would help scholars know the antecedents of brand loyalty well in a dynamic perspective.

Secondly, Thompson et al. (2014) investigate the relationship between perceived quality and

brand loyalty, but perceived quality as mediator between brand image and brand loyalty has not been tested empirically. This paper takes the initiative to discuss the mediation mechanism of perceived quality. The customers' perceived quality of the service is closely related to customers' expectations, which is confirmed in this paper from the perspective of service brand. The reason that brand awareness as customers' perception before consumption ultimately affects the customer brand loyalty is that it affects the consumers' actual consumption experience. This discovery provides a new insight into customer behavior, and it is consistent with the previous studies of customer expectations and behavior.

Thirdly, another theoretical significance of this paper lies in that it tests the mediation effect of brand image and price fairness on the relation between brand awareness and perceived quality. The 3D interactions among brand awareness, brand image and price fairness show that high levels of both brand image and price fairness confirm the strongest relationship between brand awareness and perceived quality. Brand image or price fairness alone, however, doesn't have this effect. Instead, their combination does, which indicates that the effect of brand awareness involves price fairness as well as customers' anticipation of brand image.

Practical Implications

This paper also has important practical implications. At present, weak brand influence, inconsistency between resource input and output, inefficiency and so on are common problems in brand construct in China's service industry. It is found that customer brand awareness is the antecedent variable of brand loyalty. Therefore, an enterprise should take various measures to promote customer brand recognition to develop strong brands. Firstly, diverse marketing tools should be adopted to establish a strong brand, which is more easily identified with customers. Secondly, positive brand image should be created as the catalyst connecting brand awareness so that brand awareness can be brought into full play. Thirdly, fair price system should be set up to establish good reputation among the customers.

Besides, establishing good customer experience is the premise of retaining customers. Customer perception, which has great effect on customer behavior, is the bridge and the link be-

tween brand awareness and brand loyalty, affecting directly the subsequent behaviors of customers. "Fire is as hurtful as healthful." Customer word of mouth is a double-bladed sword, crucial to brand construct for service firms. The above findings of the paper contribute much to brand construct of service firms and provide a good therapy and targeted measures to the improvement of brand loyalty, so that greater brand value can be made out of limited resources.

CONCLUSION

Through a better understanding of brand loyalty in entrepreneurial hotel chains practice, hotel chain entrepreneurs can effectively manage the brand awareness to positively influence the chains' brand loyalty. This paper tries to bridge a gap in literature, investigating not only the mediating effect between brand awareness and brand loyalty but also the moderating effect in China hospitality context. According to the empirical results, the researchers demonstrated that perceived quality are found to mediate the relationship between brand awareness and brand loyalty. It has revealed that the moderating effects of brand image and price fairness can certainly help to identify two critical boundary conditions for the relationships between brand awareness and perceived quality. The researchers hope that our paper offers a springboard for futureresearch on brand awareness, brand image, price fairness, perceived quality and brand loyalty, and affords insights into how valuable managerial ties can contribute to entrepreneurial hospitality firms' brand loyalty success.

LIMITATIONS AND FUTURE RESEARCH

Out of various subjective and objective restrictions, this paper has inevitably the following limitations. Firstly, measurement developed in the West is adopted to paper the problems in the service industry in China. While some have proved to be stable in measuring Chinese and Western samples (brand awareness and brand loyalty), a tool that is designed to aim at Chinese situations based on the Western scales is a better choice for more accurate measuring of variables. Secondly, the samples chosen are restricted to the economy hotels, which made it easier to manipulate the industry and geograph-

ical factors, thus ensuring higher internal validity on the one hand and inevitably weaken the external validity of the research on the other hand. So the application of the data and conclusions of this paper in other hotels has still to be tested. Thus, the later studies can collect samples from more sources and conduct surveys in a wider range of firms to build the theoretical and empirical basis. Lastly, the paper discusses the role of perceived quality as a mediator of brand awareness and brand loyalty from the perspective of customer perception. But the mediating mechanism of brand awareness is varied. Will external factors such as brand image and advertising affect customer perception, too? So the follow-up studies can continue to explore these issues. In addition, this research also discusses the roles of price fairness and brand image as mediators between brand awareness and perceived quality. Still, various factors affect the role of brand awareness in perceived quality. It involves individual customers and the circumstances they are in. Future researches should further explore other possible variables as mediators to have a better knowledge of the range of role of brand awareness. For example, according to studies on cross-culture, social culture and customs have been found to have effect on consumers' choice of a specific brand. Then will they affect the strength of the role of brand awareness. These issues are left to future researches for further discussion.

ACKNOWLEDGEMENTS

This paper is supported by the National Natural Science Foundation of China, 71472112, by Shandong Natural Science Foundation of China (ZR2013GM024) and by Shandong Social Science Planning Fund Program of China (14CRCJ02). The researchers thank Bob T. Wu for his valuable comments on prior drafts of this manuscript. The researchers are grateful to anonymous reviewers for their helpful and insightful comments.

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