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Research on Brand Image, Attitude Loyalty and Behavioral Loyalty of Beverage Stores

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Abstract

Most of the people's consumption of food will repeatedly buy brands they trust. However, brand is one of the factors that consumers have a major influence on when purchasing products.

This study was developing the questionnaire to interview the consumers, and used the AMOS software to in progress the data test was adopted in this study.Results found that, the beverage stores' brand image had a positively and significantly to attitude loyalty and behavior loyalty, separately.

Keyword:beverage, attitude loyalty, behavior loyalty

Motivation

As of March 2017, there were about 200,121 brand-chain beverage stores in Taiwan, and the concentration of beverage stores was the highest in the world.

When the consumers think that a brand image is better, it may increase the frequency of buying this product, and the loyalty to the brand may also increase.

In so many well-known brand-chain beverage brands, whether consumers are loyal to the brand name will affect his loyalty intentions. This is the main research motivation of this study.

Review Literature

Brand image is an important topic in consumer behavior research (Dobni and Zinkhan, 1990).

Brand image, which represents the appearance of the product in the customer's mind, is the image that the consumer perceives the brand through memory and the overall feeling of the brand.

In other words, that is, the consumer will get all the information combined with the experience of purchasing and using the product, that is, the brand image.

The synergy effect was generated by consumers about the signals emitted by the brand (Kapferer, 1992). The brand image includes the consumer's response to the brand name, logo or impression, and also represents a symbol of product quality (Magid, Cox & Cox (2006).

Aaker (1996) believes that, brand awareness, perceived quality, and brand association can enhance customer satisfaction and provide consumers with strong

reasons for buying, thereby enhancing consumer loyalty to the brand. Products with high visibility and good brand image can increase customers' trust in products and bring customers with higher brand loyalty (Aaker and Keller, 1990).

Bowen and Shoemaker (1998) present that customer loyalty is the probability that customers will to the store or re-purchase. Lee and Lawrence (2001) argue that the customer loyalty is the company will be try to sell him more goods, in other words, to allow customers to spend more on the company's goods or services. Ingrid (2004) argues that characteristic of loyal customers they should spending more money on buying the company's products or services, and meanwhile to encouraging others to buy the company's products, and also believing that buying the company's products is valuable.

Methods

1. Hypotheses

This study aims to explore the relationship between brand image and attitude loyalty and behavioral loyalty. Based on the literatures review and propose the following hypotheses were developed:

H1: Brand image had a significantly effects on the attitude loyalty.

H2: Brand image had a significantly effects on the behavior loyalty.

2. Method of Data Analysis

In this study, AMOS statistical application software for research data analysis toolis

used. The analysis method was use the regression analysis to test whether the H1 and H2 hypotheses were supported.

Hypotheses Test Results

The results showed that the each indicators of the model are: $\chi^2_{/df}$=2.15, CFI = 0.927, GFI = 0.933, AGFI = 0.888, RMR = 0.039, RMSEA = 0.078. All of these indicators are up to an acceptable level. Therefore, showing this mode is an acceptable mode.

Further, as shown in Table 1, the reliability and validity of this mode are to verification. In terms of internal reliability, the brand image, attitude loyalty, and behavior loyalty their Cronbach's α value for each: 0.705, 0.842, 0.7721, respectively. The three concepts values of CR are: 0.833, 0.744, and 0.779; and the AVE value are: 0.62、0.55、0.62; whichpresent that these indicators are reached reliability and validity level.

Table1 The reliability and validity of research model

Construct	CR	AVE	Cronbach's α
brand image	0.833	0.502	0.705
attitude loyalty	0.744	0.593	0.842
behavior loyalty	0.779	0.541	0.772

This study is process to test the research hypotheses. First, the H1 was tested, the

brand image had a positively and significant on the attitude loyalty (β = 1.037, p=0.000). The H1 was accepted. To test the H2, whether the brand image had a positively and significant on the behavior loyalty by path analysis, also was reached the verified (β = 0.933, p=0.000).

Conclusion

This study aims to empirical whether these relationships present significant positively within the brand image, attitude loyalty, and behavior loyalty. For the results of study test, these research hypotheses to acquire the supported. According to empirical results found that the β is the higher of the brand image had a positively and significant on the attitude loyalty than behavior loyalty. This shows that consumers they had a good attitude loyalty for purchase products of the beverage brand chain stores, buy they intensity whether have to a true purchase behavior for them.

Therefore, this study reminds us of one thing, which consumers agree with chain beverage stores, but they may not necessarily buy drinks. But for the store, the customers who actually purchase the action are what they want.

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