EFFECTS OF PRODUCT CHARACTERISTICS VARIATIONS ON LOYALTY AMONG FAST FOOD CONSUMERS IN MAKURDI METROPOLIS

BY

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A THESIS SUBMITTED TO THE POSTGRADUATE SCHOOL, BENUE STATE UNIVERSITY, MAKURDI, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF DOCTOR OF PHILOSOPHY (PhD) IN INDUSTRIAL AND ORGANIZATIONAL PSYCHOLOGY

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DECLARATION PAGE

I, **Josephine Mbafan Uwouku(BSU/PSY/PhD/14/7497)** do hereby declare that this thesis has been written by me; it is original and has not been presented in part or in full for the award of any other degree here in Benue State University or elsewhere. All authors cited in the thesis are duly referenced.

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CERTIFICATION

We certify that this thesis titled **"Effects of Product Characteristics Variation on Loyalty among Fast Food Consumers in Makurdi Metropolis**ò has been duly presented by **Josephine Mbafan Uwouku (BSU/PSY/PhD/14/7497)** of the Department of Psychology, Faculty of Social Sciences, Benue State University, Makurdi has been approved by the examiners.

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DEDICATION

This thesis is dedicated to God the Father, God the Son and God the Holy Spirit

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TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

ACRONYMS

ACSI: American Customer Satisfaction Index

ECSI: European Customer Satisfaction Index

SCSB: Swedish Customer Satisfaction Barometer

ABSTRACT

The study examined the effects of product characteristicsvariation on loyalty among fast food consumers in Makurdi metropolis. Each of the products was varied at three levelsas follows: quality; increase quality, maintain quality, decrease quality, price; increase price, maintain price, decrease price, size; increase size, maintain size, decrease size. A 3x3x3 factorial experimental design was adopted involving 27 experimental conditions which were made by combining the three levels of each independent variable. Four hypotheses were tested in the study. The study population was 24,183 undergraduate students of Benue State University Makurdi who are consumers of fast food products. The sample of 270 participants was selected through stratified and systematic sampling techniques. Purposive selection technique was used to select five faculties of Benue State University Makurdi. Data were collected through an instrument named óConsumer Product Loyalty Inventoryô (CPLI). Validity of the manipulated experimental conditions was done using one-way analysis of variance (ANOVA) which showed that the manipulations made were actually effective and perceived by the respondents as intended. The 3-way analysis of covariance (ANCOVA) was used for data analysis, with scores of the pre-manipulated product loyalty scale used as covariate. Fisherøs Least Square Difference (LSD) was used to determine the specific effect in the mean differences of product variation on product loyalty. Results revealed that there was significant effect of quality variation on product loyalty among fast food consumers in Makurdi metropolis [F, (2,270) = 174.150, p = 0.000<0.001] and accounting for about 70 percent (eta-squared = 0.698) variance in consumer loyalty, with increase quality being the most effective. There was significant main effect of price variation on product loyalty among fast food consumers in Makurdi metropolis[F, (2,270) = 33.116, p = 0.000<0.001] and accounting for about 32 percent (eta-squared = 0.318) variance in consumer loyalty with decrease price being the most effective. There was significant effect of size variation on product loyalty among fast food consumers in Makurdi metropolis [F, (2, 270) = 55.124, p = 0.000<0.001] and accounting for about 48 percent (eta-squared = 0.475) variance in consumer loyalty, with increase size being the most effective. There was a significant interactional effect of product variation on product loyalty among fast food consumers in Makurdi metropolis [F, (6, 270) = 7.193, p = 0.000<0.001] and accounting for about 14 percent (eta-squared = 0.135), with increase price, size and quality as the most effective. The study recommended that in order to achieve high loyalty levels, fast food restaurants have three viable options to leverage on: either to simultaneously increase price, size and quality; or to simultaneously maintain size, decrease price and increase quality; or simultaneously maintain size, decrease price and maintain quality. When there is rising cost of raw materials; the most viable option for the operators is to simultaneously decrease size, increase price and increase quality to maximize profit.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Much attention in the consumer psychology literature has been placed on consumer behavior issues relating to branded products, including perceived value and loyalty to product. In today's competitive and changing business environment where consumersô demand level is continuously growing, enhancing consumersô retention and further expanding long-term relationship with consumers by establishing their loyalty is vital and necessary for the success and survival of business firms (Chegini, 2010).

Oliver (1999) defines product loyalty as consumerôs deep commitment to buy their favorite product and services on consistent basis. Product loyalty can also be seen as the readiness of consumers to pay more money to a particular product against similar products (Erics, Unal, & Candanet, 2012). Peng, Imries, and Grigiriou (2016)define product loyalty as the degree to which consumers develop emotional attachment to a product through their commitment to repeat purchases of companyôs products without intending to switch to others. They further defined product loyalty as the willingness of consumers to keep their relationships with a certain product on the long term.

Product loyalty is considered as an important factor in the success of any organization. It is also observed that product loyalty is a very important factor for consumers when they are making decisions about buying any product (Moraga, Parraga & Gonzalez,2018). Kandampully (1998) argues that if a firm has the ability to create and maintain a large group of its loyal consumers over a longer time period that firm will be able to attain a good position in the market. Moolla (2010) identified the most common benefits of consumerôs product loyalty to a firm to include higher sales volume, premium pricing ability, and retention of consumers, enhanced return, low price elasticity and referrals. Repeated purchases of products by consumers due to long-term loyalty lead to profitability and growth of companies (Molla & Licker, 2001). This means that if a company can establish a strong consumer base that has become loyal to their product, it can be a significant advantage. However, loyalty of consumers to product if not maintained, can change due to market competition.

The recent intense competitive nature of the business environment implies that for business ventures, including fast food restaurants to survive, they should be able to establish a strong consumer base that will become loyal to their products. There is a dramatic increase in the number of fast food restaurants that crop up in every city and town in Nigeria. Mustapha, Fakokunde and Awolusi (2014) stated that the number of fast food outlets in Nigeria is increasing at a geometric rate and it is expected to double in five years. Due to intense competition, it is the primary goal of firms to retain their consumersô loyalty (Chegini, 2010) as it is viewed as the key to success, survival of any business, and the means to gain competitive edge (Tripathi, 2009). Retaining consumersô loyalty however does not happen overnight, it requires consistent effort on the part of the firm.

Enhancing loyalty behavior, therefore, will help the organization to get consumers preference, buying intention and secure profitability; which interpret the organizational financial performance. Moraga, Parraga and Gonzalez(2018) clarify that product loyalty can actually be accomplished when consumers show repeated buying behavior towards a particular product. If consumers demonstrate loyalty towards a product they can go to any extent to purchase the product and strong interest is indicated at any expense. Therefore, enhancing loyalty behavior and building product loyalty have become more crucial, yet more complex to achieve.

In response to this challenge, a large amount of research have been done in business and academic circles on building, developing, and maintaining product loyalty,for a long period of time more efficiently and effectively (Schultz &Bailey, 2000). Based on past studies on branded products, the factors of perceived price (Veale & Quester, 2009), quality (Banovic, Barreira, Grunnet & Fontes 2010), and size (Chowdhury & Andaleeh, 2007) which represent product variations are found to be predictors for product loyalty. Hence, factors like food quality, price of food and size of food package could be important factors that ultimately affect product loyalty among consumers of fast food restaurants (Haghighi, 2012). Aaker (1991) positsthat perceived quality of consumers has a great impact on loyalty of the brand and company success. It plays a vital role to maintain a warm relationship and trust inside the consumers.

According to Ogunlade (2008) ñfoodò is used as a collective term for the end products that consumers eat or drink. It is considered not merely as a collection of inputs to satisfy human nutritional requirements, but also possesses a multi-dimensional set of consumer-satisfying attributes such as taste, appearance, security, convenience etc. The term ñfast foodò (Ariyo, 2005; Raimi & Towobola, 2011) was first recognized by Merriam-Webster dictionary in 1951. It refers to food that can be easily prepared and served very quickly in an outlet to consumers. It can be served directly from oven to table (sit-in) or presented in form of take-out packages or containers (take-away). Common fast food menu found in outlets worldwide apart from drinks include pies, chips, fries, sandwiches, pizzas, noodles, chilis, salads, potatoes, rice, ice-cream, coffee, candies, Shawama, fish, beef, chicken, turkey, hot dogs etc. Also, various sizes, types and kinds of outfits exist worldwide for the purpose of retailing fast foods. These range from carts, wagons (Jakle, 1999), stands, kiosks to restaurants, and modern day fast food retail outlets, better known as Quick Service Restaurants (QSRs). Fast food ventures are food located everywhere with round the clock services e.g. Cuisines, entries.

In choosing food, consumers are looking beyond the physical product alone. Normally, the consumers will form their own value and expectations on the various market offerings; they expect and demand more from the food supply. Among the things demanded by consumers are varieties of food, quality, size and price (Kotler & Armstrong,2010). As mentioned by Peri (2006), food quality is a very important key that consumers will always look for to satisfy their needs and expectation towards the product they choose. Kotler and Armstrong [2008] states that product quality is the ability of a product to perform its functions,which include durability, reliability, accuracy, ease of operation and repair as well as other valuable attributes. Product quality is a means to incorporate features that have a capacity to meet consumers, needs (wants) and gives consumerøs satisfaction by improving product (goods) and making them free from any deficiencies or defeats (Juran, 2013). Quality has been defined as fitness for use, or the extent to which a product successfully serves the needs of consumers (Beverly, Diane, Strong & Richard, 2012).

Product quality enhances competitive advantage (Andaleen, 2007; Chowdhury &Zeeshan, 2013), just as food quality is regarded as a key factor that affects consumersô overall evaluations of a restaurant and repurchase intention (Namkung & Jang, 2007). Quality of products is normally measured by product features, benefits and ability to satisfy required needs. Thus, the quality of food is deemed to be evaluated based on the taste, freshness, cost of the meal and how the food is being presented to consumers. Consumersô perceptions of these attributes could be important in their purchase decision. Perceived quality is consumer perception of the general quality or superiority of one product - with attention to the purpose of that product - in comparison to other alternatives (Keller, 2008). Chi, Yeh, and Huang (2008) concluded that if a product has a better quality, consumers will be more inclined to purchase it. Moreover, products meeting or exceeding consumersô quality expectations may not only strongly motivate repurchase intention but also inhibit switching behavior (Deng, Lu, Wei, & Zhang, 2010). Furthermore, the term quality is very vagueandun-structured when used by different persons or even by the same person in different conditions. However, the most popular definition of quality and accepted by almost all people working in this area is the definition developed by International Standardization Organization (ISO). ISO defined quality as ñthe totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needsò (ISO 8402) (Becker, 2000).

Apart from quality of products, pricing could also play an important role in forming consumersô perception of products and services (Ramirez & Goldsmith, 2009). Kotler (2011) defined price as the amount of money being charged (or in exchange) for a product or service. Keller (2008) stated that consumers often actively process price information based on their knowledge and experience of previous purchasing experiences. Although consumers may not be able to exactly recall product prices, they generally know the range of prices for a certain product category. The higher the price, the less likely it is that consumers will purchase a product or service (Kinney, Ridgway, & Monroe, 2012). This means that there is a negative relationship between high price and consumer purchase intention, given that all other factors remain constant. Business firms therefore use different price promotion strategies such as rebate, discounts and free options to influence consumersô purchase decision (Munger & Grewal, 2001).Price is the amount a consumer pays for a product or the sum of the values that consumers exchange for the benefits of having or using a product or service (Bearden et al., 2004). Furthermore, price is the amount of money charged for a product or service. It is the sum of all the values that consumers give up in order to gain the benefits of having or using a product (Kotler & Armstrong, 2010). Baker (1996) noted that price is the mechanism which ensures that the two forces (demand and supply) are in equilibrium. According to Stanton (2017) price is simply an offer or an experiment to task the pulse of the market. It is the monetary value for which the seller is willing to exchange for an item (Agbonifoh et al, 1998). Ezeudu (2004) argues, that prices is the exchange value of goods and services. Schewe (1987) defines price as what one gives up in exchange for a product or service.

Product package size and shape may also affect consumer judgment and decisions. Consumers appear to use these things as simplifying visual heuristics to make volume judgments. Generally they perceive more elongated packages to be larger, even when they frequently purchase these packages and can experience true volume. This implies that disconfirmation of package size after consumption may not lead consumers to revise their volume judgments in the long term, especially if the discrepancy is not very large (Raghubir & Krishna, 1999). Different sizes also appeal to consumers with somewhat different involvement. For example, low price for some low involvement products, such as generics, is made possible through cost savings created by reduced packaging and promotional expenses. Generics are usually packaged in larger size which communicates to consumers who are specifically looking for good deals. Such consumers believe the low price of the generics, in the right size of packaging, offers excellent value for money (Prendergast & Marr, 1997). In addition, this could imply that when product quality is hard to determine, as with generics, the packaging size effect is stronger.

From the above background, the effects of product variation including quality, price and size on product loyalty seems obvious. However, there are still few empirical studies on this link (Dapkevicius & Melnikas, 2009), especially among consumers of fast food restaurants. In a similar vein, the important role of product variation in product loyalty is indisputable; however, the knowledge of which product variation performs better, especially in the area of fast food restaurants, is grossly lacking. It is against this background that this study is designed to investigate the effect of product variation on consumersô product loyalty among consumers of fast food restaurants in Makurdi metropolis.

1.2 Statement of the Problem

There has been a dramatic increase in the number of fast food restaurants that spring up in every city and town in Nigeria, thus, suggesting the increasing competitiveness in this sector of the countryøs economy (Mustapha, Fakokunde & Awolusi, 2014). Following the upsurge in fast-food restaurant business in the Nigerian society with increasing competition, consumers are now beginning to be choosy in the aesthetics, product and services received from fast food restaurants. As a result of the rising competition in this infant business in Nigeria, some fast food outlets are beginning to fold up due to their inability to cope with the unfavourable competition. Some of the restuatrants which have foulded-up in Makurdi metropolis include Mr Biggs, Treaties Bukka,Final Yoghurt, among others. Therefore, the abilityto enhance consumerøs loyalty to restaurantsô products has become very crucial in gaining competitive advantage and survival of fast food industry.

Today, observation has shown that the business environment competition has intensified particularly in Makurdi metropolis business sector, mainly because of the dereguration policy and economic situation in the town. Together with the increased competition, restaurants have encountered difficulties in selling their food products, and thus also, in keeping their existing consumers. It has become more difficult for them to attract and retain consumers in private business sectors.This resulted from increasing cost of raw materials for use in preparing meals, coupled with scarcity of finance on the part of consumers to make purchases. Products price have increased substantially, the raw material prices for products such as wheat, soya beans, rice,corn sugar, cocoa beans etc has increased significantly. This price increase affect the entire market and it is obvious that prosperity and survival of restaurants depend on their consumer base; the more the restaurants are able to retain their current consumers, the more they will succeed in long-term. Due to this, the emphasis of global business sector has shifted from short-term and transactions focus to longer-term and relational focus. To retain their consumerǿs loyalty and still secure profitability under this economic situation has become the biggest challenge for restaurants operators.

What then can the restaurants operators do to survive under this fragile and competitive business environment. The business world is constantly changing and challenged by demands. The modern fast food industry is highly commercialized and characterized by various pre-formulated procedures and food preparation methods usually set up with the intention of minimizing production cost and delivery time. Greater emphasis is always placed in ensuring certain level of flavor, taste,price, size and quality consistency of products and quick services as expected by consumers (Iwarere & Fakokunde, 2011).

Fast food restaurants are said to have their own benefits, which their consumers perceive are the primary reasons why they (fast-food restaurants) are patronized. The relative importance consumers attach to individual benefits can differ significantly and these can be used as effective barometers in segmenting the markets. Intuitively, the choice of consumers visiting a fast food restaurant hinges on identifiable factors peculiar to an environment which need to be ascertained. Therefore, many fast food restaurants are now paying attention to studying and implementing different marketing strategies with the aim of gaining maximum market share of consumers and improving consumer loyalty to the product.

A lot of studies have been carried out, mostly in foreign countries, on fast food restaurants from different standpoints and perspectives with each profiling different factors affecting consumers product loyalty. Factors ranging from food quality, service quality, environment, price, quick service (Akbar & Alaudeen, 2012; Tabassum & Rahman, 2012; Tat , Sook-Min, Ai-Chin, Rasli & Hamid, 2011), restaurant image (Ling, Mun & Ling, 2011), fast food store image factors, consumers' values of eating-out (Ibrahim & Vignali, 2005; Ahn, Lee, Lee&Paik, 2012) have been considered to affect consumers patronage of fast food restaurants.

Although fast food restaurant business is not nascent in Nigeria,home based studies on factors affecting consumersô product loyalty are yet few with conflicting findings. However, Sefian, Jaini, Sharudin and Abdullah (2013) noted that these factors may differ from country to country and from region to region as a result of cultural, environmental and socio-economic specifics. To bridge this gap in literature, there is the need to conduct more Nigerian based studies on factors affecting consumersô product loyalty among consumers of fast food restaurants. Hence, this study is designed to examine the effect of product variation (quality, price & size) on consumersôproduct loyalty among fast food restaurants in Makurdi metropolis.

1.3 Aim and Objectives of the Study

The aim of this study is to examine the effects of product variation on consumer product loyalty among fast food consumers in Makurdi metropolis. The specific objectives are to:

i. Examine the effect of size variation on product loyalty among fast food consumers in Makurdi metropolis, considering increase in size, reducedsize and maintaining status quo.

ii. Investigate the effect of price variation on product loyalty among fast food consumers in Makurdi metropolis,considering increase in price, reduced price and maintaining status quo.

iii. Examine the effect of quality variation on product loyalty among fast food consumers in Makurdi metropolisconsidering increase in quality, decrease quality and maintaining status quo.

iv. Determine what best combination of variation in size and price on product loyalty among fast food consumers in Makurdi metropolis.

v. Determine what best combination of variation in size and quality on product loyalty among fast food consumers in Makurdi metropolis.

vi. Determine what best combination of variation in price and quality on product loyalty among fast food consumers in Makurdi metropolis

vii. Determine what best combination of variation in size, price, and qualityon product loyalty among fast food consumers in Makurdi metropolis.

1.4 Research Questions

i. What is the effect of size variation on product loyalty among fast food consumers in Makurdi metropolis, considering increase in size, reduced size and maintaining status quo?

ii. What is the effect of price variation on product loyalty among fast food consumers in Makurdi metropolis, considering increase in price, reduced price and maintaining status quo?

iii. What is the effect of quality variation on product loyalty amosng fast food consumers in Makurdi metropolis considering increase in quality, reduced quality and maintaining status quo?

iv. What is the best combination of variation in size and price on product loyalty among fast food consumers in Makurdi metropolis?

v. What is the best combination of variation in size and quality on product loyalty among fast food consumers in Makurdi metropolis?

vi. What is the best combination of variation in price and quality on product loyalty among fast food consumers in Makurdi metropolis?

vii. What is the best combination of variation in size, price, quality on product loyalty among fast food consumers in Makurdi metropolis?

1.5 Significance of the Study

This study will be of significant importance to fast food restaurant operators, consumers of fast food, the government, and researchers. This is because; it will provide insight into the role of product variation in size, price and quality and on consumerôs product loyalty, the knowledge which could be used by food restaurant operators in promoting their business. This study will equip the fast food restaurant operators with information that can place them in advantaged position to make more strategic market policies that can boost their business patronage.

The consumers of fast food restaurants will also benefit from this study as it can help them to understand the factors that affect their purchasing behaviour. It will make recommendations that can help the consumers of fast food to make more informed purchasing decisions and have better value for their money spent on food purchases. This will go a long way in enhancing consumersô satisfaction and wellbeing.

When the knowledge from this study is leveraged upon to promote fast food restaurant business, it will serve a major economic benefit to the government of Benue State and Nigeria at large. This is because fast food restaurant as part of the hospitality industry has the potential to make significant contributions to the Gross Domestic Product (GDP) of the countryộs economy if well managed.

Lastly, researchers in the area of consumer behaviour will particularly find this study very essential. This is because research in this area of fast food restaurants in Nigeria is still in its early stage, therefore, this study will add to the few existing local content in this area. Thus, it will become a valuable reference material that can be consulted by interested researchers and of course, students of industrial psychology and marketing in time of need.

1.6 Scope of the Study

This study is designed to cover the effects of product variation (size, price and quality) on product loyalty. It involves three independent variablesof product characteristics (size, price and quality); each of the independent variables existed at three levels (increase, maintain and decrease) and one dependent variable (product loyalty). It covered undergraduate students of Benue State University Makurdi who patronize fast food restaurants located in Makurdi metropolis. The time scope was based on current product manipulations and consumer patronage in the eateries since the study reqiured cross-sectional data.

1.7 Operational Definition of Terms

This section defines key terms in this study as they are.

Fast food: is a mass-produced food that is already prepared and served quicker for consumption. These include pies, fries, chips sandwiches, pizza, rice, iced-cream salads, fish, beef, chicken, turkey hot dogs and noodles.

Fast food Restaurants: Are cuisines or eateries with prestigious operational equipment, a serene environment and render quick service of food product available for consumption.

Product Loyalty: Is consumerôs positive feeling towards a product and dedication to purchase the same product or service repeatedly now and in the future regardless of changes in price, size and quality.

Brand Loyalty: This refers to the psychological commitment of consumers of fast food to the fast food productsbecause of the influence its name tag which makes the consumer to purchase that product most often and refuse to purchase any other product of same or better quality to the one he or she is committed.

Product variation: This refers to the different aspects of a food product which include food quality, price, and size.

Product (food) quality: This refers to the attributes of food product that give it superiority over other product. The attributes of quality include food safety, taste, nutritional value and package.

Product price: This refers to the monetary cost of purchasing a food product by the consumers.

Product size: This refers to the volume or quantity of food product that is contained in a package.

Quality Variation: this refers to the differentiation in quality level in the directions of increase quality, maintain quality and decrease quality.

Price Variation: this refers to the changes in price level in the directions of increase price, maintain quality and decrease price.

Size Variation: this refers to the adjustment in size level in the directions of increase size, maintain size and decrease size.

CHAPTER TWO

LITERATURE REVIEW

This chapter deals with review of literature on the subject matter of the study. The literature under reviewed in three main sections which include: conceptual review, theoretical review and empirical review. Based on these reviews, hypotheses were stated.

2.1 Conceptual Review

In this section the three key concepts that constitute the main variables of this study are comprehensively reviewed and discussed. These are product loyalty, product characteristics (quality, price and size) and fast food.

2.1.1 Product Loyalty

A product offers the consumer a functional benefit. According to Page (1995), product is anything offered to consumers which either solve problems or provide benefits including any ñadd-onsò e.g. food product like pizza, meat pie etc. In many cases, product will be the most important element in the marketing mix; it lies at the care of successful marketing. Page stated that the future of a product must match closely as possible the benefits that consumers are seeking. Getting the quality of product requires an understanding of what consumers expect. A product can be defined as anything that can be offered to a market for attention, acquisition, use or consumption that could satisfy a need or want. However, the definition of product does not only involve tangible goods such as a car, a fridge or a phone. The definition of product must be extended to include intangible objects as well, because they can be offered to a market as well. Therefore, the broad definition of product includes services, events, persons, places, organisations or even ideas. Thus, the definition of product leads us to a broad range of things: a car, a phone and a coffee can be a product (Claessens, 2015). Stanton, (2017), defines product as a set of tangible and intangible attributes, including packaging, colour, price, manufacturers and retailers prestige and services, which the buyer may accept as offering satisfaction of wants and needs. Davar, (2010), said that a product may be regarded from the marketing view point as a bundle of benefits which are being offered to consumers. Thus, we can say that a product is what a seller has to sell and what a buyer has to buy. Buyer will buy a product which can offer him or her expected satisfaction. Tse (2019) posits that a product can be perceived as need satisfying.The market is full of similar products. To make a product stand out, one needs to assign to it someidentification properties. Such identification properties include certain associations like name, logo, color, and many other attributes. These branding attributes give the product a certain personality, certain voice, etc, position the product at some distinctive place in the consumersô mind, and givethem an experience whenever they have a contact with the brand.

According to Aaker (2011), a brand can be defined as distinguishing name or symbol intended toidentify both goods and services.Brand is a product, service, person, company, or a concept which has characteristics like a name,symbol, etc. to be differentiated from others in the market. A brand is what makes the product identifiable and differentiable.The Brand Asset Consulting (2010) defines a brand as a name, term, sign, symbol, design, or a combination, which is intended to identify the goods and services of a firm in order to differentiate them from competition.Product loyalty refers to the consumerôs behaviour of repeatedly purchasing a specific product over a certain period of time. This is based on the past behaviour that a loyal consumer is likely to purchase the products of a specific product currently and in the future (Lin, Wu and Wang 2010).

However, a debate that has been going on in this field since the seventies is whether product loyalty involves more than a behavioural measure of repurchase (Day, 2019). Therefore, researchers have focused on another dimension of brand loyalty,namely attitudinal loyalty (Werner & Kumar 2012). This debate has not reached any consensus, but the fact remains that product loyalty is believed to be a powerful tool to combat increasing competition in the marketplace (Amine 2018). Brand loyalty is important for marketers because it helps in retaining consumers and often requires less marketing resources than acquiring new ones (Reichheld & Sasser 2010). It also has positive implications on brand

Product loyalty has been described as a behavioural response and as a function of psychological processes (Jacoby & Kyner, 2013). This means that product loyalty is a function of behavior and attitudes. Product loyalty is the repeat purchase of any consumer that reflects his or her conscious decision to continuously purchase that product in future. It therefore implies that the consumer will purchase that product most often and also refute to purchase any other product of same or better quality as compared to the old one he or she is loyal to that product (Rehman, Rehman&Aktar, 2011). Product loyalty implies a consumerӧs successful emotional attachment and long term commitment to a product. True product loyalty exists when consumers have a high relative attitude toward the brand exhibited through repurchase behaviour. This type of loyalty can be a great asset to the firm: consumers are willing to pay higher prices, may cost less to serve and can bring in new consumers to the firm (Reichheld& Sasser, 2010).

In the viewpoint of Bloamer and Kasper (2015), consumer loyalty is one of the considerable paths with which consumer satisfaction about product or services received is expressed. For this reason product loyalty is at heart of strategic marketing. Soloman (2014) explored that purchase decisions of loyal customer may become a habit in nature, even quite simple and provide satisfaction with current brand(s) as a result. Consumers who have high purchase frequency are most likely considered as satisfied with the products.

Since 1960s, product loyalty has been defined as an attitudinal and beahvioral concept, but few researchers have incorporated these dimensions. Product loyalty is a broadly discussed and researched phenomenon that reflects both attitudinal and behavioral aspects to measure consumersô perceptions of product or service (Dick and Basu, 1994: Baldinger and Rubinson,1996). According to Ehrenberg and Goodhardt, (2000), research in fragmented behavioural concepts of product loyalty still needs to be verified with the attitudinal observations and actions of loyal consumers (Patterson et al., 1997; Dorsch et al., 2000; Young et al., 2010). Numerous researchers has identified product loyalty as a crucial factor that is the output of brand personality traits positioned by the companies in the mind of consumer (Aksoy and Ozsomer, 2007; Yelmez, 2007).

According to Singh (2016), product loyalty is nothing but the provision satisfaction to consumers. This satisfaction derives from belief trust and on a particular product where availability of other products and services is available (Singh, 2016). The competitive environment forces organization not only to sell their product or services but also make them work to maintain a good relationship with consumers to lead the product loyalty (Doostar, Asil, &Behrang, 2013) According to Wel, Alam, &Nor(2011), brand loyalty is a function of behavior and attitude. Without considering these aspects, repurchase action is not sufficient evidence of product loyalty. An important factor that marketers raise that product loyalty helps to reduce the cost of doing business, thus improving brand as well as companyös profitability. Product loyal consumers become the people who promote your product. Loyal consumers will be the first ones who tell their experiences to friends and family (Li &Chaipoopirutana, 2016), Ehsani&Ehsani (2015) considered consumer commitment as an organizational valuable asset.

Ramiz, Qasim, Rizwan, Aslam andKhurshid (2014), posited that,product loyalty is state of mind when the consumer is willing to pay more for a definite brand. In marketing, product loyalty consists of consumerç commitment to repurchase the product through repetitive buying of a product, and it also endorses the trust towards the product and it also indicates the quality and performance of the product (Wong &Sidek, 2008). Product loyalty by any consumer not only represent the repeat purchase of that brand but sometimes it also refers to the psychological commitment of that consumers toward that brand, therefore, product loyalty not only mean that consumer will not purchase that product most often but also he or she will refute to purchase any other product. Researchers a firms that product loyalty should be considered as a fact that consumers build their relationship with any specific product as they make relationship with one another in personal lives, because product loyalty is one of the important and major objectives for businesses and firms to achieve competitive advantage over rivals and competitors and to get profitable outcomes in long term (Wernerfelt, 1991; Chow & Hoden, 1997; Fournier, 1998; Grossman, 1998; Munize & OçGuinn, 2001; Young, Hwang & McDonald, 2010).

Khan and Mahmood (2012, p. 33) suggested a definition that reflected these benefits in an efficient manner, by stating that ñproduct loyalty can be defined as the consumerç unconditional commitment and a strong relationship with the brand, which is not likely to be affected under normal circumstancesò. However, Newman and Werbel (1973; cited in Kabiraj & Shanmugan, 2011, p. 289) argued that in order for product loyalty measures to be valuable for marketers, the measures should contain the consumerç unwillingness to switch products. As reflected in the literature, brand commitment is conceptualised as the consumerç desire to maintain a relationship with the product, which has a direct influence on their reluctance to switch brands. Jacoby and Chestnut (1978) and Oliver (1999) explored the definition of loyalty and conclude that consistent purchasing as an indicator of loyalty could be invalid because of happenstance buying or a preference for convenience. They also indicate that inconsistent purchasing can mask loyalty if consumers were multi-brand loyal. They agree that it would be unwise to infer loyalty or disloyalty solely from repetitive purchase patterns without further analysis.

According to Holt (2004) ñproduct loyalty is the consumerøs willingness to stay with a brand even when competitors come knocking offerings the same product that is equally attractive. Most authors and researchers have focused more on behavioral aspects of brand loyalty and less on attitudinal aspect of product loyalty. Dick and Basu (1994) described behavioral loyalty, dependent on proportional purchase and purchase sequence. Behavioral loyalty does not provide a comprehensive picture of loyalty as it fails to explain switching away of consumer to a competitive brand (Allan & Joel, 1996). The behavioral or attitudinal attributes of loyalty have been further strengthened by Kabiraj and Shanmugan (2011), who pointed out that ñbrand loyalty is the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continuallyö.

Brand loyalty could also be defined as the strength of preference for a brand compared to other available options that is similar, which is often measured in terms of repeated purchase or price.True product loyalty can be seen exist when consumers have relatively high attitude toward the brand seen by active repurchase of a brandøs product . Companies could consider the product loyalty as a necessary asset toward the product itself because of the willingness from the consumers to buy repeatedly without too much concerns about a slight raise in price, fewer cost of serving and higher opportunity of bringing new consumers to the brand (Sasser & Reichheld, 1990). Most of the loyal consumers tend to skip several evaluation stages when buying a product because they tend to choose their favorite product brand that they have known. A feedback and response from their positive experience and evaluations makes them loyal to the brand.A good experience with the product starts the positive evaluation and a good feedback for the brand under their consideration, and it-makes them more loyal to the brand. Jacoby and Olson (1970),defined product loyalty as the mental purchase process resulted from nonrandom and long existence behavior of the consumers. In simple words, we can say that brand loyalty is a repurchase behavior of consumers towards a specific product or service.

Brand loyalty has been described as behavioral response and as a function of psychological processes (Jacoby & Kyner, 1973), which means that brand loyalty is a function of both behavior and attitudes. Most studies in brand loyalty have been concentrated on the behavioral aspect of brand loyalty (e.g. repeat purchases) without considering the cognitive aspects of brand loyalty (Choong, 1998). Repurchase action is not sufficient evidence of product loyalty since the purchasing practice should be intentional (Tepeci, 1999). In order to be considered as product loyalist, consumer should have the intention to buy the same product or services at all the time.

In addition, product loyalist would also include some degree of commitment toward the quality of a product that is a function of both positive attitudes and repetitive purchases. Understanding loyalty is essential for marketing practitioners as loyal consumers are less likely to switch and make more purchases than similar non loyal consumers (Reichheld, 1996; Reichheld & Sasser, 1990), further supported by Strauss and Frost (1999), who suggest that relationship marketing is cost effective; it is less expensive to retain one consumer than to acquire one; it is easier to sell more products to one loyal consumer than to sell the same amount to two new consumers. This means that, it is easier to persuade loyal consumer than to persuade new consumers. The loyal consumers normally have more confidence towards the firms compared to new consumers.In addition, brand loyalty also contributes in reducing the costs of doing business, thus improving brand as well as companyôs profitability (Tiele & Mackay, 2001).

A brand has also been defined as ña product offer from a known sourceò (Kotler, 2000:56). Keller (2003) defines a brand as a product that adds other dimensions that differentiate it from other products and services designed to satisfy the same need. Kapferer (1997) says that a brand exists when there is certain perceived risk. Without it, a brand would simply be the name of a product. Therefore, a brand makes life simpler and less risky (Barwise, Castleberry, Ehrenberg & Riley 1990) and is a source of value for the consumer (Kapferer, 1997). A brand is also an ñintangible but critical component of what a firm means; a set of promisesò (Davis, 2002).

Finally, Bedbury and Fenichell (2002) say that ña brand is, if it is something, the result of a synaptic process in the brain. They are sponges for content, images, feelings, sensations, and experiences; psychological concepts inside consumersô minds.ò Hence, brands enhance the value of a product beyond its functional purpose (Farquhar, 1989). There are many definitions that have been developed for a ñbrandò and are based on consumer perceptions of brands due to their own feelings, associations, and relationships with them. As different people may have different perceptions of the same brand, therefore, a brand can be defined as a collection of many meanings. A major objective of any markeing strategy for most product categories is the facilitation of consumers to repurchase the brand through preference or involvement. Consumers develop attachtment towards a brand on a number of accounts. This aspect associated with the brand relationship could be hedonism, personal gratification, self image, pleasure of the relationship, development of consumerôs family and the brand association with people whom the consumer has emotional connections(kapferer 2004) brand commitment is a necessarry condition for true loyalty to occur(Bloemer& Kasper 1995;Amine 1998).

The success of a firm depends largely on its capability to attract consumers towards its products. In particular, it is critical for the survival of a business outfit to retain its current consumers, and to make them loyal to the product. Firms selling product with a high rate of loyal consumers have a competitive advantage over other firms. Product loyal consumers reduce the marketing costs of the firm as the costs of attracting a new consumer have been found to be about six times higher than the costs of retaining an old one (Rosenberg & Czepiel, 1983). Moreover, product loyal consumers are willing to pay higher prices and are less price sensitive (Ishnamurthi & Raj, 1991; Reichheld & Sasser, 1990). Product loyalty also provides the firm with trade leverage and valuable time to respond to competitive moves (Aaker, 1991). Loyalty to the firm's products represents a strategic asset which has been identified as a major source of the brands' equity.

The American Marketing Association (2015) defines product loyalty as ñthe situation in which a consumer generally buys the same producer-originated product or service repeatedly over time rather than buying from multiple suppliers within the categoryò (p. 191-201) or ñthe degree to which a consumer consistently purchases the same product within a product classò. Trying to define the term, Aaker (1991) considers that product loyalty ñreflects how likely a consumer will be to switch to another product, especially when that product makes a change in price, product features (such as quality, size), its communication or distribution programmesò (Aaker, 1991,p. 102-201). Product loyalty is also defined as the extent of the faithfulness of consumers to a particular product, expressed through their repeat purchases, irrespective of the marketing pressure generated by the competing brands. When consumers become committed to product they make repeated purchases over time. Product loyalty is a result of consumer behaviour and is affected by a person's preferences. Loyal consumers will consistently purchase products from their preferred brands, regardless of convenience or price. Companies will often use different marketing strategies to cultivate loyal consumers, be it through loyalty programmes (that is, rewards programmes) or trials and incentives (samples and free gifts).

The concept of product loyalty that was introduced into the literature of marketing by Copeland (1923)posits that loyalty was accepted as a repeated purchasing of the product or resistance shown to the purchasing of alternative products(Cunningham, 1956; Pessemier, 1959; Farley, 1964). This approach which aims to explain product loyalty and the formation of product loyalty is named as behavioral product loyalty. In subsequent periods, various authors tried to interpret product loyalty through concepts based on psychological factors. This approach is termed as attitudinal brand loyalty. The attempt to explain product loyalty with various factors was an important step towards understanding the concept of loyalty.

Many authors continued to attach importance to the conceptualization of loyalty in this manner(Jacoby, 1971; Jacoby & Kyner, 1973; Backman & Crompton, 1991; Dick & Basu,1994). Despite the fact that brand loyalty has been defined in various ways, one of the most generally accepted definitions is that of Jacoby (1971). According to Jacoby, product loyalty is the tendency to purchase one product more than other brands. Product loyalty is the rate or percentage of the purchase of a product in a product class.

It can also be the order or frequency of purchasing among different products purchased within a given period. In later studies, Jacoby and Chestnut (1978) came up with a definition of product loyalty used by many authors. Product loyalty is a function that is: (1) biased (that is, non-random), (2) a behavioral response, (3) expressed over time (continuous), (4) taken by some decision-making units, (5) chosen out of a set of alternative brands, and (6) a psychological process. According to these authors, genuine product loyalty relies on commitment. In application, the definition of product loyalty by Jacoby and Chestnut(1978) leads to certain problems.

For this reason, the definition of product loyalty that rests on the tendency to purchase has been accepted in this research. When the literature on both marketing and management science is analyzed, it can be seen that researchers have generally tended to adopt the definition of product or company loyalty suitable to the characteristics and requirements of the research. By defining product loyalty as the tendency of the consumer to purchase a product in a stable manner, will solved the question of how product loyalty can be measured. Analyzing the literature, it can be seen that product loyalty is measured with two basic methods of measurement. The first approach, the behavioral product loyalty measurement approach, is based on the arithmetic mean reached as a result of or that manner of purchasing behavior style. The attitudinal product loyalty measurement approach is based on the intention of the consumer to purchase instead of purchasing behavior itself. In the current research, the attitudinal product loyalty approach has been adopted and product loyalty has been measured as the intention to purchase the product in the future.

The concept of product loyalty has changed over the years. Earlier it was just a repeat purchase behavior(Cunningham, 1961, Farley, 1964) but later on it was found that loyalty has multi-dimensional concept (Dick, & Basu, 1994) and the evolution was passed on different phases. Oliver (1999) defined the loyalty as consumerọs deep commitment to buy their favorite product and services on consistent basis. Only re-purchase behavior is not a good enough indicator which indicates that consumers are loyal. Jacoby (1973) reported that it does not always happen that dissatisfied consumers switch products. The reason behind is that they do not have enough information about the alternatives and think that alternatives are not good enough than current brand (Kuusik, 2007).

Loyalty is a core dimension of brand equity. Aaker (1991) defines product loyalty as the attachment that a consumer has to a brand. According to Ballantyne, Warren and Nobbs(2006), nowadays there is so much competition in the markets, and there are rapid changes in the product and entry of new product in the marketplace so consumers have wide product knowledge about the products and wide list of alternatives and opportunities. According to Yoon and Kim (2000), loyal consumers will pay extra price for the product that satisfies its needs and wants, even ifprices of the products increase. According to Khraim (2011), brand loyalty of the consumer also influenced by the quality of the product. According to Anderson,Fomell and Lehmann (2004), a loyal consumer can help an organization to increase its bargaining power regarding its partner and suppliers. Dick and Basu (1994), argued that a loyal consumer of organization will creates positive Word of Mouth regarding company and product and competitive.

The process of building and maintaining product loyalty is a central theme of marketing practice and theory in establishing a sustainable competitive advantage. There are at least four cognitive based determinants of satisfaction. First, expectancy disconfirmation theory says that consumers form prospect as benchmarks from which performance is rated. Disconfirmation has been established to be a significant determinant of satisfaction. Second, perceived performance also affects satisfaction assessment (Tse & Wilton, 1988). Support for both expectancy disconfirmation and performance evaluations in a consumer satisfaction situation has been established (Oliver, 1995; Oliver & Burke, 1999). Third satisfaction influences by equity (Oliver

&Desarbo, 1988). In a study of payment equity, it is found that satisfaction is directly affected by normative comparisons of payments (Bolton & Lemon, 1999). Finally, the most important cognitive factor of satisfaction is potentially fairness (Oliver & Swan, 1989).

If a product is unable to provide satisfaction, consumers may never purchase the product offered by that brand again. For the success of a company the most important number is not the consumer who purchases first time, but those consumers who purchase repetitively (Jacoby & Chestnut, 1978).

It is unfortunate that there is no universalagreed definition of loyalty (Jacoby & Chestnut, 1978; Dick & Basu, 1994; Oliver, 1999).Thus, in the view of Day (1969); Jacoby and Kyner (1973) and Berne (1997), loyalty is a concept that is beyond mere purchasing behavior and it represents two concepts, attitude and behavior leading to commitment. In the same manner, the combination of these two concepts enables us to differentiate two types of product loyalty concepts:

(a) Loyalty based on inertia: where a product is bought out of routine practice merely because this takes fewer attempts and the consumer will not hesitate to switch to another product if there is some certain reason to do so. That is, the consumer is purchasing the same product, not because of true product loyalty, but because it is not easy to search for an alternative; and

(b) Actual loyalty, which is a form of repeatedly purchasing actions reflecting an aware decision to continue, buying the same product, must be accompanied by a primary positive attitude and a high degree of promise toward the product.

Focusing on the behavioral aspect of loyalty could overrate true loyalty (Zins, 2001). Product loyalty signifies an encouraging approach towards a brand resulting in regular purchase of the brand over time (Pekka & Tuominen, 1992). The reason for buying a same product from a familiar brand reduces the apparent risk and saves the time.

Evolution of the concept of product loyalty through time has been acknowledged by several contemporary researchers (Alhabeeb, 2007; Khan, 2009). Although the large number of studies on product loyalty has been done, much of the research over the past three decades investigates consumer loyalty from two perspectives: behavioral loyalty and attitudinal loyalty (Bandyopadhyay& Martell, 2007; Basu &Dick, 1994). Behavioral loyalty refers to the frequency of repeat purchase. Attitudinal loyalty refers to the psychological commitment that a consumer formulates in the purchase act, such as intentions to purchase and intentions to recommend without necessarily taking the actual repeat purchase behavior into account (Jacoby, 1971; Jarvis & Wilcox, 1976).

Sometimes a consumer can be forced to be loyal when they are ready to buy a certain product or a brand even if they do not want to (Kuusik, 2007). Identification and attitudes of its leading factors can lead to better understanding of consumer behaviors (Vahid & Sadiq, 2014). Consumerøs feeling about himself is often reflected in his product choice and the particular association implanted for him in product personalities. While behavior involves an overt action, by a certain target market, often in a certain time and context, preferences and intentions are consecutively more confusing, with preference being an attitude designating a consumerøs resemblance toward one product relative to other product and intention being a consumerøs articulated likelihood of purchase. Purchase behavior is the consumer act of purchasing some explicit product or service (Soonthonsmai, 2001). Individualsô attitude depends upon several factors such as experience and knowledge, level of elaboration and involvement, situational factors, accessibility of attitudes, and also personality variables (Hoyer & McInnis, 2001).

Product loyalty expresses various actions of both purchase habits and product attitudes. Oliver (1999) describes the loyalty as having deep commitment to a preferred product service or product that leads to repurchase a product or a chain of product products in the future, ignoring the marketing efforts of competitors as well as situational factors. Behavioral loyalty measures are often based on patterns of actual consumer purchases (Rundle-Thiele & Mackay, 2001), while intent to purchase can be used as an alternate for actual behavior. Purchase or behavioral loyalty consists of repeated purchases of the product however attitudinal loyalty is often understood as a thoroughly favorable expression of preference for the brand (Morgan, 1999). Whereas attitudinal product loyalty includes a degree of dispositional promise in terms of some unique importance associated with the product (Chaudhuri & Morris, Holbrook, 2001). Several empirical review have also used surveys to measure behavioral product loyalty by asking the respondents how regularly they purchased certain services or products, relying on consumer recall rather than tracking actual purchases. Greater attitudinal loyalty leads to greater willingness to sacrifice by paying a premium price for a valued product (Chaudhuri & Morris, Holbrook, 2001).

Service loyalty is conceptualized as an interaction of behavior and attitude, and further the loyalty dimensions are to include behavioral, conative processes and attitudinal cognitive (Sudhahar, Isreal, Britto & Selvan 2006). Pritchard and Howard (1997) describes that truly loyal travelers (high levels of both attitudinal and behavior based product loyalty) were most fulfilled with the quality of services provided, followed by latently loyal travelers (high levels of attitudinal product loyalty and low levels of behavioral). It is not easy to build consumer loyalty in the restaurant industry, especially in the quick-service restaurant where loyalty can be momentary and is often based on the best deal (Reich, 1997). Consumer loyalty building may be even more difficult for larger chains in the quick-service sector. Usually, food is not the only motive consumers pick a restaurant (Leung, 2003). For the restaurantôs environment, its cleanliness, quality and speed of service, value, and promotions can affect selection decision.

2.1.2 Development of product loyalty

It is useful from a marketing perspective to see how product loyalty evolved along the time. They are five distinct brand loyalty eras: (Cowles, 1997):

i. **The birth of brand loyalty** (1870 - 1914): This occured when products quality varied widely and brands made products clearly identifiable. Brands were initially introduced as a means of assisting consumers to distinguish among available products.

ii. **The golden era of brand loyalty** (1915-1929): This existed whenconsumers perceived improved quality of brands while retailers were enthusiastic about the increased sales resulting from brands. Brand recall was high and many consumers were loyal to a single brand of product. As consumers were able to access the brands more widely, familiarity and loyalty with the brands increased. Towards the end of this era, however, consumers became cynical towards advertising, which they perceived to be tasteless, manipulative and deceptive, while its costs were said to inflate prices.

iii. **The latent brand loyalty era** (1930 - 1945):This was characterized by a scarcity of branded products. Brand scarcity meant that many consumers were either rationed or required to do without previously purchased brands. Despite the lack of availability, brand preference actually increased during this period. Consumers had high levels of brand preference, but were not able to actually buy the brands.

iv. **The multi-brand loyalty era** (1946 - 1970): This existed when brands became more available, and consumers returned to their old habits and continued to purchase their favorite brands. During this period there was an explosion in new products and discount retailers emerged changing distribution with a focus on price competition for brands, with many introducing private brands. This created great concern for the manufacturer brands and, combined with increasing choice and high product quality, encouraged variety-seeking behaviour. A common feature in many markets during this era was that consumers were polygamous; buying several brands. Multi-brand loyalty emerged in the middle of the 20th century. Marketers realized that brand loyalty was not a personal disposition, but rather it was specific to certain product categories.

v. **The declining loyalty era** (1971 ï today): When the level of differentiation is declining, and hence competing brands are becoming more substitutable, as product quality increased and brands became more consistent, consumers are increasingly price-sensitive. This similarity between competing brands, the increasing array of competing brands, combined with the increased cynicism towards advertising, has resulted in consumers being both more price-sensitive and rarely loyal to a single brand.

In markets with little differentiation like fast food productsconsumers can be ambivalent towards brands and, as a result, they buy different brands. Today most consumers include several brands in their preferred brands set. There are, however, some brands towards which consumers demonstrate intense sole-loyalty, and these brands often have brand communities. Brand communities are groups of consumers whose common theme is their usage of a particular brand, and the more integrated the consumer is into the brand community, the more loyal they are in consuming the product.

2.1.3 Product loyalty building elements

Based on product loyalty building in a competitive market, there are four productloyalty building elements namely, familiarity of the product, satisfaction of consumer of the product, trust on the product and Composite Approach of the product (Day, 1969; Dick & Basu, 1994; Jacoby & Chestnut, 1978)

2.1.3.1 Familiarity of the Product

The concept of product familiarity, that has established much concentration in marketing literature, has been conceptualized in various ways. One conceptualization of product familiarity is product familiarity which is cleared as the number of product experiences that a consumer has (Dick & Basu, 1994). On the other hand, it is somehow diverse from product familiarity, which is the effect of experiences with barely one product for the reason that a consumerֹs product familiarity could be the effect of experiences with more than one product in the brand category. An additional view of brand familiarity is an information processing view (Mano & Davis, 1990). Regarding this view of brand familiarity that underlines to the cognitive representations of experiences stored in memory as an alternative of prior experience with a brand.

These cognitive representations of experiences with a product are structured in the memory as a construction or plan in the form of representations of product, or names, attributes, uses, choice criteria etc. Emerged on this information processing view, product familiarity is a nonstop variable (Kent &Allen, 1994). As a result, people with different cognitive structures or schemas may differ in their levels of product familiarity that show the charisma of consumer attitudes. A substitute view of product familiarity is the amount of time exhausted in processing of product information despite the consequences of the type or content of processing that was implicated (Baker, Hutchinson, Moore & Nedungadi, 1986; Phelps & Thorson, 1991). The greater the amount of time fatigued processing brand information, the greater the level of familiarity with that information regardless of how much the type of processing is semantic (for a example, words, name, logo) or sensory (pictures, attributes) (Battman, 1979). Alba and Hutchinson (1987) definition of brand familiarity focuses in this view; they delineate brand familiarity as the number of brand-related experiences that a consumer has developed. In this regard, food restaurant operators should consider familiarity of a brand for building product loyalty.

2.1.3.2 Consumers Satisfaction of the Product

Consumers satisfaction, a significant concept of satisfying consumerøs needs and desires in marketing process (Spreng, MacKenzie & Olshavshy, 1996) is an important determinant of long-term consumer behavior and loyalty (Oliver, 1980). According to Oliver (1981) consumer satisfaction is ñthe summary of psychological feeling resulting when the emotion surrounding disconfirmed expectations is tied with the consumerøs past feeling about the consumption experienceò (Oliver, 1981). Even though the definition of consumer satisfaction is common in marketing and service literature, it is usually conceptualized as an individualøs emotional evaluation resulting from a judgment on a productøs perceived performance or result, whether the product meets or exceeds his or her expectations that come from consumption experiences (Brady, 1981; Lovelock, Petterson and Walker, 2001; Oliver & Robertson, 2001;).

In their empirical analysis regarding consumer satisfaction, Jones, Suh and Yi(2004) encompass two concepts of satisfaction: transaction-specific satisfaction and cumulative satisfaction (Jones & Suh, 2000, La & Yi 2004). Transaction-specific satisfaction underlies to a consumerøs reaction or evaluation of an individual service encounter (Boshoff & Gray, 2004; Cronin & Taylor 1992,) and is formed by immediate evaluative judgment of the most current post-consumption experiences (Oliver, 1993); while, cumulative satisfaction is the consumerøs general evaluation of the consumption experiences up to now (Anderson,Fornell & Johnson, 1995). In applied marketing research, the general level of consumer satisfaction with the different facets of firms, product or brand is more repeatedly used than an episode specific satisfaction (Akerele,Czepiel &Rosenberg 1974). Consumerøs overall satisfaction is articulated as ñan overall evaluation based on the total purchase and consumption experiences with a good or service over a period of timeò (Anderson, Fornel & Lehmann, 1994). Thus, consumer satisfaction will be encompassed by an overall satisfaction unto a certain product based on earlier experiences in a consumerøs mind and play a key role to build product loyalty.

2.1.3.3 Trust of the Product

Anderson and Weitz (1984) conceptualized product trust as ñone partyøs faith that its needs will be satisfied in the future by actions undertaken by the other partyò. Trust has become one of the major variables in discussions of relationship marketing (Lockshin &Macintosh, 1997). Relationship marketing is articulated as the process of creating, maintaining, and enhancing strong, value-laden relationships with consumers and other stakeholders (Helsen & Kotabe, 1998). Similarly, Morgan and Hunt explain relationship marketing as all marketing activities directed unto establishing, developing, and maintaining successful relational exchanges with consumers (Hunt &Morgan, 1994).

Usually, commitment trust concept, a significant theory in relationship marketing research, which is concerned in business-to-business relationships and business-to-consumer relationships, encompasses on the long-term relational exchanges between sellers and buyers. According to this concept, three vital formations including trust, relationship commitment and cooperation are identified and determined. Morgan and Hunt (1994) concluded that both commitment and trust are essential for successful relationship marketing (Dorsch, Grove & Darden, 2000). In their study of commitment-trust, trust had a positive impact and was a major determinant of relationship commitment and cooperation. Additionally, trust and relationship commitment were essential experience of cooperative behaviors of relationship marketing success. As a result, for building product loyalty marketers should emphasize trust on a product.

2.1.3.4 Composite Approach

The discussions of behavioural and attitudinal approaches indicate that when used on their own do not sufficiently explain product loyalty. Kachsky and Kim(2008) contended that measuring only one facet of product loyalty could result in measuring a spurious attitudes (unstable attitudes that do not influence the subsequent behaviour) or a spurious inertial behaviours that are unstable and unpredictable). Researchers suggest a simultaneous consideration of a composite of both attitudinal and behavioural loyalty in the measurement of product loyalty (Day, 1969; Dick & Basu, 1994; Jacoby & Chestnut, 1978). Such studies have described product loyalty as not only an outcome of repeat purchase behaviour, but also the consequences of an attitudinal process.

Within product loyalty studies developing this composite approach, three studies are, arguably, the most influential. Day (1969) argued that genuine loyalty is consistent purchasing behaviour, rooted in positive attitudes toward the product. Dayǿs two-dimensional conceptualization of loyalty (attitudinal and behavioural), suggests a simultaneous consideration of attitudinal loyalty and behavioural loyalty. Specifically, Day proposed a composite index of loyalty as formulated below.

L= P [B]/A

Where

L: LoyaltyP [B]:Proportion of brand purchaseA: Loyal attitude

This formulation posits that loyalty is influenced by the behaviour of purchase (proportion) and the attitude towards the product. Attitude refers to involvement and commitment toward a brand (Day, 1969), and a consumer with a high proportion of purchasing but low attitude is a spurious loyal consumer. True product loyalty occurs when a consumer has both a high proportion of purchase and a high involvement and commitment (attitude). By considering both behaviour and attitude, Day (1969) contributed significantly to the development of product loyalty research.

Jacoby and Chestnut (1978) presented a broader definition of the concept of loyalty which profoundly influenced the direction of subsequent product loyalty researches. Jacoby and Chestnut (1978, p. 80) stated ñbrand loyalty is (1) the biased (that is non random), (2) behavioural response (that is purchase), (3) expressed over time, (4) by some decision-making unit, (5) with respect to one or more alternative products out of a set of such brands, and (6) is a function of psychological (decision making, evaluative) processesò. This definition implies that to be considered loyal, a consumer must have product choices and psychologically assess the advantage of one product over other products. As a result of this psychological assessment processes, the consumer develops a commitment towards the product. The repeat purchase of the product based on this commitment is considered as loyal. According to this definition, the psychological aspect of the purchasing process provides an essential basis for differentiating a loyal consumer from a repeat purchaser.

Dick and Basu (1994) conceptualized loyalty as a combination effect of attitude and behaviour based on Jacoby and Chesnut (1978) work. They suggested that loyalty is the result of an interaction between a consumerǿs relative attitude towards a product (or a brand) and their repeat purchase behaviour for that product (or brand). The loyalty types are divided into four loyalty groups: truly loyalty, spurious loyalty, latent loyalty, and no loyalty. Consumers with high relative attitude and repeat purchase are described as truly loyal; consumers with high repeat purchase but low relative attitude are considered spurious loyal consumers. A latent loyal consumer has a high relative attitude but low repeat purchase; and those with low relative attitude and repeat purchase are non loyal consumers. Dick and Basu (1994) further suggested that the relationship between relative attitude and repeat patronage is influenced by social norms and situational factors. The classification of consumers into four types of loyalty provides a significant contribution to the business practices as through these types business operators could predict their future consumer retention and defection (Garland & Gendall, 2004).

While social psychology clearly differentiates behavioural intention from action behaviour, researchers such as Bowen and Chen (2001), Jones and Taylor (2007), Lobo (2008), and Rauyruen and Miller (2007) use behavioural intention to measure behaviour. Although the composite approach could identifyloyal segments based on the combination between attitude and behaviour, the segment identified is still considered as too broad; as a result, some researchers (Jones & Taylor, 2007; Rundle-Thiele, 2005) argue that this two dimensional concept of loyalty is not sufficient to direct practitioners in their development of product loyalty programs.The composite elements of loyalty enunciated byJones and Taylor (2007) are as follows:

i. Cognitive Loyalty

Conceptually, cognitive loyalty is based on the cognition dimension of attitude. Hawkins et al. (2001) suggest that cognition simply refers to consumerǿs belief and knowledge about a phenomena; a definition shared by Ajzen (2005),Greenwald (1989b) and, Eagly and Chaiken (2007). As cognition is based on beliefs and knowledge; cognitive loyalty is loyalty based on brand knowledge and belief that product is preferable to its competitors (Harris & Goode, 2004; Oliver, 1999). At this loyalty stage, a product will come first in a loyal consumerǿs mind when questions of what to buy or where to go arise (Gremler & Brown, 1998). In other words, the product is the consumerǿs primary option or first choice among alternatives.

Cognition is attained through persuasive communication in the information-processing model (Bagozzi et al., 1979). Consequently, promotion strategies set out to increase consumerknowledge and develop beliefs about the product or services. Besides advertising, word of mouth communication, and other communication strategies such as public relations, the positive or negative beliefs towards a product or service will be influenced by the experience of consuming the product or service. As an illustration, cognitive loyalty occurs when a consumer wants to buy from a particular restaurant because they have the knowledge about its existence and develop beliefs based on information received about the restaurant even though they have not had the experience of eating there. This loyalty will be stronger if his or her belief isconfirmed with his or her satisfaction from experience of eating from the restaurant. This satisfaction confirmation, then, begins to take on a deeper loyalty meaning- affective loyalty (Oliver, 1999). If the experience of consuming the restaurant product is not as expected, the loyalty will weaken.

Although it might be important in generating an individual purchase, belief is often temporary as this factor depends only on advertising and promotional efforts (Jacoby &

Chestnut, 1978). Cognitive loyalty may not have as strong a relationship with purchasing behaviour as affective loyalty and conative loyalty, as evident by the very few studies e.g. McCain et al. (2005) that focus on cognitive loyalty as the only measure of product loyalty.

ii. Affective Loyalty

Affective loyalty is a favourable attitude or liking based on satisfied usageö (Harris & Goode, 2004, p. 141), Oliver (1999) insisted that this loyalty is grounded on the affect concept of attitude. Affective corresponds to a consumersô overall evaluation of the brand (Assael et al., 2007) and contains some involvement, liking, and caring (Oliver, 1997). In a similar vein, Back and Parks (2003) asserted that affect refers to feelings, moods, or emotional responses that can be measured by collecting verbal reports or by psychological responses. This likingô a product or service is the result of satisfaction of consumption of product or service over time. Likingô will eventually create commitment toward the product or service which is called affective loyalty and is encoded in the consumerös mind as a result of cognition and affect (Oliver, 1997, 1999).

Affective responses are modelled from classical conditioning of Learning Theory (Bagozzi et al., 1979). Neutral stimuli will be associated with unconditioned stimuli if they are linked repeatedly (Assael et al., 2007). In case ofRestaurants for example, the high food quality offered to the fast food consumers is unconditioned stimuli; while consumers satisfaction is the unconditioned response. If a fast food restaurant can deliver consistent high quality food, the fast food consumers will associate the restaurantôs food product (neutral stimuli) with high quality food. In other words, this consistency linkage between high quality food and satisfaction will arouse consumers felling of affection towards the restaurantôsproduct.

Among the three components of attitude (cognitive, affective, and conative), affective is central to the study of attitude as this component summarises consumer predisposition to be favourable or unfavourable to a certain product (Assael et al., 2007). Different from beliefs, which are multidirectional, the affective component is uni-dimensional from poor to excellent or from prefer least to prefer most (Back & Parks, 2003). Brand beliefs are relevant only to the extent that they influence brand evaluations, which are the primary determinant of liking or disliking behaviour. As such, researchers often treat product evaluations as synonymous with attitudes, but in essence, brand evaluation is formed by belief and influences intention to buy (Assael et al., 2007). Compared to beliefs, brand liking is more enduring and may well influence decision-making activities (Jacoby & Chestnut, 1978).

As with cognitive loyalty, affective loyalty remains subject to switching behaviour, demonstrated by studies that show a large percentage of brand defectors, claiming to have been previously satisfied with the brand (Oliver, 1999). One reason for satisfied consumers defecting is that they might consume several brands in the product category. In their consumption, the consumers are satisfied with some product more than others. Thus, they have affective feeling towards many brands (Pedersen & Nysveen, 2001). Given this possibility, affective loyalty is not necessary a perfect predictor of behavioural loyalty with Oliver (1999) recommending a more profound commitment needs to be developed for a consumer to be truly loyal.

iii. Conative Loyalty

Oliver (1997) stated that conation implies a brand-specific commitment to repurchase. While Assael et al. (2007) defined conation as a consumerǿs tendency to act toward an object generally measured in terms of intention to buy. Conative loyalty, also known as behavioural intention or loyalty intention (Johnson et al., 2006), is a loyalty state that contains what, at first, appears to be the deeply held commitment to buy(Oliver, 1999). The commitment to buying a product or service is influenced by repeated episodes of positive affect toward the brand. Jacoby and Chestnut (1978) insisted that commitment restricts consumer in no uncertain choice direction towards a particular products warranting for repeat purchase. Consequently, having committed consumers is important for any business as they tend to resist persuasion from other providers (Pritchard et al., 1999).

According to Bagozzi (1979), behavioural intention arises from reward or punishment for response behaviour towards a product through operant conditioning,operant conditioning deals with behaviours that are usually assumed to be under the conscious control of individual (Assael et al., 2007). Operant behaviours are emitted because of consequences that occur after the behaviour. A fast food restaurant which provides quality food product (reinforcer) to a repeat consumer may strengthen the consumerα̂s intention to re-purchase in the future. Providing excellent food (reinforcer) consistently will shape the behavioural intention to repurchase, while providing a poor product (a punishment) to a repeat consumer will weaken the relationship which leads to negative intention.

Many researchers, such as Bowen and Shoemaker (2003), Day (1969), and Jacoby and Chestnut (1978) have applied levels of commitment towards a product to measure attitudinal loyalty. Other researchers such as Chitty et al. (2007), Kandampully and Hu (2007), and Zeithaml and Bitner (1996) simply use commitment to gauge product loyalty. Most of these studies have showed that commitment is a criterion for differentiating product loyalty from other forms of repeat purchasing behaviour. This commitment is an intention to buy (Oliver, 1999), and as a consequence, it may be an anticipated but unrealized action.

iv. One-dimensional loyalty

There are multiple approaches to consumer loyalty. Concepts of behavioral loyalty were dominating until 1970 considering loyalty as the share of total purchases (Cunningham,1956;

Farley, 1964), buying frequency or buying pattern (Sheth, 1968& Tucker, 1964) or buying probability (Harary & Lipstein, 1962; McConnell, 1968; Wernerfelt 1991). These approaches looked at brand loyalty in terms of outcomes (repeat purchase behavior) rather than reasons, until Day (1969) introduced the two-dimensional concept of brand loyalty, which stated that loyalty should be evaluated with both behavioral and attitudinal criteria.

Even though the many early loyalty researchers considered frequent buying as loyalty, modern research shows that mere repeat purchasing is not a sufficient indicator of loyalty(Jacoby & Kyner, 1973; Reichheld, 2001). The buyer could instead be trapped by inertia, indifference or switching costs, due to circumstances or the company (Reichheld, 2003).

Based on different kinds of repeat purchase conduct, Kuusik (2007) suggests that behaviorally loyal consumers can be divided into three sub-segments: forced to be loyal, loyal due to inertia or functionally loyal.

Firstly, consumers can be forced to be loyal when they are made to buy a certain product or a brand even if they do not want to (Kuusik, 2007). Consumers may have to consume certain products or services for example when the provider has a monopoly over a market or if the consumersô financial situation is limiting their selection of goods. Interestingly, Gronholdt, Martensen and Kristensen (2000) discovered that companies with a low price strategy had a much higher degree of loyalty among their consumers than expected based on their consumer satisfaction. On the other hand, companies that had invested heavily on branding had a high level of consumer satisfaction but scored a lot lower on consumer loyalty. Apart from these alternatives exit barriers created by service providers may also create forced loyalty (Kuusik, 2007).

Secondly, behavioral loyalty may also be a result of inertia when the consumer does not switch vendors because of comfort or relatively low importance of the particular product or service (Reichheld, 2003). If the choice has low importance, there is no point to spend time and effort on searching for alternatives. The inertia-based behavioral loyalty is in accordance to Oliver (1999) approach of cognitive loyalty: ñCognition can be based on prior or vicarious knowledge or on recent experience-based information. If the transaction is routine, so that satisfaction is not processed (trash pickup, utility provision), the depth of loyalty is no deeper than mere performanceò (Oliver, 1999). Bendapudi and Berry (1997) say that one of the reasons that consumers do not switch brands when they are unsatisfied is that they feel that the alternatives are just as bad as the brand they are using or even worse. Inertia may also be caused by lack of information about attractive characteristics of the brands (Wernerfelt, 1991).

A third form of behavioral loyalty is functional loyalty that is based on a consumers objective reason to be loyal. Wernerfelt (1991) identifies cost-based product loyalty where the benefits of using a brand have a positive effect on product choice. Functional loyalty can be created by functional values such as price, quality, distribution channels, convenience of use, or loyalty programmes that give a reason to prefer a certain supplier (Wernerfelt,1991). These kinds of functional values are, though, easily copied by competitive brands (Kuusik, 2007). This is why Kuusik (2007) suggests that behavioral loyalty based on functional values isnøt profitable in the long run. Jones and Sasser (1995) propose that behavioral loyalty can come up in different kinds of behavior. According to them the recency, frequency and amount of purchases can be identified as a consumerøs primary behavior. A consumerøs secondary loyalty behavior consists of consumer referrals, endorsements and word of mouth. A third kind of loyalty behavior is a consumerôs intent to repurchase ï whether or not the consumer is ready to repurchase the product in the future (Jones & Sasser, 1995).

v. Two-dimensional loyalty

One-dimensional concepts of behavioral loyalty were dominating until 1970 considering loyalty as the function of the share of total purchases (Cunningham, 1956; Farley, 1964).These approaches looked at product loyalty in terms of outcomes (repeat purchase behavior) rather than reasons, until Day (1969) introduced the two-dimensional concept of brand loyalty. At the moment many researchers, such as Dick and Basu (1994), state that brand loyalty should be seen as a combination of purchase behavior and attitude. One of the first researchers that used a two-dimensional definition of loyalty was Day (1969), who opines that brand loyalty should be evaluated on the basis of attitudinal as well as behavioral criteria. Furthermore, Traylor (1981) suggested that loyalty has an attitudinal construct and evolved the proposition further (Traylor, 1983) suggesting that product commitment represents an emotional or psychological attachment to a productwhereas product loyalty is a behavioral phenomenon. Although literature offers plenty of definitions of loyalty, there seem to be two basic approaches to the consumer loyalty concept (Jacoby & Kyner, 1973). These are described as the behavioral approach and the attitude-based approach. Morgan (1999) describes these concepts as follows: ñThere are those who believe that loyalty is what a consumer feels - a reflection of the emotional attachment that consumers feel for brands. For others, loyalty is what a consumer does ï that is, nothing more or less than repeated (purchasing) behavior.ò

According to the behavioral approach, consumer loyalty is defined as a behavior (Cunningham, 1961; Kahn, Kalwani & Morrison, 1986). Behavioral loyalty is the degree to which a participant purchases a service or a programme repeatedly (Park & Kim, 2000; Day,

1969) and is revealed through purchase and usage behavior (Mascarenhas, Kesavan & Bernacchi, 2006). This type of loyalty can be measured with shares of purchase, purchasing frequency and so on (Khan, 2009). It is assumed that the preferences of the consumer are reflected in the consumerš behavior. Hallowell (1996) state that one of the advantages of the behavioral approach is that it is a relatively objective measurement of product loyalty. The weakness is, however, that even though the approach makes loyalty measurable, it does not offer an explanation of the existence of loyalty (Hallowell, 1996).

The attitude-based approach, on the other hand, defines brand loyalty as an attitude (Copeland 1923; Fournier & Yao, 1997). Attitudinal loyalty refers to attaching psychologically to a selected brand (Day, 1969; Park &Kim, 2000) and is often expressed as an ongoing long-term relationship to a brand (Mascarenhas, Kesavan & Bernacchi, 2006). The psychological (mostly attitudinal and emotional) factor of loyalty is usually considered and emphasized by contemporary researchers (Jacoby & Kyner 1973; Oliver 1999). According to this approach, a simple description of the actual behavior of the consumer does not serve the purpose, but analyzing and describing the underlying structure of attitudes and preference of the consumer is required, for the concept of loyalty to have an explanatory value in addition to its measurability (Khan, 2009). As tools to measure attitudinal loyalty Khan (2009) suggests measures such as preference, buying intention, supplier prioritization and willingness to recommend. Similarly, Rundle-Thiele and Bennett (2001) propose attitudinal loyalty can be defined as a consumer's attitudes towards the brand and measured with intention to engage in positive word of mouth or repurchase.

These two approaches separate consumers as whether behaviorally or emotionally loyal.Behaviorally loyal consumers act loyal but have no emotional bond with the brand whereas emotionally loyal consumers do. Jones and Sasser (1995) call these two kinds of loyalty false or true long-term loyalty. Traylor (1983) divides consumers to loyal (behavioral) or committed (emotional). According to Reichheld (2003) emotional loyalty is much stronger and longer lasting than behavioral loyalty; itôs a desire to maintain a valued relationship. The relationship becomes so important for the consumer that he or she makes maximum efforts to maintain it (Morgan & Hunt, 1995). Highly attached consumers will continue to use the brand to which they are bonded, recommend the brand to others, and strongly defend these choices to others (Butz & Goodstein, 1996). Baldinger and Rubinson (1996) have divided loyal consumers into different groups according to their levels of behavioral and attitudinal loyalty. The key concept of their behavior/attitude matrix is that a brand's loyal substance is not just its behaviorally high loyal consumers but also those who show loyalty both in their actions and their attitudes.

Genuinely loyal consumers, the ñreal loyalsò are loyal both in behaviorally and have strong positive attitudes towards the brand. According to Baldinger and Rubinson (1996) a part of the behaviorally loyal consumers that donôt have attitudinal bonds to the brand are called "vulnerables". The researcher says that the real loyals with attitudinal ties to the brand are more likely to stay loyal to a brand over time than the vulnerables. Furthermore, Baldinger and Rubinson (1996) propose that vulnerables who have highly favorable attitudes toward particular competitive brands are called "prime prospects" to that competing brand. This framework highlights the importance of considering both behavioral and attitudinal aspects while examining a consumers loyalty to a product.

vi. Three-dimensional loyalty

The previous loyalty dimensions reviewed have shown that in both research and practice, loyalty is recognized as attitudinal or behavioral. Some marketers adopt a single dimension whereas others adopt a two-dimensional approach (Rundle-Thiele & Bennett, 2001). Even though the traditional two-dimensional views for understanding brand loyalty have been useful to conceptualize and measure brand loyalty, they have also generated inconsistencies and debate in the marketing literature (Worthington, Russell-Bennett & Hartel, 2009). Worthington et al. (2009), claim that the behavior and attitude approaches are not fully applicable for example to the business-to-business sector or the three core marketing outcomes in a consumer context (recommendation, search and retention). Given these circumstances it can be implied that brand loyalty is not a simple one or two dimensional concept but, in fact, a complex construction involving multiple dimensions.

According to Bennett, Hartel, Rebekah, Russell, Steve and Worthington (2009), all human behavior is a combination of cognitive, emotional and/or behavioral responses. In this tri-dimensional approach, brand loyalty is therefore the combination of a consumerøs thoughts and feelings about a brand that are then expressed as an action (Worthington, Russell-Bennett & Hartel, 2009). This way they divide attitudinal loyalty into a simple two-component structure of cognitive loyalty and emotional or affective loyalty that can be used to develop an understanding of brand loyalty as a whole, when this is included with behavioral loyalty (Worthington, Russell-Bennett & Hartel, 2009).

As attitudinal loyalty relates to a psychological commitment to a brand, it is worthwhile to take a closer look at the definitions of the two components of attitudinal commitment, cognition and affection. Worthington et al. (2009) describe cognitive commitment to a brand as the decision to stay with a brand based on the examination of switching costs and the evaluation of the brandøs attributes. Oliver (1999) defines cognitive loyalty as loyalty based on information such as price and features. This interpretation can be expanded by defining cognitive loyalty as a ñpsychological preference for a brand consisting of positive beliefs and thoughts about purchasing a brand on the next purchase occasionò (Worthington, Russell- Bennett & Hartel, 2009).

In their three-dimensional approach to loyalty Wothington et al (2009) define behavioral loyalty as ñthe consumerös tendency to repurchase a brand, revealed through behavior that can be measured and which impacts directly on brand salesò. They state that behavioral loyalty can be explained as a consumerös buying preference of a particular brand compared to other brands in the same category or as brand allegiance that indicates expenditure on a brand over time.

Fast-food restaurants are highly disposed to building strong brand names because their services and foods are highly similar. A major weapon of building sustainable competitive advantage and creating a differential advantage is through brand equity (Neal, 2000). The other differential tool is price which often results in price war, brand loyalty and revenue (Siguaw, Mattila & Austin, 1999). Brand equity can be used to build brand loyalty. Berry (2000) argued that brand loyalty can be built on distinctiveness in performance and in communication of the benefits of services; by making emotional connection with the consumers. Brand loyalty has not been extensively researched in the food restaurant industry and it has been suggested that strong brand loyalty knowledge is a quick way for fast food restaurants to be identified and differentiated (Kim & Kim, 2004; Prasad & Dev, 2000). The evaluations of brand loyalty provide comparative data for strengths and suggest possible marketing strategies that are required. These benefits are more pronounced in fast-food restaurant chain as a way of not only differentiating their services, but also as a means of creating sustainable competitive advantage (Kim & Kim, 2004).

2.1.4 Product Characteristics

In the marketing and economics literature, there has been great progress on understanding variation in product line design using analytical tools. Based on seminal works of Mussa and Rosen (1978), Moorthy (1984), Johnson and Myatt (2003), the literature suggests that for successful execution of the product line strategy, firms need to increase the ñvariationò or differentiation between their products or they need to delete the low-quality product from the product line all together.

Product variations entail changing one or more features of a firm's product. Ehigie and Babalola (1995) identified product price, quality and size, among others, as important product characteristics that could influence Nigerian consumers a great deal.Product with variants are products that have similarities,they are based on the same model,but differ in some aspects from one another.They offer consumers various purchase options for a product such as different colors, sizes, dimensions, flavors and prices e.t.c.Variants of a product, that is in various flavours, forms or pack sizes, attract rather different levels of loyalty.For a number of years now, product variants have proliferated in most categories. This increase in numbers has often contributed to costly loyalty-building programmes (Shugan 2005) and price (Ailawadi et al. 2001) and volume promotions (Bawa & Shoemaker 2004), as well as the expensive task of gaining and keeping adequate retail facings.

However, manufacturer and marketers generally seem to have little empirical knowledge about buyer behaviour for variants. Even in the marketing literature, consumersô loyalty levels to variants has seldom been measured, or discussed. In overviews of consumer behaviour and loyalty to product variants is rarely mentioned (Engel et al. 1995; Aaker 1996; Bucklin & Gupta 1999; Kotler 1999; East et al. 2008). Yet their loyalty matters because most consumers choose a product by form, flavour, pack size and other physical features, as well as by brand and price.Loyalty considerations could hardly affect marketing decisions if the different variants attracted much same loyalty.

Studies focus on the impact of increasing product variety on the operational outcomes (such as productivity performance), rather than the implications of specific operational choices (ñvarietyò) on the successful brand loyalty of consumers. Literature did not identify the micro-level differences between product options and product complexity in offering high quality product and low quality product.

2.1.4.1 Product Quality Characteristics

The need for quality as a fundamental component in the formulation of strategies for institutions to implement Total Quality Management (TQM) is clearly outlined by Bilich and Neto (2000) who state that quality, as a macro function of production, must be present in the day-to-day running of firms, in aspects such as establishment of policies, the decision process, selection of personnel, allocation of resources, definition of priorities and service delivery to satisfy consumer requirements in order to maintain consumer loyalty. The two authors continue and state that the quality approach, as a strategic element, has brought to firms a new manner of conceiving quality, as it engages the top decision-makers of the firms in the effort for better performance in service delivery. According to Djerdjour and Patel (2000), quality is no longer an optional extra; it is an essential strategy to survive. Total Quality Management is therefore a solution for improving the quality of products and services.

According to Dale (2003) and Dean and Evans (2003) quality, reliability, delivery, price and size builds the reputation enjoyed by an institution. Quality is the most important of these competitive weapons and is an extremely difficult concept to define in a few words.In order to agree on a consensus definition; and a trait it shares with many phenomena in business and social sciences (Hoyer & Hoyer 2001). Quality does not only refer to goods and services but includes quality of time, place, equipment and tools, processes, people, the environment and safety, information and measurement (Dale 2003; Schonberger 1990). Quality is an ongoing process that has to be so persuasive throughout the firm, that it becomes the philosophy and culture of the whole institution. All institutions and each department within the institution need to adopt the same strategy, to serve the consumer with even better quality, lower cost, quicker response and greater flexibility (Schonberger, 1990).

There appears to be no uniform understanding and definition of the meaning of the term quality and even well-known authors seem to have different perspectives on this issue. According to Reeves and Bednar (1994), a search for the definition of quality has yielded inconsistent results. The two researchers emphasize that regardless of the time period or context in which quality is examined, the concept has had multiple and often muddled definitions and has been used to describe a wide variety of phenomena. The strategies and tools for assuring quality may have changed, but the basic consumer expectations have been fairly constant for a long time (Hoyer &Hoyer 2001). From a holistic perspective, all firms produce and sell products and services, with varying proportions of both; as a result the management of quality must pay attention to both product and service quality and the synergy effects between them. Although many definitions of quality exist, it is prudent to create a deeper insight into the definitions of researchers such as the quality experts, These experts claim that their definitions, prescriptions, conclusions and recommendations work equally well for producing products and delivering services. From the various definitions of quality indicated by these gurus in literature, there seem to be two levels in the concept of quality (Hoyer & Hoyer 2001), namely:

i. level one, by producing products or delivering services whose measurable characteristics satisfy a fixed set of specifications; and

ii. level two, products and services that satisfy consumer expectations for their use or consumption.

In short, level one quality means conformance of specifications and level two means satisfy the consumer. Evans and Dean (2003), Garvin (1993) and Reeves & Bednar (1994), note that quality is much more than that stated at level one, namely conformance to specifications.They identify eight attributes for category one, namely:

(i) Performance, (ii) features, (iii) reliability, (iv) conformance, (v) durability, (vi) serviceability, (vii) aesthetics, and (viii) perceived quality.

Coupled to the two types of quality levels, quality is defined differently by each of the five experts on quality, namely (Hoyer & Hoyer 2001): Crosbyøs definition of quality is ñconformance to requirementsò, which is a level one formulation. Crosbyøs essential points in his definition of quality are (i) it is necessary to define quality, (ii) one must know what the requirements are and be able to translate these requirements into measurable product or service characteristics, and (iii) it is necessary to measure the characteristics of a product or service to determine whether it is of high quality (Crosby 1979). It is clear from Crosbyøs definition that he concentrates on two levels ï acceptable and unacceptable.

Demingøs perspective of quality is based on a level two definition and he defines quality as ñ, namely ñQuality is multidimensional to produce a product and/or deliver a service that meets the consumerøs expectations to ensure consumer satisfaction.ò Through this definition he equates high quality and consumer satisfaction. His essential arguments are (i) that quality must be defined in terms of consumer satisfaction, (ii) quality is multidimensional where it is impossible to define the quality of a product or service in terms of a single characteristic or agent, and (iii) there are different degrees of quality, because quality is essentially equated with consumer satisfaction (Deming 1988).

Feigenbaum (1983) definition of quality is a level two definition and he defines quality as ñThe total composite product and service characteristics of marketing, manufacturing and maintenance through which the product and service in use will meet the expectations of the consumer.ò Feigenbaumôs essential points are (i) that quality must be defined in terms of consumer satisfaction, (ii) quality is multidimensional and it must be defined comprehensively, and (3) as consumers have changing needs and expectations, quality is dynamic. In this regard, Feigenbaum (1983) writes, ñA crucial quality role of top management is to recognise this evolution in the consumerôs definition of quality at different stages of product growthò (Feigenbaum 1983).

Ishikawa (1985) definition of quality is a level two definition, namely ñWe engage in quality control in order to manufacture products with the quality which can satisfy the requirements of consumers.ò Ishikawa (1983) makes it clear that high quality is essential to satisfy the ever-changing consumer expectations. Ishikawaôs essential points are (i) that quality is equivalent to consumer satisfaction, (ii) quality must be defined comprehensively, (iii) consumersô needs and requirements change continuously, therefore, the definition of quality is ever changing, and (iv) the price of a product or service is an important part of its quality (Ishikawa 1985).

Juran (1988) definition of quality is a simultaneous attempt to be a level one and level two definitions. He defines quality based on a multiple meaning, namely (i) ñQuality consists of those product features which meet the needs of consumers and thereby provide product satisfaction,ò (ii) ñQuality consists of freedom from deficiencies.ò Juranøs essential points are (i) a practical definition of quality is probably not possible, and (ii) quality is apparently associated with consumersô requirements, and fitness suggests conformance to measurable product characteristics (Juran 1988).

Aksu (2003) defines quality as ñthe conformance to a set of consumer requirements that, if met, result in a product or service that is fit for its intended use.ò Wiele, Dale & Williams (2003) present a slightly different perspective with their emphasis on the artistic and energetic properties of quality: ñQuality is what surprises and delights the consumer.ò Pycraft, Singh & Phihlela (2000) and Stamatis (2003) try to reconcile some of these different views in their definition of quality: ñQuality is consistent conformance to consumersô expectations.ò With reference to Pycraft and Stamatis (2003) definition of quality, the use of the word ñconformanceò implies that there is a need to meet a clear specification (the manufacturing approach). The definitions of Crosby (1979) and Aksu (2003) support this viewpoint of quality. The use of ñconsumersô expectationsò attempts to combine the user- and value based approaches. The definitions of Feigenbaum (1983) and Ishikawa (1985) support this viewpoint of quality. It recognises that the product or service must meet the expectations of consumers, which may be influenced by price. By consistently meeting consumer requirements, the definition can move to a different plane of satisfactionï delighting the consumer. Goodman, OøBrein and Segal (2000) support the aforementioned viewpoints by defining quality as consistently producing what the consumer wants, while reducing errors before and after delivery to the consumer. The quality definition of fulfilling or exceeding consumersô needs has become an ideological trailblazer driving the pursuit of consumer satisfaction and brand loyalty. In the embedding of quality thinking this ideological core plays an important role.

More importantly, however, quality is not so much an outcome as a never-ending process of continually improving the quality of what an institution produces. There is no doubt that many institutions have so well ordered their capability to meet their consumersô requirements, time and time again, that this has created a reputation for ñexcellenceò. Institutions must ñdelightò the consumer by consistently meeting consumer requirements, and then achieve a reputation of ñexcellenceò. Quality should be viewed from the perspective of the consumers and potential consumers. The aim of firms should be to satisfy existing needs of consumers with quality products or services, and to identify, anticipate and create new needs. This requires the cultivation of a close relationship between the firms and its consumers.

Dervitsiotis (2003) takes a more systematic approach to quality, and specifically the consumer, with the following definition: ñQuality is meeting or exceeding the needs and expectations of the business stakeholders.ò Stakeholders are those individuals and groups with a stake in the business, including consumers, shareholders, employees, suppliers and communities (Dervitsiotis 2003b). To this list of stakeholders the public in general, the government, unions, the media and any other special interest groups can also be added. All of these stakeholders may have different needs and expectations of the firm and the quality challenge lies in addressing all these needs and expectations. Successful institutions and their leaders will be those who achieve it. Throughout all firms there are also a series of internal suppliers and consumers. These form the so-called ñquality chainsò, the core of the institutional wide quality improvement (Oakland 2000). The internal consumer/supplier relationship must be managed by interrogation, i.e. using a set of questions at every interface.

Ackoff (1992:78), Henshall (1990:138) and Savolainen (2000:94) argue that ñQuality is meeting or exceeding the expectations of the consumerò. Their argument is based on two factors, namely:

i. The consumer is not always the consumer and between the firm and the ultimate user, there exists a chain of consumers and other stakeholders who are all equally important. They therefore propose a definition of quality as ñmeeting or exceeding the expectations of all the stakeholdersò.

ii. Traditional ways of discovering the expectations of consumers are ineffective, whether it include asking them directly or via surveys, as the stakeholders often donôt know what they want and may, for a variety of reasons, provide the wrong answer. Henshall (1990) argues that people discover what they want by designing what they want, which he demonstrates with his experience as an architect where he found that many differences exist between the house a potential house owner says he wants and the one he eventually gets after all his design changes have been introduced.

Although Ackoff (1992), Henshall (1990) and Savolainen (2000) could not conclude with a final definition, Grib (1993) interprets their comments into a definition of quality as ñmeeting or exceeding the expectations of all stakeholders through a process of interactive planning and designò. Although the latter provides, in Gribôs (1993) opinion, the most comprehensive definition, firms will have to define quality in terms of what it means to them within the context of their specific circumstances. The choice of a ñdefinitionò, that is, what quality means to them, will depend on the specific environment and objectives of the firm. An aircraft parts manufacturer might choose a definition of quality more oriented towards conformance to aviation specifications, whereas an income taxes office might put more emphasis on meeting consumer expectations.

However, just as important as the content of the definition is, the way in which quality is communicated in unambiguous terms and understood by all firms. According to (Grib 1993), ñquality and satisfaction are determined ultimately by the consumerøs perception of a total productøs value or service relative to its competitionö. Therefore, from a systemic point of view, quality will be determined by the stakeholderøs perception of the total firm, its products and services, and its actions relative to its particular requirements. From the above it is clear that firms can no longer afford to ignore any of its stakeholders. Smith (1993) argues that firms require a balanced approach to quality, one that considers their interests and the needs of their consumers, as well as the legitimate concerns of other societal stakeholders. The proposed conceptualisation, with its explicit recognition of producer and other stakeholdersô views, provides such a balanced, sustainable perspective. It also encourages institutional members to regard all aspects of the institution - what it creates and what it consists of - as opportunities for improvement, things that can be made excellent. According to Evans and Dean (2003), Reeves and Bednar (1994), Wood (1997), Savolainen (2000) and Yong and Wilkinson (2002), the roots of quality definitions can be divided into four categories, namely:

i. Quality is excellence.

ii. Quality is value.

iii. Quality is conformance to specifications.

iv. Quality is meeting and /or exceeding consumer expectations.

With reference to the two levels in the concept of quality and the four categories of quality, each quality definition has strengths and weaknesses in relation to measurement and generalisability, managerial usefulness to managers and consumer relevance. From the four categories, quality is measured most precisely when defined as conformance to specifications and is most difficult to measure when defined as excellence. Current efforts to develop a generic product/service quality instrument make it likely that the meeting-and/or-exceeding expectations definition of quality will guide future researchers who attempt to generalise across industries (Parasuraman, Berry & Zeithaml 1993:140).

The definitions of quality also vary in their usefulness to producers. Quality defined as excellence can provide powerful motivation to a workforce and quality defined as value or conformance to specifications can lead firms to focus on efficiency, whereas quality defined as meeting and/or exceeding expectations compels management to keep abreast of changes in consumer demands. Each of these definitions has drawbacks for managers when implementing quality standards: excellence provides limited practical guidance, value and quality typically represent different concepts, conformance to specifications may cause managers to focus on internal efficiency while neglecting external effectiveness, and understanding and measuring consumer expectations is problematic. For consumers, meeting and/or exceeding expectations are the most relevant definition of quality. When notions of excellence, value or conformance to specifications dominate consumersô expectations, any of these quality definitions may apply (Reeves & Bednar, 1994).

Based on the above-mentioned analysis of quality definitions by different authors, the following definition of quality was developed. ñQuality is the degree of added value to products and/or service delivery as perceived by all the stakeholders through conformance to specifications and the degree to added excellence to products and/or service delivery through a motivated workforce, to meeting consumer satisfactionò and building brand loyalty of fast food products. The definition provided places conformance to specifications as the starting point with consumer satisfaction at the centre of the firmøs purpose and focus. Defining quality in these terms emphasizes two important aspects. Firstly, it reminds producers of their institutionøs purpose (ñconformance to specificationsò as the top priority) and secondly, of the methods to follow in order to achieve consumer satisfaction and building brand loyalty for fast food business.

The issues of product quality variation have been studied by many scholars (Aydin, 2010; Baker, 1995; Ertekin;Flynn, Schroeder, & Sakakibara, 1994;Hitt & Hoskisson, 1997; Neve & Sumutka, 2011). In the 1970s and early 1980s, one of the major features of an industrial economy was the increased emphasis been placed on internal quality of execution. óQualityô was viewed as a key market differentiator, resulting in many organizations defining and improving processes, adopting and implementing total quality management systems, and attaining quality standard accreditation. Recently however, interest has been growing in the application of advanced process monitoring and control strategies to improve manufacturing operations. Quality, as a competitive advantage tool is seen as one of the fundamental ways in which individual businesses can successfully compete in the global marketplace. The choice of what product to purchase in most consumer markets is not majorly determined by the lowest price, a productøs quality could be a determining factor (Matsa, 2009). Product quality can have large effects on demand and consumer welfare. Not only has product quality been recognized as a strategic organizational priority, it is also an important element of competition in a wide range of markets and industries. Strategic focus on quality has been widely considered as a fundamental aspect of production strategy in many fast food producing firms. This is likely to result in improvements in product demand thereby facilitating the building and maintenance of a competitive product loyalty position in the fast food business.

If consumers have preferences for specific products and are tending to repurchase the product, the product must have outperformed other products in some ways or contented consumers. Therefore, a company wishes to understand about its consumers and to achieve consumer retention. According to Hoisington and Naumann (2003), ñconsumers use five major categories to value an organizationôs or companyôs performance: (tangible) product quality, quality of relationship between consumer and supplier, service quality, price perception, and image. Zeithmal (1988) defines quality perception as consumer opinion of product supremacy as a whole in four aspects: (1) Quality perception is different from physical quality. (2) The so-called objective quality is used to describe a productôs physical superiority, but its function does not apply to the user or consumer. (3) For a physical product, quality might include usability, features, or compatibility. (4) For a service offer, this would include the different dimensions of the service being provided (Hoisington & Naumann, 2003).ò Product quality is defined as ñfitness for useò or ñconformance to requirementò (Russell & Taylor, 2006). As the focus of this research is the quick-service restaurants, the attributes used to determine various features of this and other industry segments (i.e., table service restaurants, such as fine dining or casual dining) are not mutually exclusive. For example, the taste of a food product, courtesy of cleanliness of the facility would be applicable to the majority of restaurants, in spite of the type of concept. In the restaurant industry quality of food is considered to be a vital part of the product quality (Siguaw &Enz, 1999). Henson and Trail (1993) explains that food quality into four attributes is as follows: food safety, value, nutrition, and package. Yuksel and Yuksel (2002) find out that product quality is measured to be an important determinant of dining satisfaction.

The universal trend toward service quality was started in the 1880s, when businesses realized that maintaining competitive advantage is not assured by a quality product, standing alone (van der Wal, Pampallis & Bond 2002). Kotler (2003), defined service as 'any behavior or act based on a contact between two parties: the provider and the receiver, and the essence of this reciprocal process in intangible. Quality of services can be the distinction between failure and success in both manufacturing and services firms (Gupta, McDaniel & Herath 2005). Service quality is essential to the development of strong service dominant product because it augments perceived superiority of the product and helps to discriminate product in competitive markets (Aaker, 1996; Low & Lamb, 2000; Yoo, Donthu, & Lee, 2000; Zeithaml, 1988). Lately consumers have also been increasingly concerned about the quality of service (Soriano, 2002). The concept of service quality is widely accepted as multidimensional, but the content and number of its dimensions is still debated (Chao, 2008). The matter of service quality has drawn much notice from researchers especially since the work of Zeithaml (1988) in developing the SERVQUAL scale. Very important to the quick-service market are the service quality attributes or intangible, such as quick food delivery, no waiting, employeesô greeting, employee attitude responsiveness, and menu item availability (Oh & Jeong, 1996). Ursin (1996) reported that waiting staff who are given empowerment are better workers to serve consumers. Therefore, it is anticipated that if both food quality and quality of service are provided, consumers would come again and become loyal to that specific restaurant.

Soriano (2002) categorized food service quality into four extents as follows:

1. Quality of food: fresh ingredients, menu variety, new food, presentation of food and food consistency.

2. Quality of service: courtesy of employees, waiting-time before being seated, waiting-time before food arriving, equipment, appearance of employees, and waiting-time before paying the bill.

3. Cost/value: food price competitively.

4. Place: ambience or atmosphere of a restaurant, appearance, bathroom, parking, and telephone service.

Quality of product is a collection of features and Sharp brand product characteristic which have contribution to the ability to fulfilling specified demand Garvin (2007). When talking about quality, the market perceived quality needs to be taken in consideration regarding productôs ability to: be functional in it its basic purpose,liability to perform its basic purpose,be long-lasting and easy to maintain,be simple and safe to use, be well designed and styled, have good company reputation and brand image and lead to total satisfaction during continuous use of the product.

If all of the seven above mentioned points are on satisfactory level for consumers/consumers, we can say that the perceived quality of the product is high.(Vraneġavic, Vignali and Vrontis, 2004, 239).Ultimately it boils down to the consumersô perception about total excellence and superiority of the product and not the actual quality of the product (Aaker, 1991&Zeithaml, 1988). Olsen (2002) maintains that there is a strong relationship between consumersô perceived quality, satisfaction, loyalty and buying intention for foodstuffs. Lang and Crown (1993) stated that aspects like price, aesthetics and quality are important considerations when buying decision for food is made. Bernues et al. (2003) hold the view that the intrinsic attributes of the product are aspects such as flavour, colour, shape and appearance; extrinsic attributes comprise of non-physical features such as brand quality certificate, price, country or place of origin, packaging, product information, and the shop where it is displayed or eventually sold from.

2.1.4.2Product Price Characteristics

Kotler and Keller (2006) earmarks price as a key factor in stirring up the purchase intentions of the consumers. They opine that price consciousness goes a long way in establishing the purchase intention credentials. Broekhuizen and Alsem (2002) argue that consumer would go on to pay even a premium for customized products because they view it as a better way for need fulfilment. Wind and Rangaswamy (2001) harp that price takes a backseat in a scenario when a company enables the co-production process and thereby tailoring the products as per the needs, which subsequently lends value to the product. A reasonable price and a good general outlook of the products is a reason enough to trigger a high level satisfaction and confidence for the consumers to purchase the product. In simple terms, price is the amount of money consumers shell out in order to get a product (Kotler, 2004). Having an utmost bearing on the profitability quotient of the company concerned, the price comes along as a significant variable in the scheme of things. There exists a thorough distinction between the price and the price deals. Some researchers like Aaker (1991) have gone on to the extent saying that there exists a negative effect of price deals on consumeró behavioural intentions. Though price deals entices the consumers in a retail store, it results in a trade-off between quality and internal reference price of the brand, thus leading to perceptions about low quality. This eventually is in stark contrast with the motive of price deals.

Price is part of the marketing mix: "A product's price is that which consumers exchange with the market in order to purchase the product (Prensky & Wells, 1996). Consumers consider price to be an important criterion in their evaluation of alternatives, both before and after making a purchase. Furthermore if a product's design requires consumers to exchange both time and money, then the actual price includes more than just its monetary price" (Prensky & Wells, 1996).

Price is an important powerful component of the marketing mix, which Bovee and Thill (1992) describe as the focal point of the marketing strategy that is greatly associated to consumer brand loyalty. It is the values, usually in monetary terms, the sellers ask for in exchange for the products they are offering. Price is for most consumers and in many buying situations the most significant influence in alternative evaluation, but is not typically used in isolation as a mix of evaluative criteria (Berkman, Linquist & Sirgy, 1997). This suggests that consumers consider other criteria, like product quality and size, in conjunction with price.

In marketing, the issue of price is so pervasive that it is often expected to do more than just generate revenue. Price, like other product features, does build an exclusive psychological image for a product brand. Berkman, (1997) see brand image as the overall vision or position of a brand in the mind of the consumer. They explained further that brand image results from the perception of both tangible and intangible attributes of a product, by the consumer. Different market segments react to price levels and price changes differently depending on the nature of the product, its desirability and the level of product loyalty established (Brassington& Pettit, 1997). This implies that reactions to price variation of products are a function of the product's importance to the consumer, as well as the extent to which the consumer sees the product as satisfying a need. Engel, Blackwell, and Kollat (1978) identified consumer needs as preceding the evaluation of product characteristics and subsequent choice of product. The initial level of brand loyalty also counts in determining the reactions of a consumer to any variation in a product features.

What level of price increase would consumers tolerates and still maintains loyalty to a brand choice?Price shows the published or negotiated terms of an exchange transaction for a product, between a producer who aims to achieve a predetermined sales volume and revenue objectives, and prospective consumers who seek to maximize their perceptions of value for money in the choices they make between alternative products. It is one of the variables of the four "P's": product, price, place and promotion (Middleton, 1988). "Pricing is one of the most important elements in the fast food marketing mix. Fast food consumers rate the product at a price and without a price there is no indication of value. Pricing decisions are therefore essential for the profitability of the fast food business outfit, as it has a tremendous impact on demand and sales volume, also building product loyalty of fast food.

Price is an important variable in the marketing mix especially with regard to the fast food producers in an area. The "right" price must satisfy both the fast food consumer and meet the profit objectives of the fast food business. Therefore it is necessary to develop the price structure, objectives and strategies to establish the strategic role of price in the marketing mix ï which are the 4ps of marketing mix; product, promotion, price, place.While enough flexibility must be retained to respond to changing conditions Consideration is necessary to pricing strategies for new products (Heath & Wall, 1992).

Charging different prices to different consumers is a common business practice in many industries including fast food. In most markets, price variation is a tool that allows firms to incorporate the differences in the willingness to pay or the ability to pay for their product or service by different consumer segments into their pricing strategy. In the context of fast food products, differential pricing (also called tiered pricing) is the adaptation of product prices to the purchasing power of consumers in different geographical or socio-economic segments.

Differential pricing could potentially be a very effective strategy to improve access to essential food resources in low and middle-income countries where most consumers pay for food out-of-pocket and therefore cannot afford prices comparable to high income markets. In addition, a well implemented differential pricing system can lead to incremental sales for the fast food producers.

Until the point where consumers need to compare individual alternatives and deliberate about which option to select, there are little costs associated with variety. Up to the product selection stage of the purchase decision variety will serve to attract consumers, especially those in low income nations. However, when consumers need to evaluate each of the available alternatives and furthermore turn down options in order to make a purchase, variety brings about emotional and cognitive costs for the decision maker. However, decision tasks with a higher perceived variety include a larger number of acceptable options. It is operationalised by decomposing choice strategies into sets of components, such as reading information, comparing alternatives on attributes or computational tasks such as calculating the size of a difference (Agarwal, 2001)).The effort of thinking depends both on the complexity of the task applied by the decision maker. At the very least, a larger number of acceptable options require a larger number of information accesses and comparison activities. If decision makers apply a more accurate decision making strategy and weight individual product attributes by their subjective importance, the effort increases further due to computational activities such as multiplications and subtractions. Consequently, perceived variety does not influence the cognitive effort of each consumer in the same way. The effect rather depends on the type of decision making strategy typically applied (Hofstede, 2001).

It can be said that variety increases the responsibility of the decision maker for the outcome he selects. In an extreme case, where consumers only have one option to choose from, individuals may be dissatisfied with the service they receive but they are not responsible for their dissatisfaction. On the other hand, when multiple service providers are available to choose from, the individuals themselves are responsible for paying higher fees or receiving inferior services as compared to other consumers. Price has a significant role in selecting a product. For company point of view price is reward or value given in return of need fulfillment to company. Perceived consumer expectations and price should be in accordance with each other. Skindaras (2009) we can discover a lot of merchandise on this planet possessing different price ranges.

Han (2009) claim that one of the most adaptable factors which improved quickly is the pricing (Andaleeb & Conway, 2006) the costs associated with restaurant commodities furthermore vary according to style of restaurant. If your price is large, clients may very well expect premium quality. ò Also, in the event the price is minimal, clients may perhaps believe that restaurant is poor in terms of commodities and also programme excellent. Furthermore, because of the competition within of the restaurant industry, clients will be able to identify interior reference point price ranges inside their head plus they constantly evaluate and also analyze the values in terms of many characteristics associated with restaurant upon every acquire, an inside reference point price is understood to be an expense within potential buyers Ămemory of which acts as a criteria intended for contrasting precise price ranges (Grewal *et al.,* 1998).

Besides previously mentioned variables preference associated with commodities, campaign, within aspect actual physical environment and also programme excellent also have major romantic relationship toward consumer satisfaction within fast food industry associated with chosen human population. Andaleeb and Conway (2006) research of which price or cost associated with restaurant furthermore varies as outlined by style of restaurant. Shoppers may very well understand price associated with restaurant in terms of its products and also programme excellent. In accordance with Chang & Wildt (1998) the value provides its major influence upon consumer perception about quality if it's really the only details indicated available.

2.1.4.3 Product Size Variation

Sometime, it may happen that actual variety need not necessarily be equal to the variety perceived by consumers. For example, a fast food restaurant may provide a wide range of product quality with respect to color and flavour. Individual consumers, on the other hand, may only be interested in price and quantity of the food product. Alternatively, Chinese restaurants frequently offer a limited selection of various ingredients. When all possible combinations are listed, the variation among options seems greater than the actual variety. Obviously, the mere number of options represents a type of variety that is not ignored by consumers. A Restaurant offering fifteen (15) different flavors of food with different food size will offer consumers more flexibility in terms of taste than a restaurant offering a limited selection of two (2) flavors with 2 shapes of product and preference. However, consumers' perceptions are often exploited by contextual factors. For example, consumers perceive that physically bigger shelf spaces have provided more variety than smaller ones even in cases when the actual number of distinct items is the same.

In addition, perceived variety is determined by the distinctiveness of options and the preferences of the consumers (Kahn & Lehmann, 2001). Furthermore, companies can actively increase perceived variety without having to produce entirely new product. Restaurants allow for a kind of adaptive customization by enabling consumers to spice their meals according to their individual preferences. Cosmetically customized products allow for variation not with regard to the actual product usage but with regard to its appeal and look (Kahn 1998). Fast food producers usually aim to offer consumers additional benefits by providing limitless possibilities with regard to flavour customization.

There are distinct motives for consumersô response to variety. First, is the issue of constrained choice. Behavioral product loyalty decision concept views preferences as a least partially construct in the light of the available options (Bettman, James & Park, 2000). In most cases, consumers do not possess a clear set of preferences to make a purchase decision when approaching different options. These are about to be constructed when individuals start processing the information on individual options. Consequently, at the decision stage consumers are faced with a significant amount of uncertainty about which option best matches their future preferences. In the light of uncertainty about future preferences, consumers aim to maintain flexibility and consequently choose larger assortments. An important consumer benefit of variety is the ability to seek a diversity of options over time, that is variety seeking. Derived variety seeking occurs because shoppers may have multiple needs to satisfy, use products for multiple occasions or even buy products for multiple consumers. Direct variety seeking, on the other hand, occurs because of an internal desire for change or stimulation by novelty.

Consequently, perceived size variation does not influence the cognitive effort of each consumer in the same way. The effect rather depends on the type of decision making strategy typically applied (Hofstede 2001).It can be said that variety increases the responsibility of the decision maker for the outcome he selects. In an extreme case, where consumers only have one option to choose from, e.g. a regulated fast food monopoly, individuals may be dissatisfied with the service they receive but they are not responsible for their dissatisfaction. On the other hand, when multiple fast food service providers are available to choose from, the individuals themselves are responsible for paying higher fees or receiving inferior services as compared to other consumers.

2.1.5 Fast Food in Nigeria

According to Bender and Bender (2001), fast food is a general term used for a limited menu of foods that lend themselves to production line techniques such as hamburgers, pizzas, chicken or sandwiches. The opening of what can be referred to as the first modern fast food outlet in Nigeria in 1986, by Mr Biggôs, a subsidiary of UAC Nigeria, could be regarded as a turning point in the social wellbeing of the citizens as well as a significant landmark in the economic history of the country.

Nigerians were first introduced to fast foods within the context of what obtains in the West by the United African Company (UAC) when they opened MR. BIGGS restaurant in 1987. However, long before then traditional fast foods had been in vogue and continued to be patronized. These include roasted plantain (bolie), roasted/fried yam (dundun), akara, suya meat (beef kebab), and fura de nono (localyogurt). Since the introduction of Mr. Biggs into the fast food industry, consumer acceptance of fast food has continued to increase. These include Tantalizers, Sweet Sensation, Tasty Fried Chicken, Chicken Republic, Oasis, Munchies Bulker etc. Some of the fast food chains like Mr. Biggs, Tantalizers and Tasty Fried Chicken are now listed on the Nigerian Stock Exchange (NSE). The latest big entrants are McDonalds and Ostrich.

With the exception of McDonals and Ostrich none of the other fast food chains are known to operate under franchise agreements, even though many of them have outlets in the major cities of Nigeria such as Abuja, Port Harcourt, Ibadan, Calabar, Warri. The city of Lagos remains the headquarters of fast foods in Nigeria, although with the rapid urbanization and expansion of the other cities it means that most expansion in the fast food industry will take place outside Lagos. Since the 1960s Nigeria has had one of the fastest population growth rates in the world. In 2010 almost half of all Nigerians (70 million) live in cities (Business Wire, 2011). As more people migrate to the already crowded cities the demand for fast food will be expected to increase. To meet the demand many local restaurants have mushroomed in many of the cities alongside the Western-oriented fast food restaurants to serve this added population.

Since then, the Nigerian business environment has never remained the same again. It has witnessed and continues to witness the establishment of various fast food joints, fondly referred to as eateries in virtually every nooks and corners of the country. A glance at any street corner in Nigeria, now, especially in the urban centres, may likely reveal at least two eateries with their front-lit menu boards jostling for consumersô attention. At present, there are over 150 brand names in the country. Also, the South western Nigeria alone accommodates nothing less than 500 outlets of different sizes established by corporate individuals and organizations (Fakokunde, 2010). According to Eke (2006) and reported by Olutayo and Akanle (2009), the number of fast food outlets in Nigeria is increasing at a geometric rate and expected to double in five years. Notwithstanding, this increasing growth and proliferation of fast food restaurants in Nigeria can be excused on the basis that it is a worldwide phenomenon. The Food Institute Reports of February 6, 2006 and April 19, 2010 both confirmed the ever-increasing global demand for fast food services. In 2006, the global fast food market grew by 4.8% and reached a value of 102.4 billion and a volume of 80.3 billion transactions. It was also reported in April 2010 that sales increase of 3.0% from a year earlier is the largest in the sector since January 2009.

The consumerøs tastes and needs are dynamic, implying that every product should constantly seek ways to offer freshness in order to remain relevant in the market place. The restaurant industry is no longer divided into clear-cut segments since the services offered do sometimes overlap. Many of the fast food restaurants offer similar products or services. Therefore, the way and manner their services are provided are critical to gaining competitive edge. In Makurdi, the capital of Benue State, experience has shown that just as small as The town of Makurdi is, there is new entrants daily increase of fast food restaurants in the town .It is selected because it is the state capital and Also, because it is an administrative centre, with an emerging industrial and massive commercial activities occurring in it .it is also the hub of defence, health and educational institutions. And because is the major northern route to (Lafia ï JOS Road) and southern route to (Enugu and Calabar), it experiences a high volume of both human and vehicular traffic. Furthermore, its strategic location as the gateway to the Western parts of Nigeria, it is home to majority of the ethnic groups in Nigeria.

Being a commercial state it has one of the fastest growing economics in the federation. Fast food outlet opens shop some of the older ones are closing making it appear as if the fast food industry is a ñrevolving doorò,for example, just as just as MR. BIGGS restaurant was going out of business DEXTERS restaurant was opening. The restaurant diner seem to have added some scrutiny to his/her menu, perusal and upped what he/she perceives as value. In other words, they have brought more emotion into the cherished but less frequent goodò experiences they are also critical of food taste and services.

The question then is ï what is the potential fast food restaurant guest looking for? What must fast food restaurant owner do to be able to retain their consumerøs loyalty as well as meet the needs of the consumers? Because many of the fast food restaurants provide undifferentiated products, quality becomes a discriminator between superior/inferior product or service. Any service provider that seeks to enjoy competitive edge must respond to consumer needs so as to promote satisfaction and gain consumer loyalty. In other words, you must either adapt or die. There are several studies that address behavioural service quality, consumer satisfaction, and behavioural intentions in fast food restaurant (FFRs) (Brady et al. 2001, Gulbert. et al. 2004; Kara et al. (1995). However, to the best of our knowledge none has focused on Makurdi, the capital of Benue state.

A fast food restaurant (FFR) also known as a Quick Service Restaurant (QSR) within the industry itself, is a specific type of restaurant characterized both by the fast cuisine and by minimal table service. Food served in fast food restaurants are cooked in bulk in advance and kept hot, is finished and packaged to order and is usually available ready to take away, even though seating may be provided. The term ñfast foodò was recognized in a dictionary by merrian-Webster in 1952. Some trace the modern history of fast foods in America to July 7, 1912 with the opening of a fast food restaurant called the Automat in New York. The Automat was a cafeteria with its prepared foods behind small glass windows and coin-operated slots. The company also popularized the notion of ñtake-outò food, with their slogan ñless work for motherò. The American company White castle is generally credited with opening the second fast-food outlet in Wichita, Kansas in 1921. Most historians and secondary school textbooks state that A & W was the first fast food restaurant which opened in 1919 (Grass, 1977). By 1961 Ray Krock bought out the McDonald brothers and created what is now the modern McDonaldôs corporation. One of his major business strategy was to promote cleanliness of his restaurants to the growing groups of Americans that had become aware of food safety issues. Fast food has generally been designed to be eaten ñon ï the ï goò and often does not require traditional cutlery and is eaten as a finger food. Fast food outlets have become popular with consumers for several reasons. One is that through economics of scale in purchasing and producing food, these companies can deliver food to consumers at a very low cost. Although some people dislike fast food for its predictability, it can be reassuring to a hungry person in a hurry or far from home.

In his best-selling 2001 book Fast Food Nation, schlosser (2001) leveled a broad, socio-economic critic against the fast food industry, documenting how fast food rose from small, family-run businesses (like McDonald brothersô hamburger joint) into large, multinational corporate juggernants whose economies of scale radically transformed agriculture, meat processing, and labour markets in the late 20th century. He argues further that while the innovations of fast food industry gave Americans more and cheaper dining options, it has come at the price of destroying the environment, economy, and small-town communities of rural America while shielding consumers from the real costs of their convenient meals, both in terms of health and the broader impact of large-scale food production and processing on workers, animals and land.

Because Nigeria is one of the fastest growing economy in the world, coupled with what may be described as emerging aculturation, more fast food restaurants are being established even on smaller scale. The expansion in the fast food industry may be attributed to the following: Increasing urban migration which affect the younger population who are also more receptive to the fast food concept; increasing Western acculturalization among the populace; the increasing affluence among the people;

i. the changing life styles as indicated by the increasing belief that eating out is part of leisure;

ii. the perception among the working class singles (male and female) that fast food is cheaper and perhaps more efficient on their time;

iii. the changing demographic composition of the workplace as more women are employed at different levels of the economy;

iv. pressure of work and other social activities leave little room for cooking at home;

v. the expansion of fast food menus to incorporate indigenous dishes provide prospective consumers a desired alternative to the Western meals.

Because the fast food industry is highly labour intensive, they constitute a major employer of labour. Although there is the strong potential for success in the fast food industry there are many challenges facing the industry such as:

i. inadequate number of food processing to add value to items like chicken, meat and fresh fish products, frozen foods and canned vegetables which affect operating costs.

ii. Cost of fund remains high and prohibitive due to high interest rates which also contribute to high operating costs.

iii. they are face with the challenges of attracting consumers and retaining those who already patronize them.

iv. the increase cost of raw materials for use in preparing meals, coupled with scarcity of finance on the part of consumers, to make purchase.

v. to retain their consumers and still make profit under this economic situation.

No business exists without consumers. In the philosophical words of Peppers and Rogers ñThe only value your company will ever create is the value that comes from consumers ï the ones you have now and the ones you will have in futureò. This is absolutely true. Consumer value is an asset to the organization. Munusamy, Chelliah and Mun (2010) argued that in order to maintain the consumer, the organization needs to ensure that the right products and services, supported by the right promotion and making it available at the right time for the consumers.

They argue that consumer satisfaction measurement is a post consumption assessment by the user, about the products or services gained. Consumers tend to organize information at various levels of abstraction which range from simple product attributes to complex personal values. Micuda and Dinculescu (2010) noted that attributes that signal quality have been dichotomized into ñintrinsicò and ñextrinsicò cues. Instrinsic cues are attributes that are part of the physical composition of the product such as flavour, colour, size, fitness for use, styles and so on. They cannot be changed without changing the nature of the product and are consumed along with the product. On the other hand, extrinsic cues are attributes that relate to the product, but are not product-specific and can serve as general indicators of quality across all types of products.

Quality in service has been defined as a construct composed of a technical dimension and a functional or rational dimension: the former centres upon what is delivered by the company to the consumer ï result, whereas the latter refers to the way the service is performed (Gronroos, 1984). Parasuraman et al. (1988) studied four consumer service industries: long distance telephone, banking, credit cards and an appliance repair and maintenance. They found consistent attributes of perceived quality across the four industries. They included reliability, responsiveness, assurance, empathy and tangibles. Micuda and Dinculescu (2010) argued that the five attributes suffer from at least two major shortcomings. Firstly, they are broad and not industry ï specific since they donôt provide cues that consumers can use to infer service quality. Secondly, the particular attributes or cues that comprise each dimension vary across service contexts. The five-dimensional structure could serve as a meaningful framework for tracking a firmôs service quality performance over time and comparing it against competitors.

Western style fast food franchises are increasingly crossing national boundaries and looking for growth among consumers in Nigeria. Nigeria is becoming a major player in the global market because of its size and growth potential. Service quality is reflected in a consumerǿs evaluative perception of an encountered service (Cronin & Taylor 1994). Zeithaml and Bitner (2000) suggested that consumers judge the quality of a service based on their perceptions of the technical outcome provided, the process by which the outcome is delivered, and the quality of the physical surroundings where the service is delivered. Today, almost all the FFRS focus on several ways to increase their service quality in order to increase the level of satisfaction among their consumers and thus increase their loyalty (Qin & Prybutok, 2008; Gilbert, Veloutson, Goode, & Moutnho, 2004; Kara, Kaynak, & Kucukemiroglu, 1995).

When FFRS are able to achieve or exceed the expectations of consumers, the consumer will be satisfied with the service. Consumer satisfaction may be viewed as the individualǿs perception of the performance of a product or service in relation to his or her expectations. Grilbert et al (2004) argue that service quality measurement need to be done frequently to obtain an accurate current level of service quality provided by a fast food restaurant in order to increase consumer satisfaction as well as to encourage consumer repurchase intentions towards the restaurant. According to Leon and Leslie (2006) the degree of satisfaction provided by the goods or services of a firm can be measured by the number of repeat consumers. Tat et al. (2011) posit that intense competition and high quality expectation from consumers have forced many fast food companies do transform from a product centric approach to a consumer centric approach. Therefore, understanding each consumerǿs distinct needs and recent service quality level are essential for an FFRS to maintain and enhance their competitive edge. A study by Tat et al. (2011) indicated a strong relationship between consumersô perceived overall service quality and consumer satisfaction. Diners whose experiences match expectations will be satisfied and where their expectations are exceeded they will be very satisfied.This presents the current dynamics of fast food operations in Nigeria against the backdrops of existing quality service administrations and consumerôs perception and with a view of finding a common need for improvement and proper control in the industry.

The modern fast food industry is highly commercialized and characterized by various preformulated procedures and food preparation methods usually set up with the intention of minimizing production cost and delivery time. Greater emphasis is always placed in ensuring certain level of flavour and quality consistency of products and quick services as expected by consumers. Various variants of cuisines and dishes are popularised by fast food restaurants across the globe. It is noteworthy that the business of fast food retailing is fast spreading and striving globally with numerous fast food ventures located all over the world. McDonaldôs is considered as the largest operator of fast food in the world, with over 31,000 restaurants located in 120 countries, on six continents. The busiest fast food in the world is McDonaldôs in Moscow, which was opened on January 31, 1990. Other fast food multinationals include Burger King, Kenturcky Fried Chicken (KFC), Big-mac, Pizza Hut, Subway and Taco Bell. In Nigeria, the leading fast food operators are Mr.Biggôs, Tantalizers, Tastee Fried Chicken (TFC), Sweet Sensation, Tetrazzini and Chicken Republic. The indigenous South African fast food market is dominated by Nandos, Black Steer and Chicken Licken. In Canada, Pizza and 241 Pizza are among the leading indigenous fast food operators.

Consumption records show that about $110 billion was spent on fast food in 2000 as against $6 billion in 1970 in the U.S. alone. Employment records also shows that over million workers are employed in the areas of fast food operations and servicing in the United States. Although the organized fast food industry loses substantial market share to the informal sector, sales figures of $142 billion in 2006, are expected to increase by 5% yearly. In India, the fast food industry is growing by 40% yearly (www.fastcasual.com).

2.1.6 The Nigerian Fast Food Industry: Current Trends and Issues

The fast food is linked to the food industry. Mainly, fast food outlets in Nigeria can be classified as either providing unstandardized or standardized services. The unstandardized outlets are usually the unregistered small operators, providing informal but fast casual table services to consumers. In this category are the traditional food vendors, cafeterias and casual dining restaurants. On the other hand, the standardized outlets include the registered food retail outfits with formalized business names and organized structures, whose operations are usually largescaled and certified by appropriate regulating authorities. In this category are the single-branch eateries and chained quick service restaurants that provide minimal table service to consumers.

Munusamy, Chelliah and Mun (2010) argued that in order to maintain the consumer, the organization needs to ensure that the right products and services, supported by the right promotion and making it available at the right time for the consumers. They argue that consumer satisfaction measurement is a post consumption assessment by the user, about the products or services gained. Consumers tend to organize information at various levels of abstraction which range from simple product attributes to complex personal values. Micuda and Dinculescu (2010) noted that attributes that signal quality have been dichotomized into ñintrinsicò and ñextrinsicò cues.

Instrinsic cues are attributes that are part of the physical composition of the product such as flavour, colour, size, fitness for use, styles and so on. They cannot be changed without changing the nature of the product and are consumed along with the product. On the other hand, extrinsic cues are attributes that relate to the product, but are not product-specific and can serve as general indicators of quality across all types of products. Quality in service has been defined as a construct composed of a technical dimension and a functional or rational dimension: the former centres upon what is delivered by the company to the consumer ï result, whereas the latter refers to the way the service is performed (Gronroos, 1984).

Western style fast food franchises are increasingly crossing national boundaries and looking for growth among consumers in Nigeria. Nigeria is becoming a major player in the global market because of its size and growth potential. Service quality is reflected in a consumerôs evaluative perception of an encountered service (Cronin & Taylor 1994). Zeithaml and Bitner (2000) suggested that consumers judge the quality of a service based on their perceptions of the technical outcome provided, the process by which the outcome is delivered, and the quality of the physical surroundings where the service is delivered. Today, almost all the FFRS focus on several ways to increase their service quality in order to increase the level of satisfaction among their consumers and thus increase their purchase intentions as well as loyalty (Qin & Prybutok, 2008; Gilbert, Veloutson, Goode, & Moutnho, 2004; Kara, Kaynak, & Kucukemiroglu, 1995).

When FFRS are able to achieve or exceed the expectations of consumers, the consumer will be satisfied with the service. Consumer satisfaction may be viewed as the individualôs perception of the performance of a product or service in relation to his or her expectations. Grilbert et al (2004) argue that service quality measurement need to be done frequently to obtain an accurate current level of service quality provided by a fast food restaurant in order to increase consumer satisfaction as well as to encourage consumer repurchase intentions towards the restaurant. According to Leon and Leslie (2006) the degree of satisfaction provided by the goods or services of a firm can be measured by the number of repeat consumers.

Tat, Sookimine, Ai-Chin, Rasli and Hamid (2011) posit that intense competition and high quality expectation from consumers have forced many fast food companies do transform from a product centric approach to a consumer centric approach. Therefore, understanding each consumerûs distinct needs and recent service quality level are essential for an FFRS to maintain and enhance their competitive edge. A study by Tat et al. (2011) indicated a strong relationship between consumersô perceived overall service quality and consumer satisfaction.

2.2 Theoretical Review

This second part of the literature review deals with related theories on the topic of investigation. Twelve theories are critically reviewed and linked to the study appropriately. These include: (i) Negativity Theory by Carlsmith and Aronson (1963), (iii) Opponent-process Theory by Richard and Solomon (1974), (iv)Attraction Theory by Aroson (1980), (v) Social exchange theory by Thibault and Kelley (1959), (vi) Equity Theory by Adams (1963), (vii) Hypothesis Testing(viii) ECSIModel (ix) Integrated Model (x) SCSB (xi)Kano Model by Kano (1996), (xii) American Consumer Satisfaction Index (ACSI, 1994), and (xiii) Disconfirmation theory by Oliver (1980).

2.2.1 Theories of product loyalty

2.2.1.1 Negativity Theory

This theory was developed by Carlsmith and Aronson (1963). Negative theory has its foundations in the disconfirmation process. The theory states that when expectations are strongly held, consumers will respond negatively to any disconfirmation. Accordingly, dissatisfaction will occur if perceived performance is less than expectations or if perceived performance exceeds expectations.The theory suggests that any discrepancy of performance from expectations will disrupt the individual, producing ‗negative energy'. Affective feelings toward a product or service will be inversely related to the magnitude of the discrepancy.

As applied to the present study, consumer loyalty to fast food products in Makurdi metropolis is based on previously held expectations of the consumers regarding such a product. If such expectations are met, say in terms of affordable pricing or quality, optimum loyalty will be achieved. If however, there is discrepancy in pricing different from what the consumers expected, say an increase in prices, quality or size of the product, the loyalty level of the consumers to the product will be disrupted. The theory is therefore relevant in explaning consumer loyalty to fast food products in Makurdi metropolis. The present study is therefore anchored on the negativity theory since consumers normally have prior expectation of a restaurant before patronage and once they do not find the products of such restaurants suitable to their expectations, they develop some negative attitude towards the restaurants. It is therefore suggestive of the operators to always ensure that their products are suitable to their consumers in size, price and quality in order to retain theseconsumers.

2.2.1.2 Cognitive Dissonance Theory

Cognitive dissonance theory was develoed by Leon Festinger (1957). Cognitive dissonance is an uncomfortable feeling caused by holding two contradictory ideas simultaneously. The theory of cognitive dissonance proposes that people have a motivational drive to reduce dissonance by changing their attitudes, beliefs, and behaviours, or by justifying or rationalizing them.

The phenomenon of cognitive dissonance, originally stated by Festinger in 1957, has been quickly adopted by consumer behaviour research. Described as a psychologically uncomfortable state that arises from the existence of contradictory (dissonant, non-fitting) relations among cognitive elements (Festinger 1957), cognitive dissonance revealed high exploratory power in explaining the state of discomfort buyers are often in after they made a purchase.

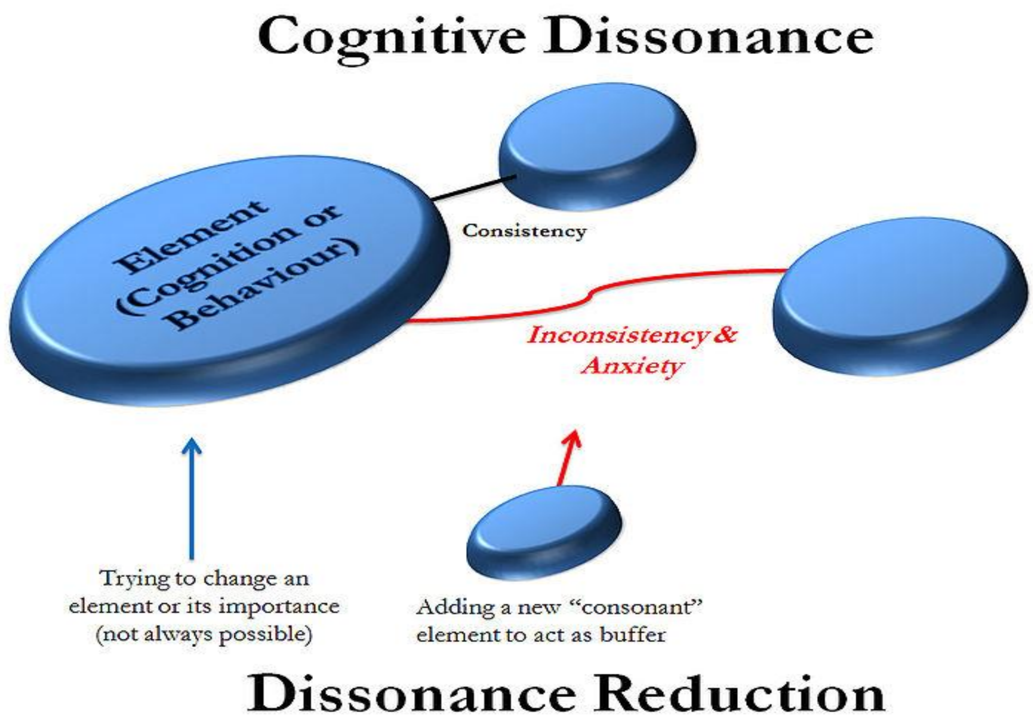

Fig.2.1: *Cognitive Dissonance*

Source:http://en.wikipedia.org/wiki/File:CognitiveDissonance Diagram.

The theory therefore is closely linked to this study since it is based on consumersô reaction to quality. It means that when consumers of fast food in Makurdi purchases a product and later discovers that its quality contradicts their expectations, their loyalty level diminishes. The theory is therefore relevant in explaining consumersô loyalty to fast food product quality.

2.2.1.3 Opponent-process Theory

This was originally a theory of motivation reformulated by Richard and Solomon (1980), which has been adapted from the basic physiological phenomena known as homeostasis.

Homeostasis assumes that many hedonic, affective or emotional states, being away from neutrality and exceeding a threshold level of hedonic feelings, are automatically opposed by central nervous system mechanisms, which reduce the intensity of the feelings, both pleasant and aversive, to some constant level.

The onset of the opponent process totally dependent on the effect of the primary process, in which an emotional state is initiated by a known stimulus (Oliver 1981),if the initial stimulus is eliminated to reduce completely or partially the primary process effect, the opponent process will continue to operate at a decaying rate determined by inertia factors.

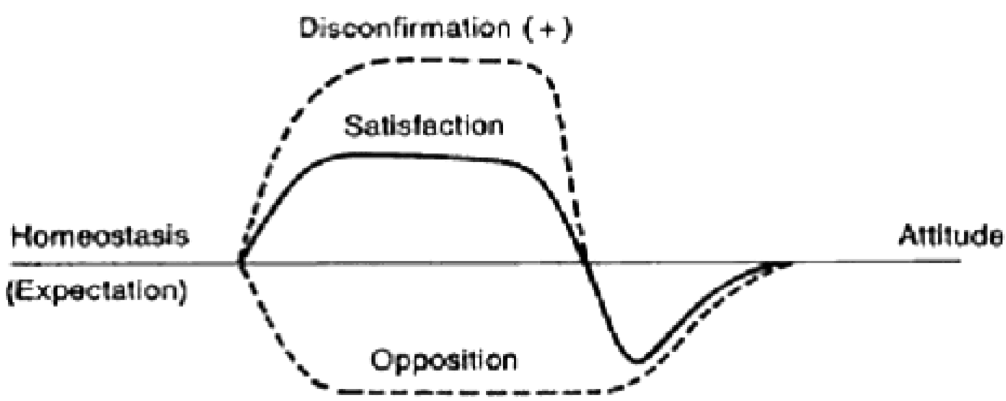

Fig. 2.2: *Operation of Opponent-process phenomena as applied to consumer satisfaction and its determinants.*
Source:*Oliver (1981, p.31).*

As applied to this study, Opponent-process is a representation of repeated purchasing behavior as distinct from loyalty. Thus, some consumers in Makurdi metropolis will continue to purchase the products from a particular restaurant irrespective of manipulations of the product. The theory is therefore relevant in distinguishing between the repeated purchasing behavior from the loyalty of consumers to products in the fast food industry.

2.2.1.4 Attraction Theory

Aroson (1980) postulates that one is attracted to others on the basis of: Physical appearance and personality, Proximity (liking others who are physically close to us), Similarity (liking others who are like us), familiarity (liking those who have frequent contact with us), reciprocity (liking others who like us) and barriers (liking others we cannot have). According to this theory of attraction, if a relationship gives us more reward and pleasure than cost and pain, we will like that relationship and wish it to continue. As so, consumers can be attracted to insurance product based on their convenient choices as their trust on the company, physical attractiveness of the company service quality, size and price of the product offered.

The relevance of the theory to the present study is that it has proposed factors that lead to consumer loyalty in Makurdi metropolis. Thus apart from product size, quality and price enunciated in the present study, other factors that could affect consumer loyaty as postulated by the theory arephysical appearance and personality, proximity, similarity, familiarity, reciprocity and barriers.

2.2.1.5 Social Exchange Theory

Social Exchange theory was propounded by Thibault and Kelley in 1959. The theory states that all human relationships are formed by the use of a subjective cost-benefit analysis and the comparison of alternatives that people develop relationships, which yield the greatest profits. When costs exceed rewards people seek to dissolve relationship. Relationship marketing theory maintains that consumers enter into relational exchanges with firms when they believe that the benefits derived from such relational exchanges exceed the costs.

Based on this theory, when consumers in Makurdi metropolis believe that variation in size, priceand quality in terms of increase, decrease and maintaining status quo exceed their reward consumers may seek to dissolve the relationship, otherwise, they tend to continue or even improve the relationship.

2.2.1.6 Equity Theory

Equity theory was developed by Adams in 1963. The theory is built upon the argument that a ñmanøs rewards in exchange with others should be proportional to his investmentsò. An early recognition of this theory first came out of research by Stouffer and his colleagues in military administration. They referred to órelative deprivationô (equity) as the reaction to an imbalance or disparity between what an individual perceives to be the actuality and what he believes should be the case, especially where his own situation is concerned. In other words, the equity concept suggests that the ratio of outcomes to inputs should be constant across participants in an exchange. As applied to product loyalty research, loyalty is thought to exist when the consumer believes that his outcomes to input ratio is equal to that of the exchange person.

The theory holds that people develop and maintain relationship in which rewards are distributed in proportion to costs. When share of rewards is less than what is demanded by equity people are likely to experience dissatisfaction and exit relationship. These relationship theories indicate the benefits of creating relationships with consumers which leads to building of consumer loyalty. The purpose of building relationships with consumers is to retain consumers in the existing company. And by retaining them the loyalty is created and loyalty inturn, results in superior long-term financial performance. Loyalty is the biased behavioral response expressed over time by consumers with respect to one provider out of many providers accompanied by a favorable attitude. Any insurer should be understandable essence of relationship in order to build consumer loyalty. Relationship will dissolve if mutual benefits canøt secure. Such theories can be used for better understanding how consumers may initiate in the creation of consumer loyalty through relationship.

The theory is relevant to the present study since it suggests that managers of fast food restaurants in Makurdi metropolis should give consumers value for what they buy in terms of quality, size and price so as to achieve optimum loyalty level. However, the weakness of the theory is that it does not cover the role consumers should play in the relationship or how firms can achieve profitability amidst enhancing consumer loyalty. The theory is therefore one-sided, favouring consumers over producers of the fast food products in Makurdi metropolis.

2.2.2 Theories of Product Variation

2.2.2.1 Dissonance Theory

Dissonance theory was propounded by Festinger in 1989. This theory postulates that a decidedly different outcome is offered by applying Festingerõs Theory of Cognitive dissonance. Applying Festingerõs ideas to affirmation and disconfirmation of expectation in satisfaction work, one concludes that consumers might try to eliminate any dissonant experiences (situations in which they have committed to an apparently inferior product or service).

Dissonance theory would predict that a consumer experiencing lower performance than expected, if psychologically invested in the product or service, would mentally work to minimize the discrepancy. This may be done either by lowering expectations (after the fact) or, in the case of subjective disconfirmation, positively increasing the perception of performance.

The theory therefore is closely linked to this study since it is based on consumersô reaction to quality. It means that when consumers of fast food in Makurdi purchase a product and later discovers that its quality contradicts their expectations, their loyalty level diminishes.

The theory therefore suggests that producers of fast food should prioirize quality improvement in order to retain their consumers. This makes quality the most strategic attribute of product variation that must be emphasized by operators of fast food reataurants in Makurdi metropolis.

2.2.2.2 Hypothesis Testing Theory

A two-step model for satisfaction generation was suggested by Deighton (1983). First, Deighton hypothesizes, pre-purchase information (largely advertising) plays a substantial role in creating expectations about the products consumers will acquire and use. Consumers use their experience with product/service to test their expectations. Second, Deighton believes, consumers will tend to attempt to confirm (rather than disconfirm) their expectations.

The theory suggests that operators of fast food restaurants in Makurdi metropolis should emphasize and prioritize advertisement/promotions as the most strategic attribute of product variation that will help retain their consumers. Based on this theory, all the factors of product variations used in the presentare inferior to adverstisement.

2.2.2.3 The European Consumer Satisfaction Index (ECSI) Model

The ECSI model was developed by Eklöf(2000). The ECSI model is a framework that aims to harmonize the national consumer satisfaction indices in Europe. It was an adaptation of the Swedish Consumer Satisfaction Index. The ECSI model incorporates company image, consumer expectations, the quality of product offering and the benefit perceived by the consumers. These interdependent factors influence consumer satisfaction and consumer loyalty. The loyalty measures of the model include likelihood of retention, likelihood of recommending the company or brand, and whether the amount consumers are likely to purchase will increase.

The ECSI model is represented in Figure 2.3

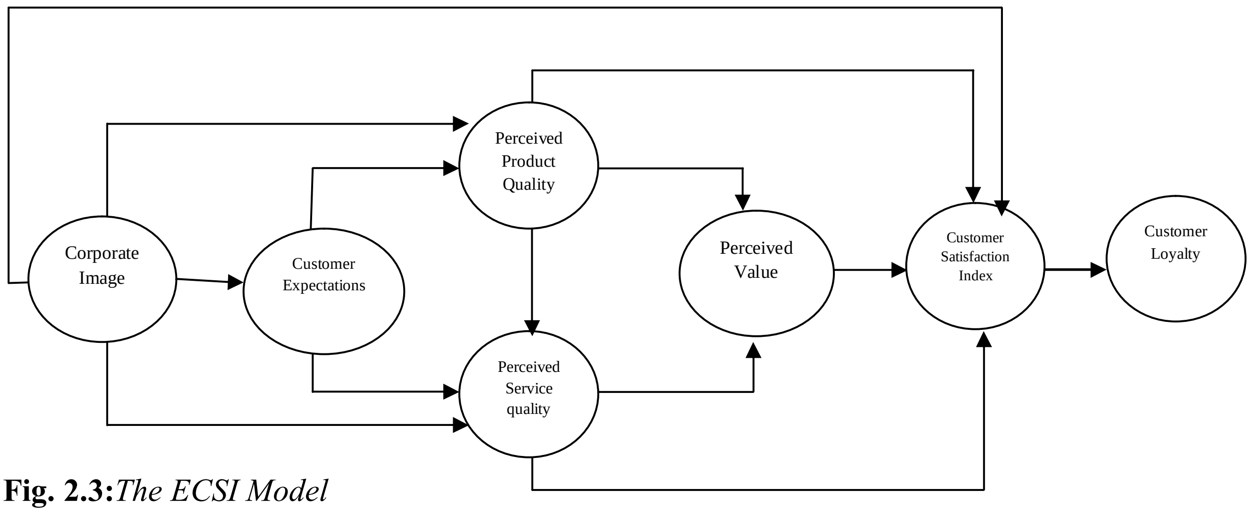

Fig. 2.3:*The ECSI Model*

The consumer expectations, perceived quality, perceived value, consumer satisfaction, and consumer loyalty constructs are modeled the same as in the ACSI. The distinction between both is the inclusion of corporate image and perceived service quality with the exclusion of consumer complaints. Consumer satisfaction is the central variable of this model while the drivers are corporate image, consumer expectations, perceived quality and perceived value. The ECSI model added corporate image as a factor that influences consumer expectations. In other words, it is the way a company is perceived by a consumer that will determine what consumers will expect from the companyȏs products or services. Just like the ACSI model, the ECSI model still states that consumers rate the quality of a product or service according to the way it meets the expectations they had before purchasing the product or service. The model also shows that the way consumers perceive the quality of a product also leads to the way the consumers perceive the value they get or will get from that product. It also places consumer satisfaction as an antecedent to brand loyalty. The ACSI and ECSI models both see perceived product quality, perceived value and consumer satisfaction as factors that lead to brand loyalty.

Apart from the consumer satisfaction indexes, some scholars have also come up with conceptual models that also try to explain the product quality construct. The Integrated Model for the Effects of Perceived Product Quality, Perceived Service Quality and Perceived Price Fairness on Consumer satisfaction and loyalty (Lien-TiBei and Yu- Ching Chiao 2001) is one of them. This model tries to explain the effect product quality, service quality and price fairness has on consumer satisfaction and loyalty.

The ECSI model is useful in exaplaining measures that operators of fast food restaurants in Makurdi would adopt to achieve consumer loyalty. For this model, if loyalty is to be achieved, the operators must endevour to protect its corpovate image. In doing this, they will end up achieving the expectations of the consumer and invariably, the result will be reflected in consumers improved perception of their products. When quality is enhanced, value is created, leading to consumer satisfaction. The ultimate result will be consumer loyalty. Quality is therefore to be prioritized by the operators suggesting its superiority to other attributs like price and size.

2.2.2.4 The Integrated Model

The integrated model on the effects of perceived quality, perceived service quality and perceived price fairness on consumer satisfaction and loyalty was conceptualized by Lien-TiBei and Yu-Ching Chiao in 2001. They tried to come up with a model that was different from other brand loyalty models which linked product quality and service quality as direct antecedents of brand loyalty while influencing consumer loyalty. The model was developed also to suit the Taiwan marketing environment.

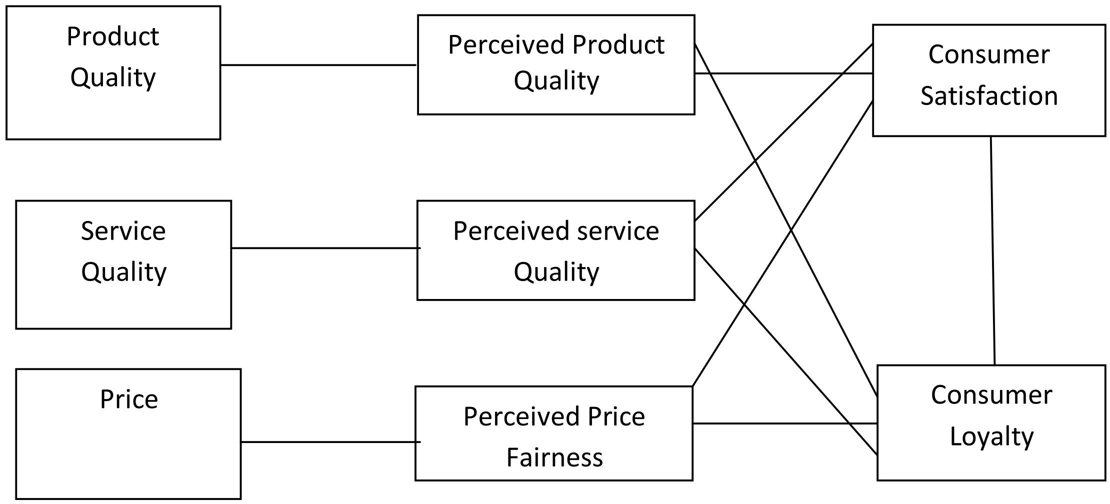

Fig. 2.4:*The Integrated Model*

In Figure 4, perceived product and service quality and perceived price fairness are all antecedents of Product quality, service quality and price respectively while perceived product quality, perceived service quality and perceived price fairness are all antecedents of consumer satisfaction and consumer loyalty.

Unlike other models, the integrated model proposes that perceived product quality, perceived service quality and perceived price fairness may lead to consumer loyalty without necessarily leading first to satisfaction and then to loyalty. This model brings about a variation to other product quality and brand loyalty models. It illustrates that perceived product and service quality may influence brand loyalty without necessarily having to lead to satisfaction before finally moving on to consumer loyalty.

For this model, operators of fast food in makurdi should not attempt to manipulate its products simply with anintention to achieve brand loyalty. The strategy should start from the attempt to influence consumer loyalty, which will lead them indirectly to brand loyalty and then to improved product quality. Thus, the target here is to first target the consumer, in which case any of the three variables used in the study (size, price or quality) could become the fulcrum based on consumer preferences.

2.2.2.5 The Swedish Consumer Satisfaction Barometer (SCSB)

The Swedish Consumer Satisfaction Barometer (SCSB) was the first national satisfaction index model, established in 1989 (Grigoroudis&Siskos 2009). The original SCSB model shown in Fig. 2.5 contains two primary antecedents of satisfaction: perceptions of a consumerḉs recent performance experience with a product or service, and consumer expectations regarding that performance. More specifically, perceived performance is equated with perceived value, or the perceived level of quality received relative to the price or prices paid (Fornell, 1992). The basic prediction of the SCSB is that as perceived value increases, satisfaction increases.

The other antecedent of satisfaction is how well the consumer expected the product or service to perform. Consumer expectations are defined as that which a consumer predicts (ñwillò expectations) rather than a normative standard or benchmark (ñshouldò expectations; Boulding et al., 1993). These expectations are argued to positively affect consumer satisfaction because they serve as cognitive anchors in the evaluation process (Oliver, 1980).

The consequences of satisfaction in the original SCSB model are derived from Hirschmanḉs (1970) exit-voice theory. The theory describes situations in which a client or consumer becomes dissatisfied with the products or services that an organization provides. The organization discovers its failure to provide satisfaction via two feedback mechanisms, exit and voice. The consumer either exits, or stops buying from the firm, or voices its complaint of dissatisfaction to the firm in an effort to receive restitution. Accordingly, the immediate consequences of increased satisfaction are decreased consumer complaints and increased consumer loyalty (Johnson et al 2000

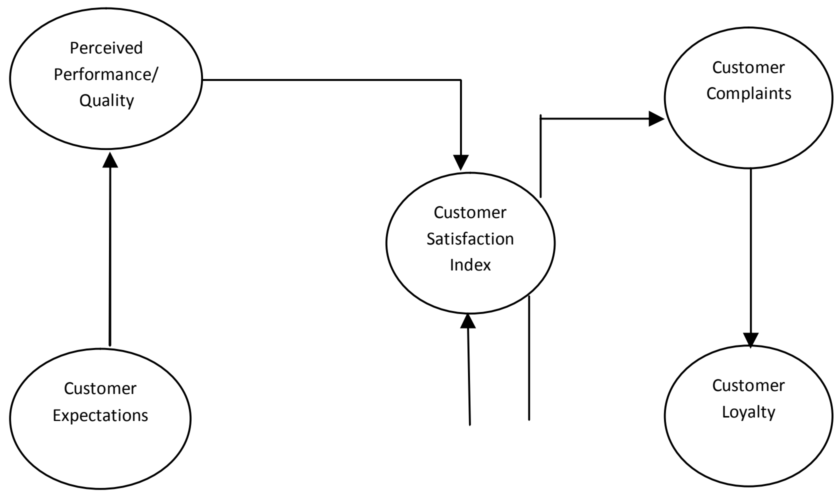

Fig. 2.5:*SCSB Model*

The SCSB model predicts that consumer expectations lead to perceived performance; the expectations a consumer has towards a product he buys affects the way he perceives the performance of that product. If a product totally meets with consumerȸs expectations then it is said to have performed effectively or properly. Here, consumer expectations will lead to consumer satisfaction and may lead to consumer complaints or consumer loyalty. That is, the way a consumer perceives the performance or quality would affect the way the consumer is satisfied. If consumerȸs expectations are not met, he would perceive the product as being of poor performance therefore leading to the consumer being less satisfied which at the end leads to consumer complaints. While on the other hand, high perceived performance would lead to consumer satisfaction which therefore leads to consumer loyalty.

When applied to the present study, the theory suggests that perceived satisfaction is a function of perceived value coupled with their predictions. Hence, when a consumer predicts that the products of a particular restaurant in Makurdi metropolis will be of a specified size and quality and go on a predicted price level, his subsequent performanceat the restaurant will depend on whether these features where same as predicted when he patronizes the restaurant.

Invariably, it means that the consumer will become loyal to the restaurant if actually, the size, quality and price of the product were in line with his prediction otherwise; he will be a disloyal consumer of the product.

2.2.2.6 Kano Model

The Kano model is a model developed in the 80ʼs by Professor Noriaki Kano and his colleagues of Tokyo Rika University. The Kano et al model of consumer satisfaction classifies attributes based on how they are perceived by consumers and their effect on consumer satisfaction. The model is based on three types of attributes viz. (1) Basic or expected attributes, (2) performance or spoken attributes, and (3) surprise and delight attributes.

The performance or spoken attributes are the expressed expectaction of the consumer. The basic or expected attributes are attributes without any major significance worth mentioning. The third one, the surprised and delight attributes are those, which are beyond the consumers expections.

Kano model measures satisfaction against consumer perceptions of attribute performance; grades the consumer requirements and determines the levels of satisfaction.The underlying assumption behind Kanoʼs method is that the consumer satisfaction is not always proportional to how fully functional the product or service is or in other words, higher quality does not necessarily lead to higher satisfaction for all product attributes or services requirements. In his model, Kano (Kano, 1984) distinguishes between three types of basic requirements, which influence consumer satisfaction. They are: (1) Must be requirements – If these requirements are not fulfilled, the consumer will be extremely dissatisfied. On the other hand, as the consumer takes these requirements for granted, their fulfilment will not increase his satisfaction; One-dimensional Requirement – One dimensional requirements are usually explicitly demanded by the consumer – the higher the level of fulfilment, the higher the consumer's satisfaction and vice versa. (3) Attractive Requirement – These requirements are the product/service criteria which have the greatest influence on how satisfied a consumer will be with a given product". The additional attributes, which Kano mentions, are: Indifferent attributes, Questionable attributes, and Reverse attributes.

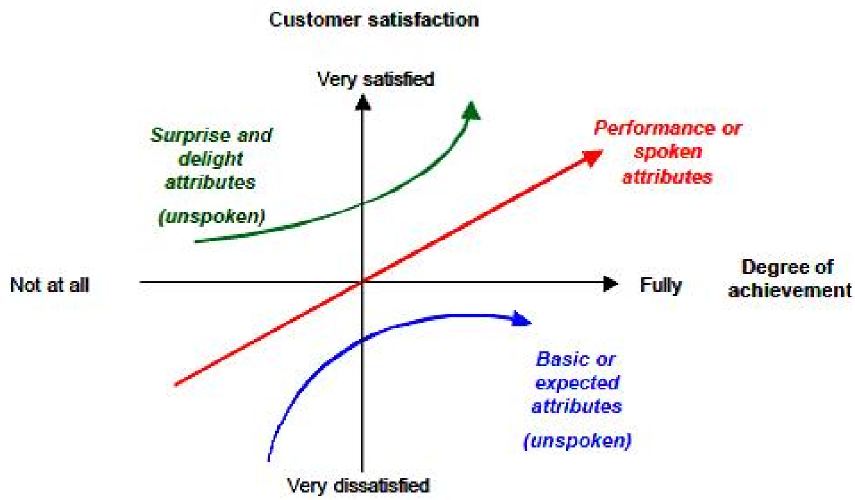

Fig.2.6: *The Kano Model (Source: Kano, Seraku et al., 1984)*

The Kano model illustrates the relationship between consumer satisfaction and quality performance from the consumer's perception. It divides quality features into five attributes: must-be attribute, one-dimensional attribute, attractive attribute, indifferent attribute and reverse attribute. The positioning of the quality parameters of performance and user satisfaction side-by-side in a two axis plot creates the ability to define quality in a more holistic manner. The horizontal axis of the model illustrates how fully functional some aspects of a product are while the vertical axis illustrates how satisfied consumers are. The line going in at 45 degrees clearly shows the situation in which consumer satisfaction is simply proportional to how fully functional a product or service is.

The must-be curve illustrates the aspects where the consumer is more dissatisfied which is when the product is less fully functional. The Attractive quality curve on the other hand, illustrates the areas in which the consumer is more satisfied when the product is fully functional and depicts that consumer remain satisfied even when the product is less functional. The one-dimensional line illustrates that consumer satisfaction is proportional to the level of fulfillment: the higher the level of fulfillment, the higher the consumerôs satisfaction. The indifferent axis depicts that a consumer will be neither satisfied nor dissatisfied whether the product is fully dysfunctional or functional.

The Kano model focuses mainly one independent variable in the present study (product quality). The model has however, given a detailed description of product quality. Based on the tenets of the model, consumers may not be satisfied with a fast food product even if the quality is high provided they are within the range of Indifferent attributes, Questionable attributes, and Reverse attributes. However, quality alone can lead to consumer satisfaction if it is wthin the range of Must-be and Attractive attributes. The task of the Makurdi metropolis fast food producer is ensuring that he understands the range to which his product belongs so as to enable him formulate the right quality-related production and marketing policies.

The present study is anchored on the Kano model for the purpose of the quality attributes of fast food products in Makurdi metropolis. Without proper diagnosis of quality (found to be the most important independent variable in the present study), there will be improper treatment of the variable since conventional assumption, unlike that of the model, is that anytime quality is increased, consumer loyalty should also increase. The need to properly classify quality according to the specified attributes is therefore evident.

2.2.2.7 ACSI Methodology

The ACSI model, developed in 1994 and illustrated in Fig.2.7, builds upon the original SCSB model specification. In the ACSI model, consumer satisfaction has three antecedents: perceived quality, perceived value and consumer expectations. The ACSI traces trends and developments in consumer satisfaction and provides benchmarking aspects for businesses.

Consumer Expectations, Perceived Quality and Perceived Value together determine a consumerøs satisfaction, which is measured as the American Consumer Satisfaction Index. Consumer satisfaction (ACSI) is the primary predictor of Consumer Loyalty to the product, the terminal variable in the ACSI model. The ACSI has well-developed conceptualizations of the effects of usersô expectations and the perceived value of the product (Okoli Reilly 2003).

The ACSI model predicts that as both perceived value and perceived quality increase, consumer satisfaction should increase which in turn leads to brand loyalty. Quality experts (Deming, 1981, Juran and Gryna, 1988) delineate two primary components of the quality experience; the degree to which a product or service provides key consumer requirements (customization) and how reliably these requirements are delivered (reliability). Asking consumers to rate customization quality, reliability quality, and overall quality allows the ACSI model to delineate a distinct quality construct that is separate from perceived value.

The ACSI was based on a model originally implemented in 1989 in Sweden called the óSwedish Consumer Satisfaction Barometer (SCSB). The ACSI uses two interrelated and complementary methods to measure and analyze consumer satisfaction: consumer interviewing and econometric modelling.

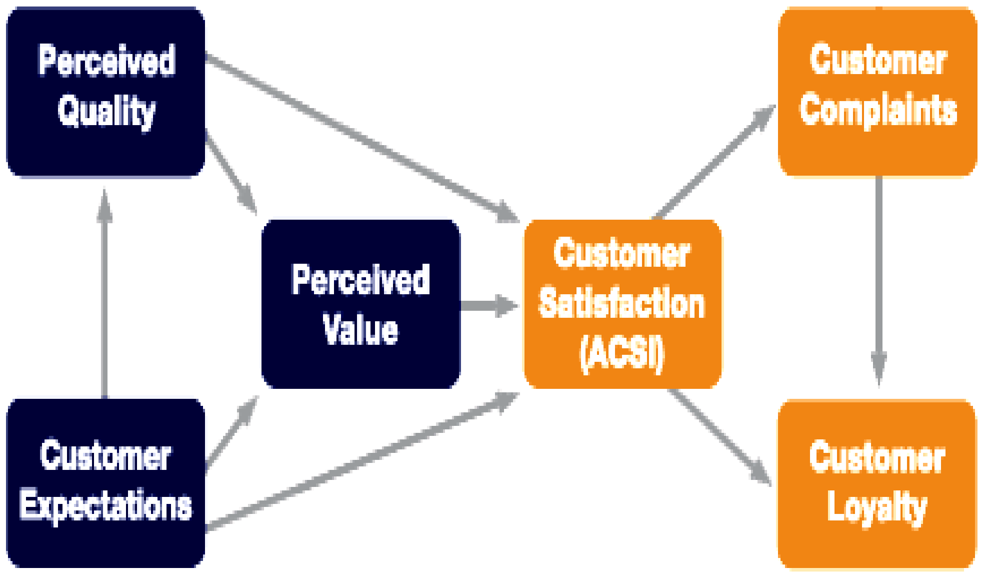

Fig.2.7:*ACSI Model*

Source: (ACSI Methodology, www.theacsi.org) Vavra, T.G. (2007) views that the ACSI initiative has at least three primaryobjectives:

i. **Measurement:** to quantify the quality of economic output based on subjective consumer input;

ii. **Contribution:** to provide a conceptual framework for understanding how service and product q

iii. uality relate to economic indicators

iv. **Forecasting:** to provide an indicator of future economic variability by measuring the intangible value of the buyer-seller relationshipò.

The ACSI survey process involves collecting data at the individual consumer level. Casual sequence begins with consumer expectations and perceived quality measures, which are presumed to affect, in order, perceived value and consumer satisfaction. ñConsumer satisfaction, as measured by the ACSI index, has two antecedents: consumer complaints, and ultimately, consumer loyaltyò.

The ACSI is an economic indicator that measures the satisfaction of consumers across the U.S. Economy. ñThe ACSI interviews about 80,000 Americans annually and asks about their satisfaction with the goods and services they have consumed. ACSI data is used by academic researchers, corporations and government agencies, market analysts and investors, industry trade association, and consumers.

In relation to the present study, the ASCI model postulates that fast food restaurants in Makurdi metropolis should not only consider optimum quality for their products but also involve other factors that will add value to the consumers (which could include the right size and price) since according to the model, both perceived value and perceived quality increase, consumer satisfaction should increase which in turn leads to brand loyalty. The producers of fast food will therefore, decide on the combination of different manipulations of these value-yielding attributes that will give consumers high value and also lead to profit maximization.

2.2.2.8The Disconfirmation-of-ExpectationParadigm

The disconfirmation-of-expectation paradigm (Oliver 1980) argues that brand loyalty is a function of consumer satisfaction, which again is a function of a cognitive comparison of expectations prior to consumption and actual experience. Consumer satisfaction or dissatisfaction requires experience with the product or service, and is influenced by the perceived quality and the value of the product or service (Anderson, Fornell et al. 1994). The paradigm states that satisfaction/dissatisfaction responses arise from an evaluation of pre-purchase expectations and compared to cognitions about the product-related experiences or outcomes actually realized in the consumption of the product. This comparison results in expectancy disconfirmation which ranges from negative (when expectations exceed the actual outcome) to positive (when actual outcome meet or exceed expectations). Other studies have empirically confirmed the direct effect of disconfirmation or post-choice product evaluation (Cardozo 1968; Cohen and Goldberg 1970; Olson and Dover 1976) and satisfaction responses (Swan 1977; Oliver 1980; Westbrook 1980).

According to the expectancy disconfirmation theory, consumer satisfaction is a result of perceived performance/quality and perceived disconfirmation. If product or service fails to meet with consumerôs expectations, a consumer will experience negative disconfirmation. On the other hand, when product or service meets or surpasses consumerôs expectations, consumer will experience positive disconfirmation. Disconfirmation arises from disagreement between consumerôs expectations and the actual outcome of the product after usage.

This theory goes a long way in explaining the conceptual model. The new model illustrates that consumers have certain expectations before even purchasing a product or service and expect that product or service should meet their expectations and these expectations may vary from consumer to consumer. When product meets most of the consumerôs expectations it is perceived as having high quality likewise, if product meets all of consumer expectations or surpasses the expectations that product is perceived as having very high quality. On the contrary, when product fails to meet consumerôs expectations it is seen as having low or very low quality. The model also illustrates that very high and high quality (when product meets consumerô expectation) leads to consumer satisfaction which then leads to brand loyalty but when product is perceived as having low or very low quality (when product fails to meet consumerôs expectation), it leads to consumer dissatisfaction which then leads to consumers switching to other brands.

The conceptual model borders on the disconfirmation-of-expectations paradigm. Dissatisfaction/satisfaction arises as a result of consumerôs judgment of the quality of the product on the basis of how it meets with their expectations. This concept is reflected in the definition of satisfaction by Tse and Wilton (1988) which states that ñthe consumerôs response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the product as perceived after its consumption.ò For consumers to be loyal to a particular brand, they must have come to the conclusion that it will be beneficial to them after usage. When consumers have judged the product on how it met their expectations (or not), they are now left with deciding whether to continue use or not.

As related to the present study, the model speculates that consumers of fast food in Makurdi metropolis already have some pre-purchase expection of the fast food restaurants in the area. The decision of these consumers to give their loyalty to any of these restauarants depends on whether their after-purchase experience is consistent with their pre-purchase expectations. Thus, if the taste of pies, iced-creams, yoghurt, among other products of a restaurant do not met the quality expected by the consumer, he will perform poorly in terms of giving his loyalty to that restaurant but if the quality is same as expected previously by the consumer, such a consumer will tend to give high level of loyalty to the restaurant.

2.3 Empirical Review

Different scholars and Researchers in the field of marketing and consumer psychology believe that, product variation in terms of (size, price and quality) is predictorôs variables of product loyalty.

2.3.1 Studies on the Effect of Quality Variation on Product Loyalty

Abdul and Waheed(2011) conducted a study on factors influencing brand loyalty infast food restaurants in Pakistan. Independent variables included brand name, product quality, brand knowledge, brand social responsibilitywhile the brand trust was taken as mediating variable.

Structural equation modeling technique was used in this research. The study found that factors like brand name, quality, and brand knowledge have significant impact on brand loyalty.

The study is relevant to the present study since both studies focus on examining factors that affect consumer loyalty in fast food restaurants. Specifically, product quality and loyalty feature as key variables in both studies. However, the points of departure among the two studies is that while Abdul and Waheedôs(2011) study was not an experimental study hence had no need for product variation, the present study took the experimental approach and thus, manipulated all the independent variables so as to captures the effect of each manipulation on consumersô product loyalty.

Lau (2006) conducted a study on factors affectingloyalty behaviorin Hong Kong. The research used independent sample t-test and discriminant analysis. Results of the study showed that hard-core loyal consumers gave more importance to product quality, brand name and style, and they are not price sensitive. If the product is giving more value in terms of attributes then such type of consumers are willing to pay a premium price.

Although Lauôs study was conducted on consumer loyalty as the present study, it was not an experimental study and used t-test for analysis unlike the present study which made use of ANCOVA which was useful in controlling for pre-existing effects of product variation on product loyalty. The study findings contradict that of the present study as it arrived at the finding that consumers are not price sensitive. Indeed, the standard of living of consumers in Hong Kong is high than that of Makurdi residents. Thus, Makurdi residents are bound to be more price sensitive than Hong Kong residents.

Che, Syed, and Nor (2011) conducted a study in Malaysia to determining the influence of factors on brand loyalty. The study strived to examine the factors (product involvement, perceived quality and brand trust) effecting brand loyalty of young Malaysian consumers towards branded sports shoes. The study found the factors such as product involvement and perceived quality have a significant impact on consumer loyalty towards branded shoes. Meanwhile, the study found that other factor means brand trust was not a major contributor of brand loyalty.

The study relates to the present study since both examined factors that affect consumer loyalty. However, while the specific variables used in the former were product involvement, perceived quality and brand trust, those used in the present study were size, price and quality.

Jairo, Nair, Odera and Martin (2013) conducted a study in order to examine the relationship of factors (product quality, price, promotion, satisfaction and repeat purchase) with consumers brand loyalty in soft drinks industry. The study used correlations and multiple regressions to test relationship among the variables. The researcher found that promotion has got a great importance for Kenyian consumers, while, on the other hand, the product quality is influential for Indian consumers.

The study is relevant to the present study since both examined factors that affect consumer loyalty. However, while the specific variables used in the former were product promotion, product quality, satisfaction, price and repeated purchase, those used in the present study were size, price and quality. Also while Jairo, Nair, Odera and Martinôs (2013) study was conducted in Kenya, the present study was domesticated in Makurdi, Nigeria.

According to Akhtar, Ahmed, Jafar, Rizwan and Nawaz(2016), in their study to examine the relationship between the packaging, price, brand awareness and brand loyalty. Data was collected through questionnaire on five point Likert scale from 212 respondents by using convenience sampling technique. Data is collected from consumers who purchase various types of mobile brands. This study is conducted with the reference of Pakistan. Correlation and regression analysis were used as statistical tests. Through regression analysis it was found that packaging and brand awareness had strong positive significant relationship with brand loyalty whereas price had weak relationship with brand loyalty. The correlation analysis found that the significant relationship between the packaging, price, brand aware awareness and brand loyalty. The Cronbach alpha reliability is 0.723, it concludes that product attributes have positive relationship with brand loyalty. SPSS version 16 is used for data analysis and End-Note version six is use for citations and references.

The study of Akhtar, Ahmed, Jafar, Rizwan and Nawaz(2016) has close relationship with the present study since both studies border on product characteristics and their effect on product loyalty. However, while the specific variables used in the former were product packaging, price, brand awareness and brand loyalty, those used in the present study were size, price and quality.

In a study conducted by Bozkurt (2016), on brand equity for tablet chocolate and convenience product purchases by women, the author examined the influence of marketing mix variations on the consumer-based brand equity process for tablet chocolate and convenience products. The model examines product quality, price perception, reaction to stock-outs, the perceived effect of advertising as antecedents of the consumer-based brand equity process, along with the moderation of brand consciousness. Methodology includes simple random sampling and the partial least squares. Sample involves 172 female tablet chocolate consumers out of Generation X and Millennials in Istanbul, Turkey. Results indicate that product quality generates brand knowledge and loyalty, but price perception generates only loyalty.

Both Bozkurtös (2016) study and the present study border on product variation using similar variables like product price and quality hence their similarity. However, while Bozkurt study was more interested in brand equity as dependent variable, the present study focuses on product loyalty.

Aabdean, Nadeem, Salman and khan (2016) conducted their study on the impact of product and service quality on brand loyalty. The purpose of the study was to investigate the behavioral and attitudinal brand loyalty for quick service fast food restaurants. Data were collected based on 100 sample respondents. In order to maintain brand loyalty quick service restaurants pay attention to product and service quality. Regression and correlation analyses were conducted. Results showed that there is positive relationship between product, service quality and attitude base loyalty and find positive relationship between product, service quality and behavior base brand loyalty.

Aabdean, Nadeem, Salman and khanôs (2016) study has a close relationship with the present study. Both studies border on product quality and loyalty. The gap in the former which was filled by the present study is that the former investigated the behavioral and attitudinal brand loyalty for quick service in fast food restaurants while the present study used manipulated product variations to ascertain their effects on product loyalty.

Product characteristics and quality perception was investigated by Pires(2008). The investigation was done experimentally, with the objective to evaluate how consumersassess quality perception in respect of specific product characteristics, such as colours, shapes andproduct labels. Data were collected from Spain high school students who served as participants. Theresults showed that consistent colours and shapes combinations enhance consumersô product qualityperception, while inconsistent combinations lead to decrease in consumersô product qualityperception.

The study is relevant to the present one since both feature product characteristics. Both are experimental but the former borther on quality perception while the present study borther on product loyalty.

Ferenļiĺ and Wölfling (2015),studied the impacts of quality inconsistency on consumer satisfactionof food brands in Croatia .Questionnaire for the research was constructed, besides from openingdemographic questions, from series of closed-ended(some with multiple choice) and open-endedquestions. Questions were positioned in a specific order to lead the participants gradually from moregeneral questions about their food shopping process to more specific ones about how theyexperience the problems with quality of the food products of their choice.Participants were randomly selected to take part in the survey study,the collected data wasprocessed with the Statistical Package for the Social Sciences or SPSS software. 681 participantsanswered the questionnaire, with respond rate of 13.3%.

The relationship between Ferenļiĺ and Wölflingǿs study and the preent study is evident. Both studies focus on product quality but the former was predicated on consumer satisfaction while the present study was predicated on product loyalty. While Ferenļiĺ and Wölflingǿs study used survey for data collection and simple statistics for analysis, the present study was experimental and used ANCOVA for data analysis.

2.3.2 Studies on the Effect of Size variation on Product Loyalty

Jan (2012) as cited in Shenge (2015) studied the impact of product packaging on consumer decision-making process in regard of namkeen product. Three hundred and twenty participants served asparticipants. Questionnaires were used to collect the data. Results of the study indicated that styleof packaging influenced the sales of namkeen when such factors as prices, content and ingredientswere taken into consideration. Similarly, Rahem, Parmar and

Amin(2014) as cited in Ehigie, Alarapeand and Chine (2015)investigated the impact of product packaging on consumers buying behaviour. Theyexamined what they felt was important factor behind the successes of a brand of a product. Onehundred and fifty participants served as respondents. Questionnaires were used to collect the data.They found that packaging was an essential factor that influences consumersô behaviour in positivedimension towards the brand of the product. Moreover, they found that the colour of the packagingmaterial, design of wrapper and innovation play a very significant role in influencing consumerswhen making buying decision concerning the product/ brand.

The present study is related to that of Jan (2012) since both are product variation studies. The point of departure however, is that consumerdecision-making is used as dependent variable in the former while product loyalty served as dependent variable in the present study. Also while the former focuses on product packaging, the present study is concerned with product size, quality and price.

Ehrenberg and Goodhardt (2016) studied the patterns of loyalty for variants of aproduct, such as different pack sizes or flavour. Unlike brands, product variants are functionallyhighly differentiated. The study undertakes large-scale analysis of panel data and the results showsthat product variants can attract markedly different loyalty levels. However, these different loyaltylevels are closely related to big differences in the variantsô market shares ï higher loyalty predictablygoes with higher sales. Some variants were found to be very popular, and some are bought by only afraction of the market. However, neither large nor small variants seem generally to attract a specialor unusually loyal consumer base. The functional differentiation embodied in product variantstherefore affects consumersô preferences but not the persistence of these preferences, that isloyalty. The study also illustrates a methodological basis for the analysis of consumer panel data. Themathematical model used here provides benchmarks for the variantsô loyalty measures. The studyhas practical implications in analysing market performance of variants, consumer switchingbehaviour, and understanding the relationship between product differentiation and consumerchoice.

The study is relevant to the present study since both studies focus on examining the loyalty products level of products including their sizes. However, the points of departure among the two studies is that while Ehrenberg and Goodhardt (2017) study was not an experimental study hence had no need for product variation, the present study took the experimental approach and thus, manipulated all the independent variables so as to capture the effect of each manipulation on consumersô product loyalty. The former also used panel data analysis while the present study made use of analysis of covariance for data analysis.

Gabrielli and Cavazza (2015) investigated the role of the shape of an in-store display as a contextual cue potentially able to influence consumersô evaluation of the exposed product and their subsequent purchasing intention. Two experiments were carried out in which we manipulated the shape of the product holder and the brand name as a function of brand awareness. They found that a meaningful shape representing the product induced a more positive product evaluation and indirectly, a greater intention to purchase in respect to shelf, when the product was a little-known brand. The strongest effect on display stand facilitated product that was large in consumersô minds. These results confirmed that the ability of the immediate context (i.e., the display stand) to evoke an action with an object (the product) influences the perceiver evaluation and behavioral intention towards the object itself.

The relationship between Gabrielli and Cavazzaôs study and the present study is not in doubt. Both border on product loyalty. However, while the former is specifically concerned with the role of the shape of an in-store display as a contextual cue to influence consumersô evaluation of the exposed product and their subsequent purchasing intention, the present study specifies on the effect of product variation on product loyalty.

Kinuthia, Keren, Muthomi and Mary (2012) conducted a study with the purpose of determining the factors that influence the brand loyalty of swim wear in Kenya. Pearson correlation was used for hypothesis testing. The study highlighted that the price, variety, attractiveness, size and brand reputation have positive relationship with brand loyalty.

Although Kinuthia, Keren, Muthomi and Maryøs study feature the role of price and size in influencing consumersô loyalty level, it was a correlation study. The present study was however an experimental one which is capable of systematically producing more dependable findings as it takes the effect approach rather than the former which was concerned with relationship between the study variables.

Muhammad and Kamran (2014) conducted a study to evaluate impact of packaging packaging size and loyalty. The study was done in Karachi and for milk. The results of the study revealed that most preferred package size for milk was rectangular, elongative pack and consumers were ready to purchase milk in the elongative pack packedsize and were even ready to pay more for the same. The glass bottles and plastic bottles were not at all liked by the consumers. In terms of size, 1 liter and 500ml package sizes were most preferred package sizes. The reason for selection of 1 liter package size was benefit of price, as consumers could save money by purchasing them in comparatively larger size. On the other hand, 500ml package size was also preferred as it would be useful on the occasion where large packaging size could not be worth because of non-usage.

Both Muhammad and Kamranôs study and the present study are related. They are both geared towards the understanding of consumersô loyalty level to product size and quality. However, the former was concerned with branding milk while the present study focuses on product variation and product loyalty.

Underwood and Ozanne (1998) conducted a study to identify the package design that would appeal to the consumers and could stimulate them to purchase the product. Through their research, researcher found that those packages which were able to communicate the feeling of truthfulness, sincerity, comprehensibility & legitimacy to the consumers were able to appeal the consumers. The packages should accurately convey the information like contents value, manufactures name and other relevant aspects of the product. The organization of verbal and visual elements should also be legitimate and appealing then package would be able to influence the consumer.

The study relates to the present study since both examined factors that affect consumer loyalty. However, while the the former focused on package size, the present study bordered on size, price and quality.

Silayoi and Speece (2007) identified four main packaging elements that are associated with consumer purchase decisions. These elements include graphics, packaging size and shape, product information and packaging technology. Graphic elements include colors, pictures, typography and visual layout. The high priced products that target upper class often use cold and dark colors on their packaging whereas low priced products aimed at price sensitive consumers often use light color such as white. In low involvement situations where consumers spend little time evaluating the product, pictures have a stronger impact in evaluation process than product information. This is because pictures are more vivid stimuli compared to words and are quicker and easier to understand. Packaging size and shape are often used by consumers to judge product volume, with elongated shapes being perceived as larger. Cheaper products are often packaged in large sizes thus giving impression that they are good value for price. Consumers often look for product information to evaluate the product. Therefore balance amount of information in legitimate and readable font size should be provided on package so as to reduce confusion and decrease difficulty in purchase decision.

The study is relevant to the present study since both examined factors that affect consumer loyalty. However, while the specific variables used in the former were graphics, packaging size and shape, product information and packaging technology, those used in the present study were size, price and quality.

Kuvykaite, Dovaliene and Naviekiene (2009) conducted a study to evaluate the impact of package size on the consumers purchase decisions. The study was done on 200 respondents. The products selected for the study were milk and washing powder. The results of the study revealed that package size and material were most important visual elements being considered by consumers while purchasing those products. While in case of verbal elements, the most important ones were product information and country of origin. The results also revealed that under the time pressure, verbal elements were given importance as compared to visual elements. In terms of demographic characteristics, verbal elements were given more importance by educated people while visual elements were given more importance by comparatively less educated people.

The study is relevant to the present study since both bordered on consumer loyalty. However, while Kuvykaite, Dovaliene and Naviekieneøs study was not broad based as it focused primarily on package size as an independent variable, the present study was more encompassing as it bordered on product variation involving price, quality and size.

Wasnik (1996) conducted series of experiments to determine the impact of package size on average volume. It was found that as the size of the package increases the volume of the product that a person uses on a given occasion also increase. However, this relationship of package size and usage volume exists only when accompanied with decrease in product per unit cost. The result of study indicates that price promotion could stimulate the usage volume independent of the usage size. Besides above, the results of the study also indicated that package size has impact on usage volume only up to certain point known as saturation point beyond that impact of package size on usage volume becomes obsolete.

The study of Wasnik (1996) has close relationship with the present study since both studies border on product characteristics. However, while the former specified on package size, the present study is more broadened as it covers size, price and quality. Also, the effect of the product characteristics was ascertained on average volume as dependent variable in Wasnik study while in the present study the effect was ascertained on product loyalty.

Raghubir and Krishna (1999) conducted a study to evaluate the impact of package shape on perceived volume, perceived consumption and actual amount of consumption. The study was done on college students of various universities. The shape dimension whose impact was analyzed was height of the container. The results of the study showed that elongation of containers affects volume perception substantially. Taller shapes were perceived as larger ones than shorter ones. The effect of elongation was robust under all the conditions. The results also revealed that for taller containers the perceived consumption was also tend to be higher. Due to higher perceived consumption, the actual consumption from elongated containers was relatively high. Thus net effect of elongation on actual consumption was positive by way of perceived consumption route. Finally, the positive effect of elongation on volume perception translates to preference and choice of the product.

The study is relevant to the present study since both bordered on product characteristics as they affect consumer behaviour. However, while Raghubir and Krishnaҫs study was not broad based as it focused primarily on package shape as an independent variable, the present study was encompassing as it bordered on product variation involving price, quality and size.

Krider, Raghubir and Krishna (2001) did several experiments to analyze how consumers make area comparison judgments. The product selected for study was Pizza. For the purpose of the study square and circular pizzas were developed. The researchers found that when people are exposed to both circular and square shaped pizzas simultaneously then people base their area comparison judgment on single dimension and the choice of the dimension is function of salience. When square pizza was presented with its side salient condition then circular pizza was judged to be larger than square pizza. On the other hand when the square pizza was presented with its diagonal salient condition i.e. in kite format then square pizza was perceived larger than the circular pizza relatively. Thus this suggested that square pizzas should be presented in diamond pattern. Moreover, when square pizza was presented in diamond pattern then people were willing to pay relatively higher price for square pizza as compared to circular pizza. But when square pizza was presented with side salient condition then amount consumers willing to pay for square pizza was more or less same as the amount consumers were willing to pay to purchase circular pizza.

The study is related to the present study from the standpoint of its aim to analyze consumer behavior as a result their judgement of the product characteristics. Both were also restaurant related. However, while the former was non-experimental, the present was an experimental study.

Wasnik and Vanittersun (2003) undertook series of experiments to examine how elongation influences pouring and consumption in natural environments. The first study was undertaken for children. The results of the study showed that children pour and consume more juice when they poured into short, wide glasses than into tall, slender glasses that have identical holding capacity. Moreover, results also showed that they mistakenly believe the opposite to be true. The second study was undertaken for adults. Again the results showed that adults poured and consumed more juice into short, wide glasses than into tall, slender glasses that have identical holding capacity. The third experiment was undertaken among professional bartenders. The results of the study showed that pouring experience attenuates the tendency to over pour into short, wide glasses but it does not fully eliminate this tendency. Hence, merely increasing person's experience with pouring task does not altogether solve the problem.

Yang and Raghubir (2005) conducted a study to evaluate the impact of package shape on purchase quantity. The study was one in USA. The sampling technique was used Quota Sampling. The study was done for bottles and cans. The product selected was Beer. Results of study revealed that beer bottles were perceived to contain more than beer cans. The results also revealed that more elongated a container; the lower is its purchase quantity.

Raghubir and Greenleaf (2006) conducted a study to analyze the impact of rectangular package on consumer purchase intention and preferences. The researchers developed nine ratios for two sides of rectangular shape. The ratios were ranging from 1:1 to 2:1. It was found that most preferred ratio was 1:1,62 (a golden ratio). The researchers also evaluated whether the impact of ratio on purchase intentions and preferences depend on the relative seriousness of the context in which product is used or not. It was found that in relatively more serious contexts, the most preferred ratio was ranging from 1:1.2 to 1:1.5. but in relatively less serious or frivolous context , the preferred ratio was 1.1 to 1.:1,5.

The study is relevant to the present study since both are concerned with product carharacteristics. However, while Raghubir and Greenleafõs study usedrectangular package as an independent variable, the present study bordered on product variation involving price, quality and size. Also, while the former used the goden ratio for data analysis, the present study used ANCOVA which not only ascertained the effect of product variation but also went ahead to control the pre-existing effect on the depending variable. Unlike the former, the present study also used LSD which found the specific sizes and locations of mean difference among the variables.

Wang, Chou and Sun (2008) conducted a study to evaluate the association between different tastes and different bottle shapes. The study was done in Taiwan on nearly 30 college students. The results of the study revealed that food contents with tastes such asñ sour and spicyò had all possessed the characteristics of bottle where the mouth is slightly narrower and the body is slender. Food contents with tastes such as Ăbitterā Ăsweet ï n- spicyā and Ăsalty-sour n spicyā had all possessed the characteristics of a ĂCanā where the mouth as well as body is also slender as well as cylindrical. Food contents with Ă bitter ï sweetā taste possessed the characteristics of ñCanā where the mouth and body are wide and the body is cylindrically shaped.

Garber, Hyatt and Boya (2009) conducted a study to evaluate the impact of package shape on apparent volume perception. For purpose of study two experiments were conducted on university students in USA. Researchers first determined the package shapes usually available in store shelves and then tested their effects on volume perception. Results mof the study showed that consumers group most existing standard packages into four different shape categories namely cylinders, kegs, bottles and spatulates. Researchers found that simple forms such as cylinders and kegs appear larger than more complex forms such as spatulates and bottles. In case of simple package shapes like cylinders, shoppers often look to overall height as sole indicator of volume while in complex packages having parts like neck, shoulders, body , feet and head the body shape of package act as sole indicator of volume.

The study is relevant to the present study since both examined factors that affect consumer loyalty. However, while Garber, Hyatt and Boyaôs study was conducted in USA and bordered on package shape, the present study which was conducted in Makurdi Nigeria bordered on product variation in the fast food industry.

2.3.3 Studies on the Effect of Price variation on Product Loyalty

Selvaraj and Krishnamurthi (2018)analyzed the impact of product quality and price on consumer satisfaction and consumer loyalty. The research was carried out on the after sales service of carôs based on three different car segments viz. Economy, Premium and Super Premium car segments.The conceptual framework describes the influence of product quality and price on consumersatisfaction and consumer loyalty. The samples were collected from cities like Chennai, Madurai, Coimbatore and Trichy of Tamilnadu in India. Multi stage sampling method was used for datacollection. The structured questionnaire was used to collect 1085 respondents. ANOVA was used tointerpret the data. Product quality and price have significant impacts on consumer satisfaction andconsumer loyalty among different car segments.The Impact of Price Discount, Product Complementarity and Relational Investment on ConsumerLoyalty: Empirical Evidence from Chinaôs Telecommunications Industry.

Since price is one of the variables in Selvaraj and Krishnamurthiôs (2018) study as is the case with the present study, the two studies are related. However, the former has consumer satisfaction as one of the dependent variables which is a deviation from the present study which has product loyalty as the dependent variable. Moreover, the former is not an experimental study and used ANOVA for data analysis while the present study is experimental and used ANCOVA for data analysis.

Jiang, Chou and Xiaobo Tao(2011), examine the impact of bundling on consumer loyalty from a relational perspective. Based on the investment model, we propose an integrated model incorporating price discount, product complementarily and relational investment in the bundling-loyalty process. The model is tested with the consumer dataset provided by China Telecom. By controlling for age, gender, commitment to values and prior spending records, the findings confirms a moderated mediation model in that either price discount or product complementarily elicits an indirect and positive impact on consumer loyalty via relational investment. However, with higher levels of complementarily of bundle components, the effect of price discounts on consumerloyalty wasaccentuated.

The relationship between Jiang, Chou and Xiaobo Taoôs study and the present study is not in doubt. Both border on product loyalty. However, while the former has bundling as the independent variable, the independent variable in the present study is product variation. Moreso, unlike the former which was conducted in China, the present study was conducted in Makurdi, Nigeria.

In the study of Akhtar, Ahamed, Jaafar,Rizwan and Nawaz (2016) carried on the impact of packaging, price and brand awareness on brand loyalty: a reseller perspective in mobile sector of Pakistan, the relationship between the packaging, price, brand awareness and brandloyalty was examined. Data were collected through questionnaire on five point Likert scale from 212 respondents byusing convenience sampling technique. Data were collected from consumers who purchase varioustypes of mobile brands. This study is conducted with the reference of Pakistan. Correlation and regression analyses were used as statistical tests. Through regression analysis it was found thatpackaging and brand awareness had strong positive significant relationship with brand loyaltywhereas price had weak relationship with brand loyalty. The correlation analysis found that thesignificant relationship between the packaging, price, brand aware awareness and brand loyalty. TheCronbach alpha reliability is 0.723, it concludes that product attributes have positive relationshipwith brand loyalty.

The study was non-experimental while the present study was experimental. Thus, despite their similarities in the areas of featured variables like price and loyalty, there was need to control for pre-existing behaviours in order to obtain more dependable results. The present study filled such a gap.

Kakkosa, Trivellasb and Sdroliasc (2014) carried out a study aimed at identifying drivers of consumersô intention to purchase private label (store) brands. A survey was conducted among consumers in three supermarket chains offering private label products in Greece. Based on data collected from a sample of 171 respondents, this study provides some preliminary evidence on various drivers of consumersô intention to buy store brands including brand awareness, perceived value, quality and risk while controlling for age, household size and income effects. Intentions to purchase private labels are found to be influenced by perceptions of risk, value for money, social value and brand awareness. These findings have useful managerial implications in terms of the marketing such brands is currently uncertain, due to the crisis, business context.

The present study is related to that of Kakkosa, Trivellasb and Sdroliasc (2014) since the aim is to examine consumersô loyalty in both studies. The point of departure however, is that the former is a survey study while the present study is experimental.

In a study conducted by Smeda (2006) in Tehran on Boof Chain restaurant with the aim of investigating the factors affecting consumer loyalty in the restaurant industry with a mediating variable, food quality, service quality, environment and price and location as independent variable, the consumer satisfaction and consumer trust as mediating variable and brand loyalty as dependent variable. Structural equation modeling technique has been used in this study. Results indicated that factors like food quality, service quality, restaurant environment and price have major influence on satisfaction of consumers but the impact of location was not significant. While, there is a positive impact of food quality, price and service quality on consumer trust. Meanwhile, study also found the considerable impact of satisfaction of consumers on loyalty towards brand; while, study identified less significant impact on loyalty by consumer trust.

The study relates to the present study since both examined factors that affect consumer loyalty. However, while the specific variables used in the former were food quality, service quality, environment and price and location, those used in the present study were size, price and quality.

Indrayani (2008) conducted a study in India to examine the impact of price on brand loyalty a case of detergent. The study use Friedman non parametric test. Hence, study reported that brand loyalty is highly sensitive to price fluctuation, consumer do not re-buy the product when price is perceived to be too high or low, a single unit change in price affects his decision or choice of product.

The study is relevant to the present study since both ascertained the effect of price on consumer loyalty. However, while Indrayani's study was not broad based as it focused primarily on price as an independent variable, the present study was encompassing as it bordered on product variation involving price, quality and size. Also, the former used Friedman correlation and succeeded only in determining the relationship between price and consumer loyalty, the present study used ANCOVA which did not only ascertained the effect of product variation but also went ahead to control the pre-existing effect on the depending variable. Unlike the former, the present study also used LSD which found the specific sizes and locations of mean difference among the variables.

Elissa (2011) carried out a study in Malaysia in order to examine the factors affecting the brand loyalty among the laptop users with a purpose of identifying the relationship among the variables price, features, brand name, brand equity, satisfaction and advertising and also on brand loyalty. This study has been used regression and correlation test. The results of this study indicated that factors like price,brand name and iniquity have positive association with brand loyalty. Moreover, this study also showed that satisfaction has greatest impact on brand loyalty than other factors.

The study of Elissa has close relationship with the present study since both studies border on product characteristics. However, while the former specified on price, features, brand name, brand equity, satisfaction and advertising and also on brand loyaltythe present study as it covers size, price and quality.

Indrayani, Siringoringo and Saptariani (2011),in their work on impact of price on brand loyalty the objective of this research is to analyze brand loyalty sensitivity due to price changing. Research instrument is questionnaire. Questionnaire was developed based on last brand bought and limited to detergent consumption. Result shows that brand choice is sensitive to price changing. Consumer tendencies to switch to another brand become stronger when the price changes from 1% to 2%, from 4% to 5%, from 5% to 6%, and from 9% to 10%. The result implied to marketing manager that everyone digit of price changing on product pricing, will give effect on sales.

The study is relevant to the present study since it also ascertains the effect of price on product loyalty like the present study. However, the former did not vary price levels as did the present study. The experimental quality of the present study makes it different from the former.

According to Khan, Aabdean, Salma,Nadeem and Rizwa (2016),their study investigates the impact of product and service quality on brand loyalty. The purpose of this study is to investigate the behavioral and attitudinal brand loyalty for quick service fast food restaurants. Data is collected based on 100 sample respondents. In order to maintain brand loyalty quick service restaurants pay attention to product and service quality. Regression and correlation analysis are conducted. Three restaurants are included for study this concept. Results show that there is positive relationship between product, service quality and attitude base loyalty and find positive relationship between product, service quality and behavior base brand loyalty.

The study in relevant to the present study since product quality featured an independent variable in both studies. However while Khan, Aabdean, Salma, Nadeem and Rizwaȏs study was limited to product and service quality, the present study, on the other hand, bordered on product variation involving price, quality and size. Also, while the former used correlation and regression analyses for data analysis, the present study used ANCOVA which not only ascertained the effect of product variation but also went ahead to control the pre-existing effect on the depending variable. Unlike the former, the present study also used LSD which found the specific sizes and locations of mean difference among the variables.

Dimyati and Subagio (2016), examines the effect of service quality, price, brand image on consumer satisfaction. This study also investigates the effect of loyalty, consumer satisfaction on consumer loyalty. The population is the consumers who use the express post services in East Java, which consists of walk-in consumers and account consumer. Total sample of 133 respondents is drawn using purposive sampling method, the respondents came from Surabaya, Malang and Jember representing large cities, medium and small. The model analysis is structural equation modeling (SEM). The results showed that: good quality of service that meet consumer expectations significantly affects consumer satisfaction and loyalty, or vice-versa, a good price (according to the quality, affordable, and competitive) significantly influence the improvement of consumer satisfaction and loyalty, or vice-versa, brand image has significant positive effect on consumer satisfaction or vice-versa, increasing consumer satisfaction significantly influence on increasing consumer loyalty or vice-versa but the brand image significantly has no direct effect on consumer loyalty.

The study is relevant to the present study since both ascertained the effect of price and price on consumer loyalty. However, while Indrayaniõs studyfocused on price, quality and brand image as independent variables, the present study bordered on product variation involving price, quality and size. Also, the former used structural equation modeling, the present study used ANCOVA which not only ascertained the effect of product variation but also went ahead to control the pre-existing effect on the depending variable. Unlike the former, the present study also used LSD which found the specific sizes and locations of mean difference among the variables.

Bondesson (2012), in his study to examine how brand image builds brand loyalty and price premium in business markets, focusing on the question of whether the same brand image elements incite consumersô loyalty as well as causing them to pay more. A statistical analysis, based on a survey of professional packaging buyers in eight countries, reveals that brand loyalty and price premium are two distinct consumer responses determined by different brand image elements. Associations to a brandôs company reputation, service relationship ability, and product solution mainly build brand loyalty, whereas price premium is built solely by associations to the brandôs community. The findings add to the existing brand equity work by contributing a more nuanced understanding of the brand imageï brand strength relationship and establishing price premium as a distinct and important brand strength indicator in business markets. It also provides a refined and highly detailed brand image model.

Bondessonôs has affinity with the present study based on their use of loyalty as study variable, although the two studies are not same since in Bondessonôs study, loyalty acts as an independent variable as well as price premium with brand image acting as a dependent variable while in the present study, loyalty acts a dependent variable with price, size and quality acting as independent variables.

Hameed and Kanwal (2018), studied to examine the impact of brand loyalty on the purchase intention of consumer or evaluate that how much buying behavior of consumer are influenced by brand loyalty and what factors or variable influence the brand loyalty. There are six variables that influence on brand loyalty is brand name, product quality, price, design, promotion, store environment. The 80 questionaires were filled from the female consumer of cosmetic product to investigate the purchase intention influenced by brand loyalty. For this purpose linear regression method was used for analysis. The result of this study shows that there is a positive significant impact of brand loyalty on purchase intention and also there is a positive significant relationship between the variables such as brand name, product quality, price, and brand loyalty of cosmetics.

The study of Hameed and Kanwal relates to the present study since both are loyalty-inclined. However, the two studies differ in their use of independent variables. While the former made use of brand name, product quality, price, design, promotion, store environment, the present study focused on product price, size and quality.

Fazal and Kanwal (2017), studied determinants of brand loyalty: A case study of Asian Mobile Phone Users. A Questionnaire has been designed in a layout of 7 point Likert scale for the purpose of data collection. Respondents varied between strongly agree and strongly disagree. Sample size of the study has been taken upto 250 respondents including consumers having mobile phones of different brands using more than past 2 to 3 years in market of Pakistan. The study investigated that the consumers are loyal to their brand attitudinally plus behaviorally. Brand loyalty is positively affected by the Brand trust of consumers. Further it has been found that the satisfied consumers are the loyal ones,consumer preferred the price comparison among brand which influence their loyalty with their brand.

The study relates to the present study since both are loyalty inclined. However, while Fazal and Kanwal's study was conducted using mobile phone users, the present study focused on the fast food industry.

Pratama and Suprapto (2017) studied the effect of brand image, price and awareness toward brand loyalty through consumer satisfaction. In this study, 260 questionnaires were distributed to Samsung smartphone holders. Multiple linear regression analysis was used to analyse data. The study found that brand image and brand awareness significantly effect brand loyalty, while price does not have a significant effect on brand loyalty. Further, brand image significantly effects consumer satisfaction. The study also found that consumer satisfaction mediates the effect of brand image on brand loyalty.

The present study is related to that of Pratama and Suprapto (2017) since price is a variable of interest in both studies. The point of departure however, is that consumer satisfaction is used as dependent variable in the former while product loyalty served as dependent variable in the present study. Also while multiple Regression was used for data analysis in the former, the present study adopts Analysis of Covariance (ANCOVA).

2.3.4 Studies onthe Interactional Effect of ProductVariation (Price, Size and Quality) on Product Loyalty

Ehigie andEkwugha (2003) investigated the impact of variation in product, price, size and quality on consumersô brand loyalty. The variations were constant price, 5% and 20% price increase. Size and quality were varied as constant, 5% and 20% decrease. Two hundred and seventy students, randomly selected from Faculty of Social science, University Ibadan, Nigeria were participants. Brand loyalty scales were developed and standardized to measure consumers loyalty to their preferred brand of bar soap, before and after product variation. The design of the study was 3x3x3 factorial while the analysis of co-variance was used to analyze consumers post manipulation brand loyalty with pre manipulation scores as the covariate. Product price and size did not have significant main effect on brand loyalty, but quality did with constant quality being the most superior. Price, size and quality of product variation significantly interacted in influencing brand loyalty with constants price and 5% reduction in size being the most favoured at constant product quality. It was recommended that in response to increased cost of production, Nigerian manufacturers could vary product price and/or size while quality should be maintained; for the attainment of consumersô loyalty.

Ehigie andEkwughaös (2003) study is in consonance with the present study because both studies focus on three key independent variables: product price, size and quality. Both studies also adopted the 3x3x3 factorial design while the analysis of co-variance was used for data analyses. However, while Ehigie andEkwughaös study was conducted using brand loyalty as dependent variable, the present study used product loyalty. Also while the former was conducted in Ibadan Oyo State, the present study is domesticated in Makurdi Benue State.

Similarly, Yee (2008) conducted a study on how quality and price influenced by the factors of brand loyalty in Malaysia. He considered the factors such as brand name, price, style, promotion, product quality, and service quality, store environment as independent variables and loyalty as dependent variable. The study used One-Way ANOVA, Pearson correlation as well as descriptive analysis. The study found a positive association between loyalty factors that is price, perceived quality, service quality, environment, promotion with brand loyalty. All factors had a positive relationship with brand loyalty except style.

The relevance of this study to the present study cannot be over-emphasized. Both studies have the aim to find out the effect of product variation on product loyalty. However, while the former examined only the effects of quality and price, the present study leaped further to include size.

2.4 Conceptual Framework

This section focuses on the conceptualissues that border on the effect of product variation (price, size quality) on product loyalty.

Product loyalty becomes the dependent variable which is the primary interest to this research. From this thesis, the researcher has come out with the conceptual framework as shown below in figure 2.8

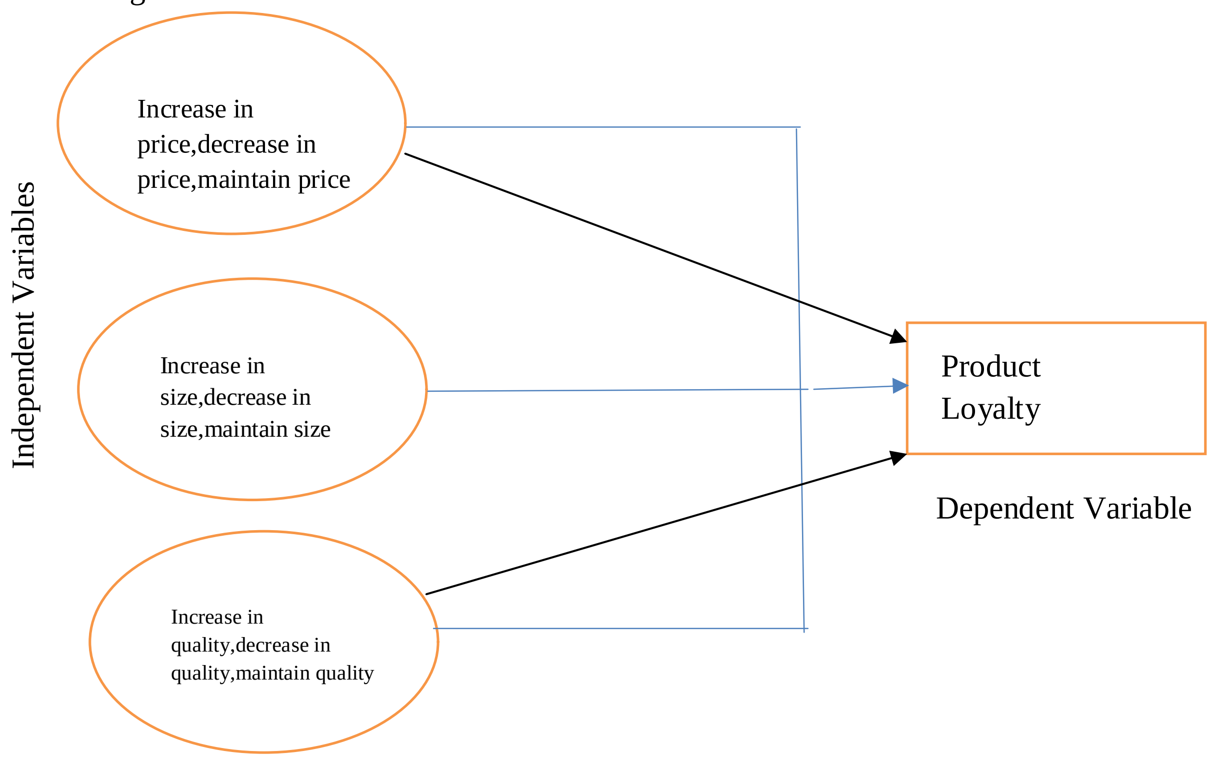

Fig. 2.8: *Conceptual Framework of this thesis*

The above diagram depicts the conceptual framework of this thesis. The independent variables are independently represented in a ova shape in table 2.6 with their variations portraying its effect on product loyalty which is the dependent variable in rectangular shape: product variation has three dimension:- size variation, price variation and quality variation. In addition, the study examines the interactional effect of product (size price and quality) vis-à-vis product loyalty among fast food consumers in Makurdi metropolis.

2.5 Summary of Literature Review

Literature on the concept of product variation in relation to product loyalty has been reviewed herein. Different scholars have addressed the fact that product variation has effect on product loyalty. The variation in form of size price, and quality was buttressed by scholars.

All these dimensions of variation could affect product loyalty. Similarly, product loyalty expresses various actions of both purchases habits and product attitudes. Nevertheless, dimensions of loyalty were also revealed alongside behavioural, attitudinal, composite, cognitive affective, and conative loyalty. However, most of these studies have showed that commitment is a criterion for differentiating product loyalty from other form of repeat purchasing behavior. In a similar vein, pertinent theories on product variation and product loyalty were also reviewed in the literature thus: negativity theory holds that, when expectations are strongly held, consumers will respond negatively to any disconfirmation;disconfirmation theory argues that, satisfaction is related to the size of the product and direction of the disconfirmation experience that occurs as a result of comparing service performance against expectations;cognitive dissonance theory proposes that people have a motivational drive to reduce dissonance by changing their attitudes, beliefs and behaviours, or by justifying or rationalizing them; attraction theory suggested, that consumers can be attracted to product based on their convenient choices as their trust on the company, physical attractiveness of the company and services quality offered;social exchange theory; states that people develop relationships, which yield the greatest profits when cost exceed rewards people seek to dissolve relationship while equality theory is built upon the argument that a manô̂s rewards (output) in exchange with others should be proportional to his efforts (input).

From the perspective of the study models, hypothesis testing asserts that consumers use their experience with product/service to test their expectations; Kano model, measures satisfaction against consumer perceptions of attribute performance grades the consumer requirements and determines the levels of satisfaction the company and services quality offered.American consumer satisfaction Index (ACSI) a cause-and-effect model with indices for drivers of satisfaction on the left side (consumer expectations, perceived quality and perceived value), satisfaction in the centre, and outcomes of satisfaction on the right side. Dissonance reduction theories submit that reality exerts a certain degree of pressure on the individual by bringing in line with reality the individualôs personal thoughts and cognitive elements.

In addition to that, pertinent empirical literature on product variation in form of (price size and quality) on product loyalty was reported to be overwhelming. The gaps of experimental studies related to the effect of product variation on product loyalty were glaringly evident.

Finally, the researcher conceptualized a theoretical framework and conceptual framework for the study which was illustrated with the use of an Oval shape to depict all the independent factors examined therein, product loyalty which is the criterion variable and of interest to this thesis is in rectangular box. From the extant literature reviewed, there was a general agreement with different scholars, that indeed product variation in (size, price, and quality) exert great effect on consumer product loyalty.

2.6 Hypotheses

The following hypotheses have been formulated for this study:

i. There will be significant effect of quality variation on product loyalty among fast food consumers in Makurdi metropolis.

ii. There will be significant effect of price variation on product loyalty among fast food consumers in Makurdi metropolis.

iii. There will be significant effect of size variation on product loyalty among fast food consumers in Makurdi metropolis.

iv. There will be significant interactional effect of product variation (size and price) on product loyalty among fast food consumers in Makurdi metropolis.

v. There will be significant interactional effect of product variation (size and quality) on product loyalty among fast food consumers in Makurdi metropolis.

vi. There will be significant interactional effect of product variation (price and quality) on product loyalty among fast food consumers in Makurdi metropolis.

vii. There will be significant interactional effect of product variation (quality, price, size) on product loyalty among fast food consumers in Makurdi metropolis.

CHAPTER THREE

METHOD

This chapter presents method that was used to carry out the study. Specifically, it provides detailed description of the design, setting, participants, sampling procedure and technique. It also presents the instruments for data collection, procedure of administration of the instruments and data analysis.

3.1 Design

The design for the study was experimental research design. The 3x3x3 factorial design was adopted for the study. There were three independents of product which include size, price and quality. Each of the independent variables existed at three levels which are increase, decrease and maintain. Thus, product size was varied asñincrease sizeò, ñmaintain sizeò and ñreduce sizeò. Product price was varied as ñincrease priceò, ñmaintain priceò and ñreduce priceò, while product qaulity was varied as ñincrease qualityò, ñmaintain qualityò and ñreduce qualityò. The dependent variable for the study was consumer loyalty to their preferred fast food,after simulated product variations.The specific products involved in the study were pies, fries, chips sandwiches, pizza, rice, iced-cream salads, fish, beef, chicken, turkey hot dogs and noodles. These are types of fast foods mostly sold at eateries in Makurdi.

Bolger and Amerel (2007) assert that in factorial research designs, experimental conditions are formed by systematically varying the level of two (2) or more independent variables or factors. Thus, the design has been varied systematically as represented intable 3.1.

Table 3.1: 3x3x3: Factorial Design for Effects of Size, Price and Quality on Consumer Loyalty

A1				A2			A3		
	B1	B2	B3	B1	B2	B3	B1	B2	B3
C1	1	4	7	10	13	16	19	22	25
C2	2	5	8	11	14	17	20	23	26
C3	3	6	9	12	15	18	21	24	27

Where:

Size ï A

Price ï B

Quality ï C

Product variations: Increase, decrease, maintain status quo

A1 - Increase Size

A2 - Maintain size

A3 - Reduce Size

B1 - Increase Price

B2 - Maintain price

B3 - Reduce Price

C1 - Increase quality

C2 - Maintain quality

C3 - Reduce Quality

By the design of the research, 27 experimental conditions were formed (i.e 3x3x3=27) as shown in Table 3.2.

Table 3.2: Experimental Conditions

	Increase Size			Maintain Size			Reduce Size		
	Increase Price	Maintain Price	Reduce Price	Increase Price	Maintain Price	Reduce Price	Increase Price	Maintain Price	Reduce Price
Increase Quality	1. Increase size, increase price, increase quality	4 Increase size, maintain price, increase quality	7. Increase size, reduce price, increase quality	10. Maintain size, increase price, increase quality	13. Maintain size, maintain price, increase quality	16. Maintain size, reduce price, increase quality	19. Reduce size, increase price, increase quality	22. Reduce size, maintain price, increase quality	25. Reduce size, reduce price, increase quality
Maintain Quality	2. Increase size, increase price, maintain quality	5. Increase size, maintain price, maintain quality	8. Increase size, reduce price, maintain quality	11. Maintain size, increase price, maintain quality	14. Maintain size, maintain price, maintain quality	17. Maintain size, reduce price, maintain quality	20. Reduce size, increase price, maintain quality	23 Reduce size, maintain price, maintain quality	26. Reduce size, reduce price, maintain quality
Reduce Quality	3. Increase size, increase price, reduceQuality	6. Increase size, maintain price, reduce quality	9. Increase size, reduce price, reduce quality	12. Maintain size, increase price, reduce quality	15. Maintain size, maintain price, reduce quality	18. Maintain size, reduce price, reduce quality	21. Reduce size, increase price, reduce quality	24. Reduce size, maintain price, reduce quality	27. Reduce size, reduce price, reduce quality

3.2 Setting

The study was carried out in Makurdi metropolis. The choice of Makurdi metropolis is strategic in the fact that it is the Capital of Benue State. Makurdi was established in the early twenties and gained prominence in 1927 when it became the headquarters of the then Benue Province. Being a river port, it attracted the establishment of trading depots by companies such as United Africa Company of Nigeria and John Holt plc. Its commercial status was further enhanced when the Railway Bridge was completed and opened in 1932. In 1976, the town became the capital of Benue State and today, it is the Headquarter of Makurdi Local Government Area of Benue state, Nigeria. The total population of Makurdi was 300,377 in 2006 but was projected to be 405,500 by 2016 (National Population Commission of Nigeria, 2016).

Makurdi metropolis is divided by River Benue into the north and south banks, which are connected by two bridges. The North bank area of the town houses among other establishments, the Federal University of Agriculture, the Nigerian Army School of Military Engineering, the headquarters of the 72 Airborne Battalion and the State Headquarters of the Department of Customs and Excise. Other important establishments and offices located in the southern bank include the Government House, The State Secretariat and Federal Secretariat, The Central Bank of Nigeria Regional headquarters, Commercial Banks, Telecommunication companies, Police Headquarters, Nigeria Prisons Service, Aper Aku Stadium, Nigeria Air force Base, Makurdi, The Makurdi Modern Market, the Federal Medical Centre, Nigeria Railway Station, Radio Benue, Nigerian Television Authority (NTA), Benue Hotels Makurdi, Benue Plaza hotel, Benue State University, Benue State Breweries.

Makurdi can be reached by air, rail, road and water. The major northern route is the Makurdiï Lafiaï Jos road. The southern routes are Makurdiï Otukpoï Enugu and Makurdiï

Yandevï Adikpoï Calabar roads. Traffic from the west comes through Makurdiï Nakaï Adoka Ankpaï Okene roads and from the North east through Makurdiï Yandevï Katsina Alaï Wukari roads. Makurdi Rail Bridge provides the only rail link between the northern and eastern parts of Nigeria. More so, River Benue and Moratorium that houses a variety of animals provides another feature of tourist attraction.

Essentially, Makurdi is an administrative centre, with an emerging industrial and massive commercial activities occurring in it. It is also the hub of defence, health and education institutions in the state. Based on its location on Latitude $7^0 43^1 50^1$N$8^0 32^1 10^1$E, it lies between northern and South-Eastern States. These dynamics have attracted increasing population, particularly, of public and civil servants, businessmen, tourists, students and travellers leading to high demand and supply of fast food products. However, observation shows that fast food consumption habits and preferences have been increasing over the past two decades. While many fast food consumers seem to be much concerned about food variety, some are concerned about food taste and others about brand. Consequently, marketing of fast food products in Makurdi Metropolis has become more complex and competitive.

Some of the common products among fast food firms in Makurdi metropolis can be categorized under meat, snacks, noodles, baked foods, beverages, chips, cookies, frozen foods, seeds, nuts, grains and legumes. Fast food firms may vary their brands in terms of price, quality, and size to increase market share (consumers).

3.3 Participants

The study participants were consumers of fast food at eateries. In particular, undergraduate students of Benue State University Makurdi participated in the study. These participants cut across undergraduate students from 100 Level to 400 Levelwho patronize fast food eateries involving both male and female students. Experience and observation have shown that the major population of fast food consumers comprises students from higher institutions of learning.Undergraduate students of Benue State University Makurdi were therefore used as the population of interest. This category of population is what Kotler *et al.* (1996) refers to as convenience population.

3.4 Sampling

The population for the study is consumers of fast food products at eateries. Using the convenience sampling technique, the participants for the present study were defined as Undergraduate students of Benue State University Makurdi. The University has eight faculties which include Arts, Education, Sciences, Social Sciences, Management Sciences, Law, Environmental Sciences and Health Sciences. But using purposive selection technique, faculties with large population were selected, hence the faculties of Arts, Education, Sciences, Social Sciences and Management Scienceswith respective populations of 4,055; 3,998; 3,638; 9,861 and 2,631 were selected for the study.

In each faculty, a 200 level faculty course was purposively selected so as to obtain a large number of students. In each class, a slip was passed round the students on a day they had class test so as to get a large size of the students. The slip requested students to write their matriculation number, sex and to tick whether or not they patronize any Eateries for fast food (see Appendix I). Those who ticked ñYesò that they patronize eateries were separated from the others. It was observed that from the five faculties 270 participants ticked ñYesò and were considered as sample for the study from where the research participants were finally selected. The distribution of the study sample for male and female across the faculties is presented in Table 3.3.

Table 3.3: Details of Study Sample Selection of Participants

		Gender		
		Male	Female	**Total**
Faculty	Science	27	27	54
	Soc. Science	27	27	54
	Arts	27	27	54
	Education	27	27	54
	Management	27	27	54
	Total	**135**	**135**	**270**

The matriculation numbers of the students were used to arrange the students serially, according to gender, and assigned numbers. Using computer table of random numbers, 27 students were randomly selected from each Faculty, for each gender, making a total of 54 students selected from each Faculty and 135 male and 135 female, using stratified random selection.

To assign the selected participants to the treatment groups, as in Table 3.1, the matriculation numbers of the selected students from each Faculty was re-arranged serially and assigned numbers 1 to 27. Using systematic random assignment the serial number of each student was used to assign them to their corresponding treatment group number as in Table 3.1. Using stratified random technique, this was done separately for male and female.

Thus, each treatment group received participants across the five faculties and for male and female; that is, two participants (1 male and 1 female) for each treatment group. This gave rise to 10 participants (5 male and 5 female) per treatment group.

3.5 Instruments

A self-developed instrument named Consumers Product Loyalty Inventory (CPLI) was used for this study (See Appendix I). ñCPL Inventoryò is a 48-item instrument divided into four parts namely: Part A, B, C and D. Part A contains the demographic information of the respondents which consist of biological sex, age, faculty and name of fast food eateryor restaurantpartronized. Part B contains Pre-manipulation Product Loyalty Scale. While Part C contain 29 Post-manipulated Product Loyalty Scale. Part D of the Instrument contains: manipulation check scale for the independent variables

3.5.1 Section A:

Demographic Information: This was designed to capture the demographic information of the study participants. It comprises participantsô sex, age, faculty and level. It also ascertains whether participants have been to an eatery, how frequent they visit such eateries in the past one month, the particular eateries they have been to and their favourite eateries (See Appendix 1).The demographic information of the sampled respondents are shown in Table 3.4.

Table 3.4: Demographic Information of Sampled Respondents

Variables	Item	Frequency
Sex		
	Male	135 (50.0%)
	Female	135 (50.0%)
Age		
	<20 years	0 (0.0%)
	20 -30 years	143 (53.0 %)
	31-40 years	74 (27.4%)
	>40 years	53 (19.6%)
Faculty		
	Sciences	54 (20.0%)
	Social Sciences	54 (20.0%)
	Management Sciences	54 (20.0%)
	Arts	54 (20.0%)
	Education	54 (20.0%)

Source:*Field Survey, 2018*

Data presented in Table 3.3 show that on the basis of sex, results revealed that the participants were male 135(50.0%) and female 135(50.0%), implying that equal number of male and female consumers of fast food participated in the study for the purpose of experimental convenience. Based on age, the breakdown shows that none of the participants was below 20 years of age, 143 (53.0%) of them were within the age bracket of 20-30 years, 74(27.4%) of the participants were between 31-40 years old while 53(19.6%) of them were above 40 years. Thus the modal age bracket was 20-30 years. This age group comprised young people whom experience has shown, are more prone to patronizing fast food firms. The modal age bracket was therefore appropriate for the study.

3.5.2 Section B:

Pre-manipulation Product Loyalty Scale: This was designed to measure the level of loyalty to preferred product of Fast Food, prior to introduction of the independent variables. Scores on this was used for statistical control. The scale had 6 items, designed with a continuum of 11 points ranging from 1 = highly infrequent ï 11 = highly frequent with cronbach coefficient alpha as 0.94.

3.5.3 Section C:

Post- manipulation product loyalty scale: This was designed for manipulation of independent variables which are: size;increase size, maintain size, decrease size.Price;increase price, maintain price, reduce price.Quality;increase quality, maintain quality, reduce quality. Twenty seven (27) different manipulations were made. The aim was to find out which combination will enhance the highest level of consumer loyalty. From 30 items originally developed to measure loyalty to preferred product of Fast Food after the product variation manipulations had been effected, 29 items were accepted after content validation.

3.5.3 Section D:

Manipulation of the independent variables: By the design of the research, that is (3 x 3 x 3 factorial design), 27 manipulations of the independent variables were made by combining the 3 levels of each of the independent variables. Respondents were provided with information that;

> *"The Management of Restaurants/ eateries in Benue State, in recent times, are faced with challenge of attracting consumers and retaining those who already patronize them. This resulted from increasing cost of raw materials for use in preparing meals, coupled with financial scarcity on the part of the consumers to make purchases. To retain their consumers and still make profit under this economic situation, the outlets open to operatives of these Restaurants/ eateries therefore is to change price, quality or quantity of the food they sell to consumers. But the challenge is which of these changes combination could be done without losing consumers.*

Following this was the message, which actually conveyed the manipulation of the independent variables.

Assume therefore that the owner of your favorite Restaurant/Eatery decided to:

i. increase the size, increase the price and increase the quality.

ii. increase the size, increase the price and maintain the quality.

iii. increase the size, increase the price and reduce the quality.

iv. increase the size, maintain the price and increase the quality.

v. increase the size, maintain the price and maintain the quality.

vi. increase the size, maintain the price and reduce the quality.

vii. increase the size, reduce the price and increase the quality.

viii. increase the size, reduce the price and maintain the quality.

ix. increase the size, reduce the price and reduce the quality.

x. maintain the size, increase the price and increase the quality.

xi. maintain the size, increase the price and maintain the quality.

xii. maintain the size, increase the price and reduce the quality.

xiii. maintain the size, maintain the price and increase the quality.

xiv. maintain the size, maintain the price and maintain the quality.

xv. maintain the size, maintain the price and reduce the quality.

xvi. maintain the size, reduce price and maintain quality.

xvii. maintain the size, reduce the price and maintain the quality.

xviii. maintain the size, reduce the price and reduce the quality.

xix. reduce the size, increase the price and increase the quality.

xx. reduce the size, increase the price and maintain quality.

xxi. reduce the size, increase the price and reduce the quality.

xxii. reduce the size, maintain price and increase the quality.

xxiii. reduce the size, maintain the price and maintain the quality.

xxiv. reduce the size, maintain the price and reduce the quality.

xxv. reduce the size, reduce the price and increase the quality.

xxvi. reduce the size, reduce the price and maintain the quality.

xxvii. reduce the size, reduce the price and reduce the quality.

Following increased cost of production, indicate your reaction to such changes as you respond to the items below. Respondents were then expected to respond to the post-manipulation product loyalty scale. Other manipulations had all other information with exception of the actual message on the manipulated variables that was varied to suit each experimental group.

3.5.5 Section E:

Manipulation Check Scale for the Independent Variables: Manipulations in the study were conducted on price variation, food quality variation and food size variation. A three item scale to assess the extent to which they perceived the change in products size, price and quality respectively ranging from 1 extremely low ï 7 extremely high: 1 = extremely low, 2 = low, 3 = moderaterately low, 4 = no opinion, 5 = moderately high, 6 = high, 7 = extremely high, was designed for food price, food size and food quality respectively.

A manipulation check was conducted to ascertain if the manipulations made were actually effective and perceived by the respondents as intended. To this effect, the respondents in the pilot group were presented with a three item scale to assess the extent to which they perceived the change in product size, price and quality respectively. Thus, by the 3 x 3 x 3 factorial design, from the 54 respondents in the pilot group, 27 participants received the three manipulations at the three levels of product variation.

The One-Way analysis of variance (ANOVA) statistic was computed for each of the product variations. There were significant differences in the respondents perception of the manipulation in size [F, (2,270 =0.005, p<0.05)], price [F, (2,270 =0.00, p<0.05)] quality [F, (2,270 =0.03, p<0.05)] (see Apendix VI).

The least significant difference LSD multiple comparison statistic used to compare the means of the three levels in each product variations further proved that the perceptual differences in the product variations levels were in the direction of variation levels created.

3.5.5 Section F:

Control of Extraneous Variables: The option in the research inventory captioned ñmaintain product variationò was used as a control variable. The option ascertained the level of consumer loyalty when eateries maintained the status quo in their product variation regarding its size, price and quality, as a bases to compare them with the experimental conditions when these variations were manipulated in different directions.

3.6 Procedure

3.6.1 Pilot Study

A pilot study was first carried out to validate the scales developed for the study. Eight experts were involved for the content validity; two experts from the Department of Psychology and six experts who teach courses related to marketing from Department of Business Management; who are lecturers in the Benue State University, Makurdi. They were instructed to rate each item in the pre and post manipulation product loyalty scales and indicate the extent to which they agree that the items actually measure what the respective scales purport to measure. A Yes or No response pattern was provided. The average ratings of the experts on each of the items were computed and only one item on post manipulation of product loyalty was rejected. Thirty items were initially generated for the post-manipulation product loyalty scale. And 6 items for the pre-manipulation product loyalty scale. After contents validation by the experts, all the 6 items were retained for the pre manipulation product loyalty scale while 29 out of 30 items emerged for the post-manipulation loyalty scale.

Reliability of Instrument

The emergent scales were administered to fifty four (54) respondents who are students of Federal University of Agriculture, Makurdi, Benue State, for determination of reliability coefficient of the items. The university was chosen because it is outside the university chosen for the main study area to avoid interference with actual sample for the main study. Moreover, undergraduate students constitute a significant proportion of consumers in the locality where the Federal University of Agriculture Makurdi is situated hence the need to use these students for a pilot study. The responses of the pilot tested students were used to analyze the item-total correlation and reliability of the scales, as well as the manipulative checks for the independent variables. The result of cronbach alpha showed that the study reliability were 0.94 for section B and 0.89 for section C. For section D manipulative checks were conducted using One-way ANOVA. Results showed that $p<0.05$ indicating that the manipulations were reliable. These show that the instrument used for the study was reliable.

Procedure for Main Study

For the main study 270 randomly selected students were randomly placed into 27 experimental conditions, 10 students were assigned to each of the experimental group of 5 females and 5 males, making a total number of 10 students per cell. Each group was randomly assigned to the manipulations created, which enabled the researcher note the treatment condition for each participants.

Prior to carrying out the main study, the Matric numbers of students for each treatment group was published and the time for experiment was given. Each group was given an identification number that guided the sitting arrangement in a large hall that was used as the laboratory. As the students came and satin their various 27 groupings of 10 each, the inventory was given to each. They were seated in such a way that allowed only the researcher and the 3 research assistants to know where each experimented group participants were. This facilitated the administration of the inventory used for the study.

The instrument for the study was an inventory with information on participants identity like gender, age, if they have been to any eating outlet in recent times to buy any food product, how frequent they patronize or buy any food product, the most preferred eatery they often patronize, how long they have patronized such a restaurants, whether they patronize other restaurants, then how frequent they visit other eateries.

Another section contained the pre-manipulation product loyalty scale, while a third section contained the experimental manipulations and the post manipulation product loyalty scale. Thus, there were a total of 27 sets of the inventory, 10 respondents were assigned to one set of the instrument, making a total number of 270 (27 x 10) = 270. Respondents were instructed to submit their inventories on completionin an average of 25 minutes, after which each was returned. Missing inventories were re-assinged to participants in same faculties while wrongly completed inventories were returnedto same faculties for replacementuntil a total of 270 inventories were correctly filled and returned so as to ensure equality.

3.7 Method of Data Analysis

Three-way analysis of covariance (ANCOVA)was used to test the four hypotheses at 0.05 level of significance since the study was effect-inclined. Three-way ANCOVA is a statistical tool that determines the main andinteractional effects of various independent variables on the dependent variable. This study attempts to compare the level of consumer product loyalty under different manipulations in variationsof product size, price and quality. ANCOVA was considered suitable for this study since the study involved a pre-manipulation product loyalty scale (pre-test) which removed the effect of extraneous variables (initial differences in product loyalty across groups) on the effect of the independent variables on the dependent variable. Scores of the prêt-test wereused for statistical control.Thus, items in sections B of the inventory (see Appendix I) were used as a covariate or pre-test to remove the effect of pre-existing consumer behavior towards fast food eateries on the effect of product variation on consumer loyalty. However, since the study involved the different subjects under different conditions, independent measures (between-group) analysis of covariance was used. The study found out the main effect of size, price and quality on consumer loyalty as well as the two-way interactional effects between size and price, size and quality, price and quality and size and price as well as a three-way interactional effect between size, price and quality.

Since the main and interactional effects were significant in the ANCOVA results, Post-hoc analyses were required. Fisherõs Least Significant Difference (LSD) was therefore used to find out the size of mean differences and where each was situated.

CHAPTER FOUR

RESULTS

This chapter presents the analyses for the study. Descriptive analyses of the participants set the pace followed by the test of hypotheses using independent measures (between-groups) Analysis of Co-variance (ANCOVA).

4.1 Descriptive Statistics

Descriptive statistics involving frequency distribution and percentages were used to present data collated on the demographic variables.

Table 4.1: Respondents most frequently patronized Restaurants

Name of Restaurant	**Frequency**
Ace & Spade Sport & Loung	7 (2.7%)
Dexters	24(9.1%)
Golden Plate	27 (9.9%)
Ostrich	62 (23.1%)
Pat Forest	8 (3.1%)
Satisfaction	5 (1.9%)
Steam Fast	73 (26.5 %)
Symbols	1 (0.28)
Tito	53 (19.7%)
Treaties	10 (3.7%)
Total	270 (100%)

Source:*Field Survey, 2018*

Table 4.1 captures the restaurants in which participants buy their food most frequently in Makurdi metropolis. The table shows that 24 (9.1%) consumers of fast food buy from Dexterÿs restaurant Makurdi, 62 (23.1%) participants buy their food more frequently from Ostrich, 8 (3.1) are frequent consumers of Pat Forest while 73 (26.5%) of them usually buy theirs from Steam

Fast restaurant Makurdi. The table also shows that 53 (19.7%) of the participants are more frequent in buying their food from Titogate, 5(1.9%) participants usually buy food from Satisfaction restaurant, 27 (9.9%) participant patronize Golden Plate restaurant more frequently, 7(2.7%) of them more frequently patronize Ace and Spade Sport and Lounge while 1(0.28) of the participants more frequently buy their food from Symbols Cuisine while 10 (3.7%) of them usually buy food from Treaties Buka. This implies that majority of the participants patronize Steam Fast restaurant followed by Dexterôs and Ostrich, in that descending order. However, the restaurants least frequently patronized by the participants were Symbols Cuisine, Satisfaction restaurant and Treaties Buka.

Table 4.2: Inspecting Normality in the Distribution of Scores in the Data Set

	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Loyalty	270	29	209	27169	100.63	50.976	.018	.148	-2.952	.295
Size	270	1	3	540	2.00	.818	.000	.148	-2.506	.295
Price	270	1	3	540	2.00	.818	.000	.148	-2.506	.295
Quality	270	1	3	540	2.00	.818	.000	.148	-2.506	.295
Valid N (listwise)	270									

An important assumption of ANCOVA is that the distribution of scores on the dependent variable is normal. Normality is used to describe a symmetrical, bell-shaped curve, which has the greatest frequency scores in the middle, with smaller frequencies towards the extremes. This can be assessed by obtaining skewness and kurtosis values. In Table 4.2, the number of cases treated was 270 for each variable. The range of scores for the dependent variable (loyalty) was from 29 ï 209, for the independent variables (size, price and quality) data set ranged from 1 ï 3 in each case. According to Emaikwu (2006), the Kurtosis (k) of a distribution for a normal distribution is 3. In the present study, the kurtosis values for all the variables were close to 3. This means that the series exhibit characteristics of mesokurtic distribution which is consistent with the normality condition. The standard value of skewness (Emaikwu, 2006) is zero. In the present study, all the values are close to zero thereby, exhibiting a symmetric, bell-shape. The series therefore do not violate the normality assumption.

Table 4.3: Inspecting Homogeinity of the Regression Slope

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	143937.554[a]	5	28787.511	13.692	.000
Intercept	109977.696	1	109977.696	52.306	.000
Group	30566.536	2	15283.268	7.269	.001
Covariate	181.123	1	181.123	.086	.769
Group * Covariate	6891.603	2	3445.801	1.639	.196
Error	555077.664	264	2102.567		
Total	3432921.000	270			
Corrected Total	699015.219	269			

a. R Squared = .206 (Adjusted R Squared = .191)

Another important assumption of ANCOVA is that there is no significant interaction between the covariate and the treatment or experimental manipulation (Pallant, 2004). In the present study, the interactionbetween the covariate and the experimental manipulations (Group) shown in Table 4.3 is not significant [F, (2, 270) = 1.639, p = 0.196>0.05]. This means the study has not violated the assumption of the homogeinity of regression slope.

4.2 Effects of Product Charecteristics on Consumer Loyalty

The 3x3x3 analysis ofco-variance (ANCOVA) was used to ascertain the main and interaction effect of product variation on consumer loyalty. The adoption of ANCOVA wasbecause the study involved a pre-test (covariate) analysis for more than one group with different conditions.Fisherɷs least significance difference (LSD) was used to determine the specific effect in mean differences of product variation on consumer loyalty.

Table 4.4: Analysis of covariance (ANCOVA) Result showing the Effect of Product Variation on Product Loyalty among Fast Food Consumers in Makurdi Metropolis

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared	Probability Level	Remark
Corrected Model	591913.694[a]	27	21922.729	49.535	.000	.847		
Intercept	111806.362	1	111806.362	252.631	.000	.511		
Covariate	1637.976	1	1637.976	3.701	.056	.015		
Size	96785.578	2	48392.789	109.345	.000	.475	P<0.05	Significant
Price	50042.910	2	25021.455	56.537	.000	.318	P<0.05	Significant
Quality	247742.432	2	123871.216	279.892	.000	.698	P<0.05	Significant
Size * Price	11506.280	4	2876.570	6.500	.000	.097	P<0.05	Significant
Size * Quality	43473.751	4	10868.438	24.558	.000	.289	P<0.05	Significant
Price * Quality	65495.907	4	16373.977	36.998	.000	.379	P<0.05	Significant
Size * Price * Quality	16654.256	8	2081.782	4.704	.000	.135	P<0.05	Significant
Error	107101.524	242	442.568					
Total	3432921.000	270						
Corrected Total	699015.219	269						

Table 4.4 showed the analysis of covariance results of the effect of product characteristics on consumer loyalty in Makurdi metropolis. Results showed that there wasno significant effect of the covariate on the dependent variable. This means that the pre-existing level of variations in fast food products do not have significant effect on the level of consumer loyalty in Makurdi metropolis[F, (2, 270) = 3.701, p > 0.05. Hence, the pre-manipulated scores do not significantly affect the dependent variable.The scores of the estimated marginal means were same as those from the manipulated scale.

The results revealed a significant main effect of size variation on fast food consumer loyalty among undergraduate students of Benue State University Makurdi[F, (2, 270) = 109.345, p <0.001]. This means that change in product size affects the level of fast food loyalty of the consumers in Makurdi metropolis.The Partial Eta-Squared coefficient was 0.475 which implies that the size of effect of the variable size on the dependent variable is large and explains 47.5 percent of variations in the depedent variable. According to Cohen (1988) in Pallant (2001), the Eta-Squared values of 0.01 imply a small effect size; 0.06 implies a moderate effect size; while 0.14 implies a large effect size. The first hypothesis which stated that there will be significant effect of size variation on product loyalty among fast food consumers in Makurdi metropolis was therefore accepted.

Resultsrevealed that there was significant main effect of price variation on fast food consumer loyalty in Makurdi metropolis[F, (2,270) = 56.537, p = <0.001]. This means that change in product price affects the level of fast food loyalty of the consumers in Makurdi metropolis.The Partial Eta-Squared coefficient was 0.318 which implies that the size of effect of the variable price on the dependent variable is large and explains 31.8 percent of variations in the depedent variable.Therefore, the second hypothesis which stated that there will be significant effect of price variation on product loyalty among fast food consumers in Makurdi metropolis was accepted.

Results also indicated that there was significant main effect of product quality variation on fast food consumer loyalty in Makurdi metropolis[F, (2, 270) = 279.892, p <0.001]. This means that change in product quality affects the level of fast food loyalty of the consumers in Makurdi metropolis.The Partial Eta-Squared coefficient was 0.698 which implies that the size of effect of the variable quality on the dependent variable is large and explains 69.8 percent of variations in the depedent variable.The third hypothesis which stated that there will be significant effect of quality variation on product loyalty among fast food consumers in Makurdi metropolis was therefore accepted.

The table showed that a significant interactional effect exists between product size and product price [F, (4, 270) = 6.500, p <0.001]. This means that when fast food firms varied the prices and sizes of their products at the same time, consumer loyalty to these products was affected.The Partial Eta-Squared coefficient was 0.097 which implies that the size of effect of the interaction between size and price on the dependent variable is moderate and explains 9.7 percent of variations in the depedent variable. The fourth hypothesis which stated that there will be significant interactional effect of size and price on product loyalty among fast food consumers in makurdi Metropolis was therefore accepted.

The table also shows a significant interactional effect between product size and product quality [F, (4, 270) = 24.558, p <0.001]. This means that when fast food firms varied the quality and sizes of their products at the same time, consumer loyalty to these products was affected.The Partial Eta-Squared coefficient was 0.289 which implies that the size of effect of the interaction between size and quality on the dependent variable is large and explains 28.9 percent of variations in the depedent variable. The fift hypothesis which stated that there will be significant interactional effect of quality and size on product loyalty among fast food consumers in makurdi metropolis was therefore accepted.

Also, a significant interaction effect exists between product price and product quality [F, (4, 270) = 36.998, p = 0.000<0.001]. This means that when fast food firms varied the prices and quality of their products at the same time, consumer loyalty to these products was affected. The Partial Eta-Squared coefficient was 0.379 which implies that the size of effect of the interaction between priceand quality on the dependent variable is large and explains 37.9 percent of variations in the depedent variable. The sixth hypothesis which stated that there will be significant interactional effect of price and quality on product loyalty among fast food consumers in makurdi metropolis was therefore accepted.

The table showed that a significant interactional effect exists between product size, product price and product quality [F, (6, 270) = 4.704, p <0.001]. This means that when fast food firms varied the sizes, prices and quality of their products at the same time, consumer loyalty to these products was affected. The Partial Eta-Squared coefficient was 0.135 which implies that the size of effect of the interaction between size, price and quality on the dependent variable is moderate and explains 13.5 percent of variations in the depedent variable.The hypothesis which stated that there will be significant interactional effect of product variation (size, price and quality) on product loyalty among fast food consumers in Makurdi metropolis was therefore accepted.

The results indicated that the independent variables accounted for 79.0 percent of the variance in consumer loyalty to fast food products in Makurdi metropolis (eta-squared = 0.79), leaving out the remaining 21 percent to other factors not accounted for in the study models or other variations. This means that the study model has high explanatory powers.

4.2.1 Multiple Comparisons of the Effect of Product Variation on Consumer Loyalty

Since the effect of all the independent variables on the dependent variable were significant, indicating significant variances among the groups, post-hoc analyses were conducted to find out which specific conditions significantly differ in effect on consumer loyalty.

Table 4.5 shows the result of Least Significant Difference between size levels depecting the mean differences in consumer loyalty levels when the sizes of fast food products are increased, maintained and decreased.

Table 4.5: Least Significance Difference (LSD) between Size Levels

Size Levels	1	2	3	Mean	S.E	N
1. IS	-	-	-	122.646	5.945	90
2. MS	6.01	-	-	116.653	2.754	90
3. DS	60.05*	54.04*	-	62.597	4.471	90

P<0.001

Key:

IS: Increase Size

MS: Maintain Size

DS: Decrease Size

The results of the LSD multiple comparison test presented in Table 4.5shows that consumer loyalty was best at increase product size (Mean = 122.464) compared to maintain size (Mean = 116.653) and decrease product size (Mean = 62.597). Also Loyalty was higher for maintain product size (Mean = 116.653) than decrease product size (Mean = 62.597).

Table 4.6 shows the result of Least Significant Difference between price levels depecting the mean differences in consumer loyalty levels when the prices of fast food products are increased, maintained and decreased.

Table 4.6: Least Significance Difference (LSD) between Price Levels

Price Levels		1	2	3	Mean	S.E	N
1.	**IP**	-	-	-	84.529	2.344	90
2.	**MP**	-12.26*	-	-	96.790	2.218	90
3.	**DP**	-36.03*	-23.77*	-	120.559	2.330	90

P<0.001

Key:

IP: Increase Price

MP: Maintain Price

DP: Decrease Price

The LSD multiple comparison test results presented in Table 4.6show that consumer loyalty was best at decrease product price (Mean = 120.559) compared to maintain product price (Mean = 96.790)and increase product price (Mean = 84.529). Also Loyalty was higher for maintain product price (Mean = 96.790) than increase product price (Mean = 84.529).

Table 4.7 shows the result of Least Significant Difference between quality levels depecting the mean differences in consumer loyalty levels when the quality of fast food products is increased, maintained and decreased.

Table 4.7: Least Significance Difference (LSD) between Quality Levels

Quality Levels		1	2	3	Mean	S.E	N
1.	**IQ**	-	-	-	138.050	2.222	90
2.	**MQ**	37.162*	-	-	100.882	2.227	90
3.	**DQ**	75.104*	37.936*	-	62.946	2.245	90

P<0.001

Key:

IQ: Increase Quality

MQ: Maintain Quality

DQ: Decrease Quality

The LSD multiple comparison test results presented in Table 4.7 show that consumer loyalty was best at increase product quality (Mean = 138.050) compared to maintain product quality [mean = 100.882] and decrease quality (mean = 62.946). Also Loyalty was higher for maintain product quality (Mean = 100.882) than decrease product quality (mean = 62.946).

Table 4.8 shows the result of Least Significant Difference of the interactional effect between product size and product price levels depecting the mean differences in consumer loyalty levels when product size and price of fast food products are increased, maintained and decreased in varying proportions.

Table 4.8: Least Significance Differences (LSD) in the interaction between Size and Price Levels

Size/Price Levels	1	2	3	4	5	6	7	8	Mean	S.E	N
1. IS/IP	-								114.877	6.622	30
2.IS/MP	6.293*	-							121.170	6.576	30
3.IS/DP	17.01*	10.72*	-						131.891	6.971	30
4.MS/IP	24.92*	91.21*	4.193	-					89.961	3.961	30
5.MS/MP	38.18*	2.48	13.19*	28.73*	-				118.695	4.207	30
6.MS/DP	26.37*	20.1*	9.357*	51.29*	22.55*	-			141.248	5.655	30
7.DS/IP	66.13*	72.42*	83.14*	41.21*	69.95*	92.5*	-		48.748	5.605	30
8.DS/MP	64.37*	70.67*	81.39*	39.46*	68.19*	90.74*	1.757	-	50.505	5.373	30
9.DS/DP	26.34*	32.63*	43.35*	1.42	30.16*	52.71*	39.79*	38.03*	88.538	5.410	30

P<0.05

The results of the LSD multiple comparison test presented in Table 4.8show that withincreased cost of production in the fast food industry,if price should be increased the best loyalty level is achieved when combined with increased size (mean= 114.8870) as this is higher than maintain size (mean=89.961) or decrease size (mean = 48.748). The strategy to maintain price should be accompanied by increase in size as the best strategy (mean = 121.170) as it is better than accompanying it with maintaining size (mean =118.695) or decreasing size (mean =50.505). If the choice is to decrease size, the best combination is to decrease price (mean = 88.538) as opposed to maintain price (mean=50.505) or decrease price (mean = 48.748). The best of all is a simultaneous increase in size and price (mean= 114.8877).

Table 4.9 shows the result of Least Significant Difference of the interactional effect between product size and product quality levels depecting the mean differences in consumer loyalty levels when product size and quality of fast food products are increased, maintained and decreased in varying proportions.

Table 4.9: Least Significance Differences (LSD) in the interaction between Size and Quality Levels

Size/Quality Levels	1	2	3	4	5	6	7	8	Mean	S.E	N
1. IS/IQ	-								159.247	6.694	30
2.IS/MQ	52.301*	-							106.946	6.851	30
3.IS/DQ	57.503*	5.202	-						101.744	6.622	30
4.MS/IQ	6.255*	58.55*	63.76*	-					165.502	4.033	30
5.MS/MQ	30.941*	21.36*	26.56*	37.19*	-				128.306	4.007	30
6.MS/DQ	103.14*	50.84*	45.65*	109.40*	72.21*	-			56.098	4.600	30
7.DS/IQ	69.85*	17.54*	12.34*	76.10*	38.91*	33.30*	-		89.400	5.424	30
8.DS/MQ	91.85*	39.55*	34.35*	98.11*	60.91*	11.29*	22.01*	-	67.394	5.475	30
9.DS/DQ	128.25*	75.95*	70.75*	134.51*	97.31*	25.10*	58.40*	36.39*	30.996	5.486	30

$P<0.05$

The results of the LSD multiple comparison test presented in Table 4.9 show that to maximize profit in the fast food industry, quality should be decreased and the best loyalty level is achieved when combined with increased size (mean= 101.744) as this is higher than decrease quality and maintain size (mean = 56.098) or decrease size (means = 30.996). The strategy to maintain quality level should be accompanied by maintaining size as the best strategy (mean = 128.306) as it is better than accompanying it with maintaining size (mean =118.695) or decreasing size (mean =50.505).If the choice is to increase quality, the best combination is to maintain size (mean = 165.502) as opposed to increase size (mean=159.247) or decrease size (mean = 89.400). The best of all should be a simultaneous maintainance in size and increase inquality (mean= 165.502). However, since this strategy will not be beneficial to fast food eateries managers, the best strategy would be a simultaneous increase in size and decrease in quality.

Table 4.10 shows the result of Least Significant Difference of the interactional effect between product price and product quality levels depecting the mean differences in consumerloyalty levels when product price and quality of fast food products are increased, maintained and decreased in varying proportions.

Table 4.10: Least Significance Difference (LSD) in the interaction between Price and Quality Levels

	1	2	3	4	5	6	7	8	Mean	S.E	N
1. IP/IQ	-								141.864	3.970	30
2.IP/MQ	82.227*	-							58.637	3.942	30
3.IP/DQ	88.779*	5.552*	-						53.085	3.861	30
4.MP/IQ	13.460*	69.767*	75.319*	-					128.404	3.847	30
5.MP/MQ	44.505*	38.722*	44.274*	31.045*	-				97.359	3.873	30
6.MP/DQ	77.257*	77.257*	11.522	63.797*	32.75*	-			64.607	3.933	30
7.DP/IQ	2.017	85.244*	90.796*	15.477	46.52*	79.27*	-		143.881	3.921	30
8.DP/MQ	4.796	88.023*	93.575*	18.256*	49.30*	82.05*	2.769	-	146.650	3.914	30
9.DP/DQ	70.718*	12.509	18.061*	57.250*	26.21*	6.539	72.73*	75.50*	71.146	3.887	30

$P<0.05$

The results of the LSD multiple comparison test presented in Table 4.10 show that to maximize profit in the fast food industry, quality should be increased and the best loyalty level is achieved when combined with decreased price (mean= 143.881) as this is higher than maintain price (mean=128.404) or increase price (mean = 141.864).The strategy to maintain quality level should be accompanied by decreased priceas the best strategy (mean = 148.650) as it is better than accompanying it with maintaining price (mean =97.359) or increasing price (mean =58.637). If the choice is to decrease quality, the best combination is to decrease price (mean = 71.146) as opposed to maintain price (mean=64.607) or increase price (mean = 53.085). The best of all is a simultaneous increase in price and quality (mean= 141.864).

Table 4.11 shows the result of Least Significant Difference of the interactional effect between product size, product price and product quality levels depecting the mean differences in consumer loyalty levels when product size, price and quality of fast food products are increased, maintained and decreased in varying proportions.

Table 4.11: Least Significance Differences (LSD) in the 3x3x3 interaction between Size, Price and Quality Levels

Groups	Levels	1	2	3	4	5	6	7	8	Mean	S.E	N
	1. IS/IP/IQ	-								178.01	6.694	30
	2.IS/IP/MQ	99.3*	-							78.63	6.851	30
1	3.IS/IP/DQ	90.0*	9.36	-						87.99	6.622	30
	4.IS/MP/IQ	37.8*	61.52*	52.16*	-					140.15	4.033	30
	5.IS/MP/MQ	64.5*	34.87*	25.51*	26.65*	-				113.5	4.007	30
	6.IS/MP/DQ	68.1*	31.27*	21.91*	30.25*	3.60	-			109.9	4.600	30
	7.IS/DP/IQ	18.4*	80.97*	71.61*	19.45*	46.10*	49.70*	-		159.6	5.424	30
	8.IS/DP/MQ	49.2*	50.17*	40.81*	11.35	15.30	18.90*	30.80*	-	128.8	5.475	30
	9.IS/DP/DQ	70.7*	28.67*	19.31*	32.85*	6.20	2.60	52.30*	21.5*	107.3	5.486	30
	1. MS/IP/IQ	-								156.8	6.694	30
2	2.MS/IP/MQ	87.80*	-							68.91	6.851	30
	3.MS/IP/DQ	112.61*	24.74*	-						44.19	6.622	30
	4.MS/MP/IQ	5.11	93.00*	117.72*	-					161.91	4.033	30
	5.MS/MP/MQ	18.10*	69.79*	94.51*	23.210*	-				138.7	4.007	30
	6.MS/MP/DQ	101.34*	13.45	11.27	106.45*	83.24*	-			55.46	4.600	30
	7MS/DP/IQ	21.00*	108.9*	133.61*	15.89*	39.10*	122.34*	-		177.8	5.424	30
	8.MS/DP/MQ	20.50*	108.4*	133.11*	15.39	38.60*	121.84*	0.50	-	177.3	5.475	30
	9.MS/DP/DQ	65.99*	21.90*	46.62*	71.10*	47.89*	35.35*	86.99*	108.66*	68.64	5.486	30
	1. DS/IP/IQ	-								90.81	3.970	30
3	2.DS/IP/MQ	62.44*	-							28.37	3.942	30
	3.DS/IP/DQ	63.75*	1.13	-						27.06	3.861	30
	4.DS/MP/IQ	7.65	54.79*	56.10*	-					83.16	3.847	30
	5.DS/MP/MQ	50.92*	11.52	12.83	43.27*	-				39.89	3.873	30
	6.DS/MP/DQ	62.35*	0.09	1.40	54.70*	11.43	-			28.46	3.933	30
	7.DS/DP/IQ	3.42	65.86*	67.17*	11.07	54.34*	65.77*	-		94.23	3.921	30
	8.DS/DP/MQ	43.1*	105.54*	106.85*	50.75*	94.02*	105.45*	39.68*	-	133.91	3.914	30
	9.DS/DP/DQ	53.34*	9.1	10.41	45.69*	2.42	9.01	56.76*	96.44*	37.47	3.887	30

P<0.05

The results of the LSD multiple comparison test presented in Table 4.11 show that to maximize profit in the fast food industry, price should be increased and the best loyalty level is achieved when combined with increased size and increased quality (mean= 178.01) as this is higher than its combination with maintaining size and increasing quality (mean=156.80) or decreasing size and increasing quality (mean = 90.81). These combinations are however better if compared to the situation where increased price is combined with increased size while maintaining quality (mean = 78.63), and maintaining size and quality (mean = 68.91) or decreasing size while maintain quality (mean = 28.37). It is also better than to combine the increase in price with increase in size and decrease in quality (mean = 87.99), maintain size and decreasing quality (mean = 44.19) or decreasing size and quality (mean = 27.06).

If the decision is not to tamper with the prevailing price level so as to penetrate the market, the best profit-yielding loyalty level will be achieved by also maintaining the prevailing size level while increasing product quality (mean = 161.91) as this is better than combining price maintenance with increased size and quality (mean = 140.15) or decreasing size and increasing quality (mean = 83.16). It is also better than combining price maintenance with increasing size while maintaining quality (mean = 113.5), maintaining size and quality (mean = 138.7) or decreasing size while maintaining quality (mean = 39.89). Also, combining the maintained price level with increasing size and decreasing quality is at the lower rungs of the ladder (mean = 109.9) as well as combining it with meantenace in size while decreasing quality (mean = 55.46) or combining decreasing size and quality (mean = 28.46).

However, if the choice is to decrease price, the best combinations are either to maintain sizeandincrease quality (mean = 177.80)or maintain size and quality (177.30) as opposed to increase bothsize and quality (mean = 159.60), increase size and maintain quality (mean = 128.80) or increase price and decrease quality (mean = 107.3). Also less preferred is to combine price decrease with decrease in size while maintaining quality (mean = 133.91), with decrease size and increasing quality (mean = 94.23), maintaining size and decreasing quality (68.64) and with decreasing both size and quality (mean = 37.47).

The pecking-order fulcrum for the 3x3x3 factorial to achieve high loyalty level from the consumers is three-ford. The best of all is a simultaneous increase in price, size and quality (mean= 178.01). But other viable options that would enhance high level of loyalty are either to maintain size, decrease price and increase quality (mean = 177.80) or maintain size, decrease price and maintain quality (mean = 177.30). These three best options are the fulcrum for high consumer loyalty, though these could lead to a high loyalty level but difficulties in profit maximization so theaim of the business will be defeated. In view of this,for operators of fast food restaurants to achive a high loyalty level and maximize profit time, the best strategy will be to simultaneously decrease size, increase price and increase quality (mean = 90.81).

My general observation from these three way interactional result is that the Nigerian consumers are self centered as they desire the best without due considerations to the challenges producers encounter. This is threatful to business practice.

CHAPTER FIVE

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

The study examined the effect of product variation on product loyalty among fast food consumers in Makudi metropolis. The previous chapter presented the results of the data analysis. The present chapter discussed the results presented in Chapter four. The discussion centered on the four hypotheses tested for the study. The chapter also presented the implication for the study, limitations of the study, conclusion and recommendations.

5.1 Discussion of Findings

Psychological literature is replete with a variety of findings with regards to the kind and level of loyalty the consumerӧs exhibit with respect to variations in product price, size and quality. There have been mixed findings from these researchers especially due to dynamism of human behavior and other factors relating to location, level of exposure and rationality of the consumer.

Among the fast food consumers in Makurdi metropolis, there was significant effect of quality variation on product loyalty. This means that consumers of fast food in Makurdi changed their loyalty in line with changes in productquality.Quality variation was found to be the most important variable that influences consumer loyalty with an eta squared value of 69.8 percent. Specifically, an increase in product quality led to increase in consumer loyalty while a decrease in product quality resulted in decrease in consumer loyalty. Thus, consumers of fast food in Makurdi were loyal to fast food products because of their quality and when they perceived that the quality of such product changed they adjusted their choicesand patronized other products that could offer them their desired quality. However, whenthe quality of fast food product remained constant, the loyalty level of the consumer was not altered, indicating that consumers were satisfied with the prevailing level of product quality.Findings showed that increase qualityty was the most superior in influencing consumer loyalty (mean =138.050)compared to maintain quality(mean =100.882) and decrease quality(mean =62.946). This finding is consistent with that of Jairo, Nair, Odera and Martin (2013) and Ehigie andEkwugha (2003)who found product quality influential Indian consumers. Ehigie andEkwughaôs (2003) study however, found constant quality as being the most superior in influencing consumer loyalty. Similarly, Khan, Aabdean, Salma, Nadeem and Rizwa (2016),Abdul and Waheed (2011), Che, Syed, and Nor (2011), Bozkurt (2016) and Oluwapo and Ibojo (2015)allfound in their study that there exists a positive relationship between product quality and behavior-based brand loyalty.

There was significant effect of price variation on product loyalty among fast food consumers in Makurdi metropolis. This means that fast food productsô price changes (increase, constant or decrease) in Makurdi metropolis affected consumersô loyalty to these products. Fast foods in Makurdi metropolis were therefore price elastic.However, price variation was the variable that had the least influence on consumer loyalty with an eta-squared value of 31.8 percent. An increase in the prices of fast food products influenced consumers to decrease their levels of loyalty to such products while a decrease in the prices of these products influenced the consumers to increase their levels of loyalty to these products.Maintaining price levels consistently influenced consumers to decrease their loyalty levels. The reason for this could be the high cost of living amidst rising poverty levels in Makurdi metropolis. With increased depth of poverty, consumers are bound to be sensitive to price changes. Thus, decreasing price had the most influence on consumer loyalty (mean =120.559) than maintain price (mean =96.790) and increase price (mean =84.529). This finding is in conflict with the finding of Lau (2006) whose study found that consumers gave more importance to product quality, brand and style while they are not price sensitive. This may be due to the comparative lower cost of living in advanced countries that reflected Lauôs findings. However, a study conducted in India by Indrayani (2008) found that brand loyalty is highly sensitive to price fluctuation. Yee (2008) and Kinuthia, Keren, Muthomi and Mary (2012), Selvaraj and Krishnamurthi (2018), Elissa (2011),Indrayani, Siringoringo and Saptariani (2001), Hameed and Kanwal (2018)also found a positive relationship between product price and brand loyalty. India being a developing economy is bound to have a business environment where consumers are very sensitive to price changes as was the case with Makurdi metropolis.

Size variation had significant effect on product loyalty among fast food consumers in Makurdi metropolis. Thus, consumers varied their loyaltyin line with fast food productsô size variations. Size variation was the second most important variable that influences consumer loyalty (eat-squared = 47.5 percent) and placed behind quality variation (eta-squared = 69.8 percent). Specifically, an increase in product size led to increase in consumer loyalty while a decrease in product size resulted in decrease in consumer loyalty. Product size was so important to the consumers that an increase in the size of the products influenced them to increase their loyalty different from when they maintain such size. They also decreased their level of loyalty when the sizes of the products decreased. Thus, size increase had the most influence on consumer loyalty (mean =122.646) than maintain size (mean =116.653) and increase price (mean =62.597). This finding agrees with that of Ehrenberg and Goodhardt (2017). Hofstede (2001) asserts that size variation does not influence the cognitive effort of each consumer in the same way. The effect rather depends on the type of decision-making strategy typically applied. The case in Makurdi metropolis could therefore be due to economic difficulties that compelled consumers to leverage on the sizes of the fast food products they buy to satisfy their stomachs.

There was significant interactional effect of product variation (quality, price, size) on product loyalty among fast food consumers in Makurdi metropolis. The interactional effect between product size and product price was significant with a moderate effect size (eta-squared = 13.5 percent).In particular, for the decision to increase price, consumer loyalty was best when combined with increase size and increase quality conditions. Thus, both the size and quality of the product were important to the consumers if they must tolerate price increase from the eateries.However, if the decision of the fast food managers is to maintain or decrease the prevailing price levels, they can only retain consumer loyalty if they increase product quality and maintain the size. Using this strategy, operators may not be able to achieve their aim of making profit from their businesses which is the general aim of every business firm. Hence, it will be wise for these operators to simultaneously decrease size, increase price and increase quality (mean = 90.81). This finding is in line with the study conducted by Ehigie andEkwugha (2003) who found that product price, size and quality significantly interacted in affecting brand loyalty with constant price and 5% reduction in size being the most favoured at constant product quality.Hence Mussa and Rosen (1978), Moorthy (1984), Johnson and Myatt (2003) suggests that for successful execution of the product line strategy, firms need to increase the variation or differentiation between their products or they need to delete the low-quality product from the product line all together.

5.2 Implications of the Study

The findings of the study suggest practical implications for operators of fast food firms in Makurdi metropolis. The study revealed that price variation, size variation and quality variation and the interactions between them have significant effect on consumer loyalty in Makurdi metropolis. The implication is that consumers of fast food products in Makurdi metropolis are rational and become loyal to the product when the price is affordable and the quality and size considered adequate by them. Price and size sensitivity featured prominently in the study indicating that although Makurdi consumers value product quality, such product must also have the right size and price to enhance their loyalty. Product quality was the most important variable that influences consumer loyalty. The managers of fast food eateries stand to loss consumer loyalty if they do not pay adequate attention to the quality of their products. In this regard, quality increase has the potential to influence higher level of loyalty than maintaining the quality level of fast food products.If fast food eateries managers increase the quality of their products, they will need to make profit as well. This can be achieved by also increasing the prices of their products with a leaverage to also decrease product size which stands as the overall best product variation strategy.

5.3 Limitations of the Study

The study contributed significantly to the understanding of the effect of product variation on consumer loyalty among fast food consumers in Makurdi metropolis. However, notwithstanding the immense contributions of this study to knowledge, there are some shortcomings that might limit the generalization of these findings. One pertinent limitation of this study is the studyǿs inability to control human behavior in terms of tastes and preferences. No matter the quality, size and price of the product, consumers could still differ on their loyalty levels as a result of differences in their tastes and preferences. Since human behavior can hardly be controlled it becomes a limitation to the study.

Also time lag posed a limitation to the study since the short time allowed by the Postgraduate school for this study could not permit for the studyǿs identification of truly loyal consumers of fast food as distinct from those exhibiting repeated purchasing behavior.

According to Jacoby and Chesnut (1978), product loyalty should be continuous (expressed over time). The study therefore needed more time to achieve such an aim.

Another limitation to the study is the use of classrooms instead of laboratories to carry out the experiment. Participants while using the classrooms were distracted bynoises from other students who needed to use the same venues for their lectures and therefore hung around while waiting for their lecture times.

Moreover, the participants involved were only undergraduate students even though other category of people including lecturers, civil servants, bankers among others also patronize fast food eateries in Makurdi metropolis. The use of students was for research convenience as this was an experimental study which required that participants be controlled in a laboratory.

5.4 Conclusion

Despite the limitations of the present study, the result does not invalidate the contributions of this study to knowledge. The study on the effect of product variation on product loyalty among fast food consumers in Makurdi metropolis has broadened our horizon and expanded our knowledge in many ways. Therefore, the study concludes as follows:

i. There is significant effect of quality increase on product loyalty among undergraduate students of Benue State University Makurdi.

ii. There is significant effect of price decrease on product loyalty among undergraduate students of Benue State University Makurdi.

iii. There issignificant effect of size increase on product loyalty among undergraduate students of Benue State University Makurdi.

iv. There is significant interactional effect of product variation on product loyalty among undergraduate students of Benue State University Makurdi.

5.5 Recommendations

Based on the findings of the study, the following recommendations are put forward:

i. Size increase significantly affects fast food consumer loyalty in Makurdi metropolis. The operators of fast food firms should therefore produce products with good size to ensure that consumers get value for what they buy. This is especially against the backdrop of the worsening economic situation in Makurdi metropolis.

ii. The price for fast food products in Makurdi metropolis is elastic. In case of an unexpected decline in product loyalty, fast food eateries should consider reducing the prices of their products to improve loyalty and maximize profit since such loyalty was dependent of price.

iii. The study showed that there is significant effect of quality variation on product loyalty among fast food consumers in Makurdi metropolis. Infact, product quality was the most important variable that affects consumer loyalty. Thus,operators of fast food firms shouldproduce products with good quality to ensure that consumers get value for what they buy.

iv. The study revealed that there is significant interactional effect of product variation in size and price on product loyalty among fast food consumers in makurdi metropolis. Thus, with increased cost of production in fast food industry the strategy is that operators of fast food eateries should increase the size of their products and at the same time increases the prices of these products.

v. The study revealed that there is significant interactional effect of product variation in size and quality on product loyalty among fast food consumers in makurdi metropolis. Thus, in order to maximize profit and still retain customers, the general strategy is that the operators of fast food eateries should simultaneously increase their product size and decrease their product quality.

vi. The study showed that there is significant interactional effect of product variation in price and quality on product loyalty among fast food consumers in makurdi metropolis. Thus, in order to maximize profit and still retain customers the best strategy is that operators of fast food eateries should increase the qualities of their products and at the same time increase the prices of these products.

vii. The study revealed that there is significant interactional effect of product variation in size, price and quality on product loyalty among fast food consumers in Makurdi metropolis. Thus, in order to achieve high loyalty levels, fast food restaurants have three viable options to leverage on: either to simultaneously increase price, size and quality; or to simultaneously maintain size, decrease price and increase quality; or simultaneously maintain size, decrease price and maintain quality. The concern is that operators may not be able to maximize profit while trying to achive loyalty especially when there is rising cost of raw materials;if this is the challenge, the most viable option for the operatorsis to simultaneously decrease size, increase price and increase quality.

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APPENDIX I: LETTER OF INTRODUCTION

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TO WHOM IT MAY CONCERN

LETTER OF INTRODUCTION

This is to introduce **JOSEPHINE MBAFAN UWOUKU BSU/PSY/Ph.D/14/7497,** she is a student of the Department of Psychology, Benue State University, Makurdi.

She is undertaking a research on the topic "**EFFECTS OF PRODUCT CHARACTERISTICS VARIATIONS ON LOYALTY AMONG FAST FOOD CONSUMERS IN MAKURDI METROPOLIS**"; whatever assistance you give to her will be greatly appreciated.

Yours faithfully,

DEPT. OF ... SIGN ... DATE ... STATE UNIVERSITY

Prof. Elvis Oblu Ihaji
Head Department of Psychology

APPENDIX II: QUESTIONNAIRE

Department of Psychology,

Faculty of Social Sciences,

Benue State University,

Makurdi.

Dear Sir/Madam,

My name is **Josephine Mbafan Uwouku**, a postgraduate student of the above named institution and department with registration number **(BSU/SS/PSY/PhD/14/7497)**. I am carrying out a research on the title: **Effects of Product Characteristics Variations on Loyalty among Fast Food Consumers in Makurdi Metropolis**. I request your cooperation to enable me complete this research. I will be most grateful if you can find time to respond to the questionnaire items below.

SECTION A: Demographic Variables

Instruction: Carefully tick [ã] under the column that is most appropriate to you.

1. **Sex:** Male [ ] Female [ ]

2. **Age:** Less than 18 years [ ] 18-30 years [ ] 31-43 years [ ] 44- 56 years [ ]

   Above 57 years [ ]

3. **Faculty:** Sciences [ ] Social Sciences [ ] Arts [ ] Education[ ] Management Sciences [ ]

4. **Level:**100 [ ] 200 [ ] 300 [ ] 400 [ ]

5. Have you been to any outlet of Restaurant/Eatery in Makurdi Metropolis in last 30 days to buy any type of food product for your consumption? Yes [ ]No[ ]

6. During the past 1 month, how frequently did you go to Restaurant for buying any kind of food product?Daily [ ] Twice a week or more [ ] Once a week [ ] Once in every 2 weeks [ ] Once in every 3 weeks [ ] Once a month [ ] less than once a month[ ]

7. From which Restaurant did you buy most of your food product in Makurdi?Dexterøs Restaurant [ ] Ostrich [ ] Pat forest [ ]Steam fast[ ] Tito[ ] Satisfaction [ ] Golden Plate [ ] Ace and Spade Sport Bar & Lounge[ ] Symbols Restaurant [ ] Treaties Buka Others [ ]

8. **Name your Favorite Restaurant (if any): ______________________________**

SECTION B: Consumer Product Loyalty Inventory (CPLI)

1. Do you have a particular Restaurant/Eatery you patronize often, Yes[ ] No[ ]

2. If yes, for how long have you been patronizing this Restaurant/ Eatery? ______ (in years)

Instruction: Please express your feelings about this Restaurant/Eatery along a continuum of 11 points as shown below, from Highly Infrequent (1) to Highly Frequent (11) by ticking the point most applicable to you.

		Highly Infequent						**Highly Fequent**				
S/No	**Statements**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**
1	How frequent do you visit the Restaurant/Eatery?											
2	How frequent do you take friends, family members, etc to the Restaurant/Eatery?											
3	How frequent do you tell others of the Restaurant/Eatery?											
4	How frequent do you think of the Restaurant/Eatery?											
5	How frequent do you argue in favour of the Restaurant/Eatery?											

Do you sometimes patronize other Restaurants/Eateries? Yes[ ] No [ ]

		Highly Infrequent						**Highly Frequent**				
S/No	**Statement**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**
6	How frequent do you visit otherRestaurants/Eatery?											

SECTION C

The managements of Restaurants/Eateries in Benue State, in recent times, are faced with the challenge of attracting consumers and retaining those who already patronize them. This resulted from increasing cost of raw materials for use in preparing meals, coupled with scarcity of finance on the part of the consumers, to make purchases. To retain their consumers and still make profit under this economic situation, the outlets open to operatives of these Restaurants /Eateries therefore is to change the price, quality, or quantity of the food they sell to consumers. But the challenge is which of these change combinations could be done without losing consumers.

1. Assume therefore that the Owner of your favorite Restaurant/Eatery decided to **increase the Size, increase the price and increase the quality.**

   of a regular plate of food. Please indicate what your reactions will be by responding to the statements below:

Instruction: Please use this response guide to respond to the statements listed below:

Key: Strongly Disagree = 1, Moderately Disagree = 2, Disagree = 3, No Opinion = 4, Agree = 5, Moderately Agree = Strongly Agree = 7

S/No	**STATEMENTS**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
1	I will still prefer to buy from this Restaurant							
2	I think this Restaurant will still have the best offers in the present situation							
3	I will prefer to buy from other Restaurants instead of this							
4	I will buy from this Restaurant because I really like it.							

5	I will be pleased to buy from other restaurants instead of this							
6	I will still like this restaurant brand more than other restaurant brands							
7	I still feel more attached to this restaurant than other restaurants							
8	I am still more interested in this restaurant than other restaurants							
9	I will still enjoy eating from this restaurant than others							
10	I will change restaurant if the alternative offers better meals							
11	Iwill choose to compare other restaurants.							
12	I will still recommend this restaurant to other people							
13	I will always buy from this restaurant in this locality							
14	I understand the features of this Restaurant so well enough to still evaluate it favourably against other restaurants							
15	I still care a lot about this Restaurant							
16	Eating in this Restaurants says a lot about who I am							
17	When I see a new Restaurant somewhat different from this, I will investigate it							
18	I will change this Restaurant if these changes are executed							
19	I will try an alternative Restaurant if the alternative restaurant provided better offers							
20	I will tell many people about this restaurant							
21	This restaurant is a restaurant that I could talk about for a long time and continuously							
22	I would choose alternative restaurants other than this							
23	I will still get exactly what I need from this Restaurant							
24	This Restaurant interest me a lot so I donꞌt mind eating here at							

	all time.							
25	When I decided on this restaurant, I was not interested in seeking for another.							
26	I will still recommend Restaurants to those who ask my advice							
27	I will still say positive things about this restaurant to other person.							
28	I still consider this restaurant my first choice when I want to buy food products							
29	I intend to still buy from this Restaurants in the future too.							

SECTION D

Instruction: In responding to the statements above, Circle how you interpreted the changes suggested by the management of your favorite Restaurant/Eatery in terms of:

Food Price:

Extremely Low	Low	Moderately Low	No Opinion	Moderately High	High	Extremely High
1	2	3	4	5	6	7

Food Quality:

Extremely Low	Low	Moderately Low	No Opinion	Moderately High	High	Extremely High
1	2	3	4	5	6	7

Food Quantity:

Extremely Low	Low	Moderately Low	No Opinion	Moderately High	High	Extremely High
1	2	3	4	5	6	7

3x3x3: Factorial Design

Product variations: Increase, decrease, maintain status quo

A1	-	Increases Size
A2	-	Maintain Status quo
A3	-	Reduce Size
B1	-	Increase Price
B2	-	Maintain Status quo
B3	-	Reduce Price
C1	-	Increase quality
C2	-	Maintain Status
C3	-	Reduce Quality

APPENDIX III: EXPERIMENTAL CONDITIONS

	A1			A2			A3		
	B1	B2	B3	B1	B2	B3	B1	B2	B3
C1	1	4	7	10	13	16	19	22	25
C2	2	5	8	11	14	17	20	23	26
C3	3	6	9	12	15	18	21	24	27

APPENDIXIV:RELIABILITY RESULTS

SECTION B

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	54	100.0
	Excluded[a]	0	.0
	Total	54	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.94	8

Item Statistics

	Mean	Std. Deviation	N
How frequent do you visit the Restaurant/ Eatery?	.6138	.36619	52
How frequent do you take friends, family members, etc to the Restaurant/ Eatery?	.5854	.53890	52
How frequent do you tell others of the Restaurant/ Eatery?	.4032	.58256	52
How frequent do you think of the Restaurant/ Eatery?	.4630	.47908	52
How frequent do you argue in favour of the Restaurant/ Eatery?	.6812	.532154	52
Do you sometimes patronize other Restaurants/ Eateries?	.6176	.45439	52
How Frequent do you visit other Restaurants/ Eatery?	.6840	.40802	52
How Frequent do you visit other Restaurants/ Eatery?	.5382	.58763	52

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
How frequent do you visit the Restaurant/ Eatery?	5.4622	5.649	.478	.651
How frequent do you take friends, family members, etc to the Restaurant/ Eatery?	4.9436	6.406	.430	.609
How frequent do you tell others of the Restaurant/ Eatery?	3.0043	6.133	.516	.543
How frequent do you think of the Restaurant/ Eatery?	3.2573	5.705	.490	.514
How frequent do you argue in favour of the Restaurant/ Eatery?	5.8565	5.384	.546	.552
Do you sometimes patronize other Restaurants/ Eateries?	4.9934	4.862	.308	.406
How Frequent do you visit other Restaurants/ Eatery?	5.6558	5.633	.482	.511
How Frequent do you visit other Restaurants/ Eatery?	3.4832	4.544	.698	.573

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
4.6438	3.521	1.84360	8

SECTION C

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded[a]	0	.0
	Total	52	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.89	30

Item Statistics

	Mean	Std. Deviation	N
I will still prefer to buy from this Restaurant	.6431	.27953	52
I think this Restaurant will still have the best offers in the present situation	.6630	.20442	52
I will prefer to buy from other Restaurants instead of this	.7587	.46057	52
I will buy from this Restaurant because I really like it.			
I will be pleased to buy from other restaurants instead of this	.8443	.62366	52
I will still like this restaurant brand more than other restaurant brands	.5926	.48501 .	52
I will choose to compare other restaurants.	.7089	.73826	52
I will still recommend this restaurant to other people	.6431	.27953	52
I will always buy from this restaurant in this locality	.6630	.20442	52
I understand the features of this Restaurant so well enough to still evaluate it favourably against other restaurants	.7587	.46057	52
I will still care a lot about this Restaurant	.6134	.52248	52
Eating in this Restaurants says a lot about who I am	.8443	.62366	52
When I see a new Restaurant somewhat different from this, I will investigate it	.5926	.48501 .	52
I will change this Restaurant if these changes are executed	.7089	.73826	52
I will try an alternative Restaurant if the alternative restaurant provided better offers	.6431	.27953	52
I will still tell many people about this restaurant	.6630	.20442	52
This restaurant is a restaurant that I could talk about for a long time and continuously	.7587	.46057	52
I would choose alternative restaurants other than this	.8530	.43981	52
I will still get exactly what I need from this Restaurant	.8443	.62366	52
This Restaurant interest me a lot so I don't mind	.5926	.48501	52
When I decided on this restaurant, I was not interested in bargain-seeking.	.7089	.73826	52
I will still recommend Restaurants to those who ask my advice	.6431	.27953	52
I will still say positive things about this restaurant to other person.	.6630	.20442	52
I still consider this restaurant my first choice when I want to buy food products	.7587	.46057	52
I intend to still buy from this Restaurant in the future too.	.7509	.53873	52
I will buy other products from this restaurant.	.8443	.62366	52

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I will still prefer to buy from this Restaurant	2.7895	5.380	.563	.832
I think this Restaurant will still have the best offers in the present situation	2.6931	5.142	.674	.804
I will prefer to buy from other Restaurants instead of this	4.86773	6.187	.722	.790
I will buy from this Restaurant because I really like it.	4.8743	5.853	.658	.834
I will be pleased to buy from other restaurants instead of this	2.2436	6.974	.832	.759
I will still like this restaurant brand more than other restaurant brands	3.1071	5.652	.889	.768
I will choose to compare other restaurants.	2.7895	5.380	.563	.832
I will still recommend this restaurant to other people	2.6931	5.142	.674	.804
I will always buy from this restaurant in this locality	4.86773	6.187	.722	.790
I understand the features of this Restaurant so well enough to still evaluate it favourably against other restaurants	4.8743	5.853	.658	.834
I will still care a lot about this Restaurant	2.2436	6.974	.832	.759
Eating in this Restaurants says a lot about who I am	3.1071	5.652	.889	.768
When I see a new Restaurant somewhat different from this, I will investigate it	2.7895	5.380	.563	.832
I will change this Restaurant if these changes are executed	2.6931	5.142	.674	.804
I will try an alternative Restaurant if the alternative restaurant provided better offers	4.86773	6.187	.722	.790
I will still tell many people about this restaurant	4.8743	5.853	.658	.834
This restaurant is a restaurant that I could talk about for a long time and continuously	2.2436	6.974	.832	.759
I would choose alternative restaurants other than this	3.1071	5.652	.889	.768
I will still get exactly what I need from this Restaurant	2.7895	5.380	.563	.832
This Restaurant interest me a lot so I donót mind	2.6931	5.142	.674	.804
When I decided on this restaurant, I was not interested in bargain-seeking.	4.86773	6.187	.722	.790
I will still recommend Restaurants to those who ask my advice	4.8743	5.853	.658	.834
I will still say positive things about this restaurant to other person.	2.2436	6.974	.832	.759
I still consider this restaurant my first choice when I want to buy food products	3.1071	5.652	.889	.768
I intend to still buy from this Restaurant in the future too.	2.6931	5.142	.674	.804
I will buy other products from this restaurant.	4.86773	6.187	.722	.790

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
5.6498	3.680	1.65983	30

SECTION D

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded[a]	0	.0
	Total	52	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.90	3

Item Statistics

	Mean	Std. Deviation	N
Food Price	.5498	.64890	52
Food Quality	.6230	.43276	52
Food Quantity	.4762	.53894	52

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Food Price	3.6084	3.860	.612	.740
Food Quality	3.6211	3.659	.484	.529
Food Quantity				

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
3.6439	2.790	1.49086	3

APPENDICESV:ANALYSIS OF COVARIANCE (ANCOVA) RESULTS WITH LSD ANALYSES

```
GET
  FILE='C:\Users\USER\Documents\UWOUKU DATA 2.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
UNIANOVA Loyalty BY Size Price Quality WITH Covariate
  /METHOD=SSTYPE(3)
  /INTERCEPT=INCLUDE
  /EMMEANS=TABLES(Size) WITH(Covariate=MEAN) COMPARE ADJ(LSD)
  /EMMEANS=TABLES(Price) WITH(Covariate=MEAN) COMPARE ADJ(LSD)
  /EMMEANS=TABLES(Quality) WITH(Covariate=MEAN) COMPARE ADJ(LSD)
  /EMMEANS=TABLES(Size*Price) WITH(Covariate=MEAN)
  /EMMEANS=TABLES(Size*Quality) WITH(Covariate=MEAN)
  /EMMEANS=TABLES(Price*Quality) WITH(Covariate=MEAN)
  /EMMEANS=TABLES(Size*Price*Quality) WITH(Covariate=MEAN)
  /PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
  /PLOT=SPREADLEVEL
  /CRITERIA=ALPHA(.05)
  /DESIGN=Covariate Size Price Quality Size*Price Size*Quality Price*Quality
Size*Price*Quality.
```

Univariate Analysis of Variance

```
[DataSet1] C:\Users\USER\Documents\UWOUKU DATA 2.sav
```

Between-Subjects Factors

		Value Label	N
Size	1	Increase Size	90
	2	Maintain Size	90
	3	Decrease Price	90
Price	1	Increase Price	90
	2	Maintain Price	90
	3	Decrease Price	90
Quality	1	Increase Quality	90
	2	Maintain Quality	90
	3	Decrease	90

Descriptive Statistics

Dependent Variable: Loyalty

Size	Price	Quality	Mean	Std. Deviation	N
Increase Size	Increase Price	Increase Quality	167.20	32.700	10
		Maintain Quality	67.50	23.100	10
		Decrease	78.80	45.514	10
		Total	104.50	56.531	30
	Maintain Price	Increase Quality	130.10	23.755	10
		Maintain Quality	102.90	10.939	10
		Decrease	99.70	28.414	10
		Total	110.90	25.598	30
	Decrease Price	Increase Quality	148.80	24.961	10
		Maintain Quality	117.70	19.322	10
		Decrease	95.60	12.002	10
		Total	120.70	29.096	30
	Total	Increase Quality	148.70	30.621	30
		Maintain Quality	96.03	27.883	30
		Decrease	91.37	31.980	30
		Total	112.03	39.693	90
Maintain Size	Increase Price	Increase Quality	153.90	30.039	10
		Maintain Quality	67.00	23.204	10
		Decrease	43.40	11.928	10
		Total	88.10	53.167	30
	Maintain Price	Increase Quality	163.80	26.233	10
		Maintain Quality	138.70	24.023	10
		Decrease	63.50	17.903	10
		Total	122.00	48.692	30
	Decrease Price	Increase Quality	185.90	16.169	10
		Maintain Quality	185.80	20.384	10
		Decrease	76.00	19.698	10
		Total	149.23	55.718	30
	Total	Increase Quality	167.87	27.565	30
		Maintain Quality	130.50	54.252	30
		Decrease	60.97	21.227	30
		Total	119.78	57.772	90
Decrease Price	Increase Price	Increase Quality	98.70	15.071	10
		Maintain Quality	36.30	6.584	10
		Decrease	34.80	6.125	10
		Total	56.60	31.823	30
	Maintain Price	Increase Quality	90.10	17.978	10
		Maintain Quality	47.60	11.702	10
		Decrease	35.50	4.453	10
		Total	57.73	26.759	30
	Decrease Price	Increase Quality	101.50	24.254	10
		Maintain Quality	140.80	8.829	10
		Decrease	45.30	9.381	10
		Total	95.87	42.696	30
	Total	Increase Quality	96.77	19.435	30
		Maintain Quality	74.90	48.461	30
		Decrease	38.53	8.299	30
		Total	70.07	38.653	90
Total	Increase Price	Increase Quality	139.93	39.903	30
		Maintain Quality	56.93	23.799	30
		Decrease	52.33	32.768	30
		Total	83.07	51.884	90
	Maintain Price	Increase Quality	128.00	37.786	30
		Maintain Quality	96.40	41.370	30
		Decrease	66.23	32.721	30
		Total	96.88	44.888	90
	Decrease Price	Increase Quality	145.40	41.124	30
		Maintain Quality	148.10	33.108	30
		Decrease	72.30	25.214	30
		Total	121.93	48.602	90
	Total	Increase Quality	137.78	39.856	90
		Maintain Quality	100.48	50.086	90
		Decrease	63.62	31.249	90
		Total	100.63	50.976	270

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Loyalty

F	df1	df2	Sig.
4.816	26	243	.000

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Covariate + Size + Price + Quality + Size * Price + Size * Quality + Price * Quality + Size * Price * Quality

Tests of Between-Subjects Effects

Dependent Variable: Loyalty

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	591913.694[a]	27	21922.729	49.535	.000	.847	1337.452	1.000
Intercept	111806.362	1	111806.362	252.631	.000	.511	252.631	1.000
Covariate	1637.976	1	1637.976	3.701	.056	.015	3.701	.483
Size	96785.578	2	48392.789	109.345	.000	.475	218.691	1.000
Price	50042.910	2	25021.455	56.537	.000	.318	113.074	1.000
Quality	247742.432	2	123871.216	279.892	.000	.698	559.784	1.000
Size * Price	11506.280	4	2876.570	6.500	.000	.097	25.999	.991
Size * Quality	43473.751	4	10868.438	24.558	.000	.289	98.231	1.000
Price * Quality	65495.907	4	16373.977	36.998	.000	.379	147.991	1.000
Size * Price * Quality	16654.256	8	2081.782	4.704	.000	.135	37.631	.998
Error	107101.524	242	442.568					
Total	3432921.000	270						
Corrected Total	699015.219	269						

a. R Squared = .847 (Adjusted R Squared = .830)

b. Computed using alpha = .05

Estimated Marginal Means

1. Size

Estimates

Dependent Variable: Loyalty

Size	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Increase Size	122.646[a]	5.945	110.934	134.357
Maintain Size	116.635[a]	2.754	111.210	122.060
Decrease Price	62.597[a]	4.471	53.789	71.405

a. Covariates appearing in the model are evaluated at the following values: Covariate = 71.90.

Pairwise Comparisons

Dependent Variable: Loyalty

(I) Size	(J) Size	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
Increase Size	Maintain Size	6.011	7.807	.442	-9.369	21.390
	Decrease Price	60.049*	9.909	.000	40.531	79.567
Maintain Size	Increase Size	-6.011	7.807	.442	-21.390	9.369
	Decrease Price	54.038*	3.859	.000	46.436	61.640
Decrease Price	Increase Size	-60.049*	9.909	.000	-79.567	-40.531
	Maintain Size	-54.038*	3.859	.000	-61.640	-46.436

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Loyalty

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[a]
Contrast	96785.578	2	48392.789	109.345	.000	.475	218.691	1.000
Error	107101.524	242	442.568					

The F tests the effect of Size. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Computed using alpha = .05

2. Price

Estimates

Dependent Variable: Loyalty

Price	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Increase Price	84.529[a]	2.344	79.911	89.146
Maintain Price	96.790[a]	2.218	92.421	101.159
Decrease Price	120.559[a]	2.330	115.970	125.148

a. Covariates appearing in the model are evaluated at the following values: Covariate = 71.90.

Pairwise Comparisons

Dependent Variable: Loyalty

(I) Price	(J) Price	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
Increase Price	Maintain Price	-12.262*	3.238	.000	-18.639	-5.884
	Decrease Price	-36.030*	3.465	.000	-42.856	-29.204
Maintain Price	Increase Price	12.262*	3.238	.000	5.884	18.639
	Decrease Price	-23.769*	3.207	.000	-30.085	-17.452
Decrease Price	Increase Price	36.030*	3.465	.000	29.204	42.856
	Maintain Price	23.769*	3.207	.000	17.452	30.085

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Loyalty

	Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[a]
Contrast	50042.910	2	25021.455	56.537	.000	.318	113.074	1.000
Error	107101.524	242	442.568					

The F tests the effect of Price. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Computed using alpha = .05

3. Quality

Estimates

Dependent Variable: Loyalty

Quality	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Increase Quality	138.050[a]	2.222	133.673	142.427
Maintain Quality	100.882[a]	2.227	96.494	105.270
Decrease	62.946[a]	2.245	58.523	67.369

a. Covariates appearing in the model are evaluated at the following values: Covariate = 71.90.

Pairwise Comparisons

Dependent Variable: Loyalty

(I) Quality	(J) Quality	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
Increase Quality	Maintain Quality	37.168*	3.137	.000	30.989	43.346
	Decrease	75.104*	3.175	.000	68.851	81.357
Maintain Quality	Increase Quality	-37.168*	3.137	.000	-43.346	-30.989
	Decrease	37.936*	3.186	.000	31.661	44.212
Decrease	Increase Quality	-75.104*	3.175	.000	-81.357	-68.851
	Maintain Quality	-37.936*	3.186	.000	-44.212	-31.661

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Loyalty

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[a]
Contrast	247742.432	2	123871.216	279.892	.000	.698	559.784	1.000
Error	107101.524	242	442.568					

The F tests the effect of Quality. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Computed using alpha = .05

4. Size * Price

Dependent Variable: Loyalty

Size	Price	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Increase Size	Increase Price	114.877[a]	6.622	101.833	127.920
	Maintain Price	121.170[a]	6.576	108.215	134.124
	Decrease Price	131.891[a]	6.971	118.160	145.621
Maintain Size	Increase Price	89.961[a]	3.961	82.159	97.764
	Maintain Price	118.695[a]	4.207	110.408	126.983
	Decrease Price	141.248[a]	5.655	130.109	152.388
Decrease Price	Increase Price	48.748[a]	5.605	37.707	59.788
	Maintain Price	50.505[a]	5.373	39.922	61.089
	Decrease Price	88.538[a]	5.410	77.882	99.194

a. Covariates appearing in the model are evaluated at the following values: Covariate = 71.90.

5. Size * Quality

Dependent Variable: Loyalty

Size	Quality	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Increase Size	Increase Quality	159.247[a]	6.694	146.061	172.433
	Maintain Quality	106.946[a]	6.851	93.452	120.441
	Decrease	101.744[a]	6.622	88.700	114.787
Maintain Size	Increase Quality	165.502[a]	4.033	157.558	173.446
	Maintain Quality	128.306[a]	4.007	120.413	136.198
	Decrease	56.098[a]	4.600	47.037	65.158
Decrease Price	Increase Quality	89.400[a]	5.424	78.716	100.083
	Maintain Quality	67.394[a]	5.475	56.610	78.179
	Decrease	30.996[a]	5.486	20.189	41.804

a. Covariates appearing in the model are evaluated at the following values: Covariate = 71.90.

6. Price * Quality

Dependent Variable: Loyalty

Price	Quality	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Increase Price	Increase Quality	141.864[a]	3.970	134.044	149.684
	Maintain Quality	58.637[a]	3.942	50.873	66.401
	Decrease	53.085[a]	3.861	45.480	60.689
Maintain Price	Increase Quality	128.404[a]	3.847	120.827	135.982
	Maintain Quality	97.359[a]	3.873	89.730	104.989
	Decrease	64.607[a]	3.933	56.860	72.354
Decrease Price	Increase Quality	143.881[a]	3.921	136.156	151.605
	Maintain Quality	146.650[a]	3.914	138.940	154.360
	Decrease	71.146[a]	3.887	63.489	78.804

a. Covariates appearing in the model are evaluated at the following values: Covariate = 71.90.

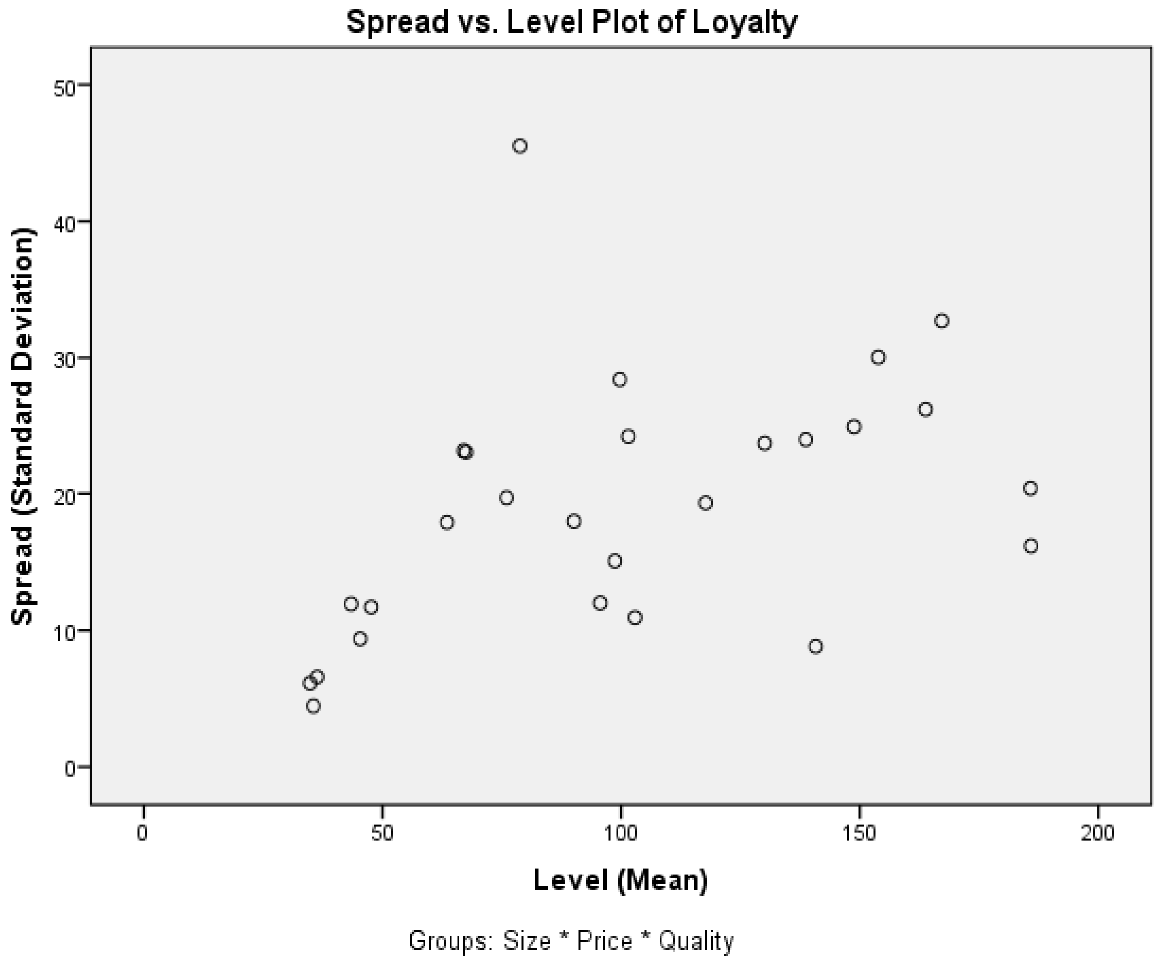
7. Size * Price * Quality

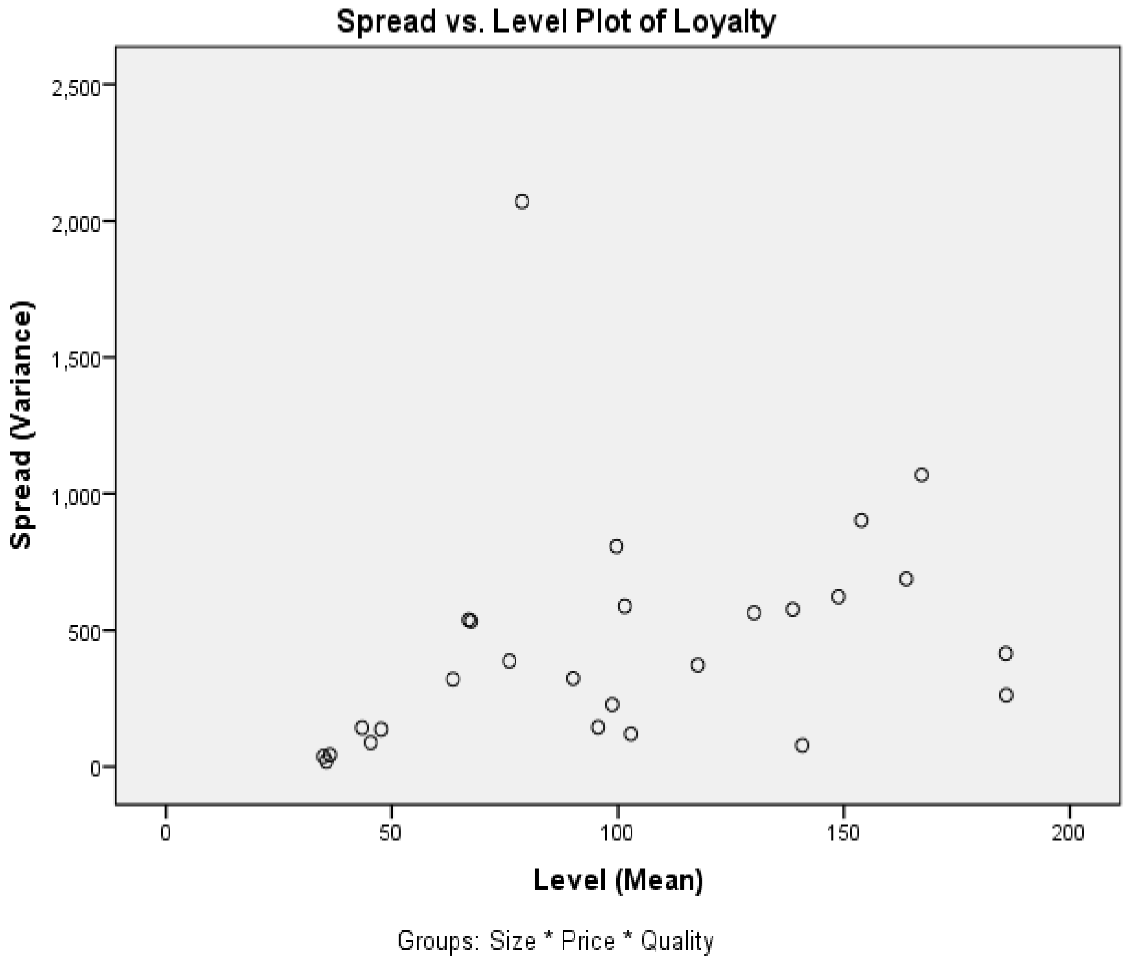
Dependent Variable: Loyalty

Size	Price	Quality	Mean	Std. Error	95% Confidence Interval	
					Lower Bound	Upper Bound
Increase Size	Increase Price	Increase Quality	178.006[a]	8.707	160.855	195.156
		Maintain Quality	78.628[a]	8.815	61.263	95.992
		Decrease	87.997[a]	8.192	71.860	104.135
	Maintain Price	Increase Quality	140.149[a]	8.458	123.488	156.810
		Maintain Quality	113.460[a]	8.625	96.471	130.449
		Decrease	109.900[a]	8.507	93.143	126.658
	Decrease Price	Increase Quality	159.587[a]	8.700	142.449	176.725
		Maintain Quality	128.752[a]	8.790	111.438	146.066
		Decrease	107.333[a]	9.025	89.555	125.111
Maintain Size	Increase Price	Increase Quality	156.777[a]	6.819	143.346	170.208
		Maintain Quality	68.912[a]	6.726	55.662	82.162
		Decrease	44.195[a]	6.665	31.066	57.325
	Maintain Price	Increase Quality	161.908[a]	6.725	148.662	175.155
		Maintain Quality	138.720[a]	6.653	125.615	151.824
		Decrease	55.458[a]	7.857	39.982	70.935
	Decrease Price	Increase Quality	177.820[a]	7.867	162.323	193.318
		Maintain Quality	177.285[a]	7.990	161.546	193.025
		Decrease	68.640[a]	7.674	53.523	83.757
Decrease Price	Increase Price	Increase Quality	90.810[a]	7.815	75.415	106.204
		Maintain Quality	28.372[a]	7.826	12.957	43.787
		Decrease	27.061[a]	7.774	11.747	42.375
	Maintain Price	Increase Quality	83.156[a]	7.569	68.247	98.065
		Maintain Quality	39.899[a]	7.764	24.605	55.193
		Decrease	28.461[a]	7.592	13.506	43.417
	Decrease Price	Increase Quality	94.234[a]	7.650	79.165	109.303
		Maintain Quality	133.913[a]	7.555	119.031	148.794
		Decrease	37.466[a]	7.800	22.102	52.831

a. Covariates appearing in the model are evaluated at the following values: Covariate = 71.90.

Spread-versus-Level Plots




Spread vs. Level Plot of Loyalty
Spread (Variance)
2,500
2,000
1,500
1,000
500
0
0
50
100
150
200
Level (Mean)
Groups: Size * Price * Quality

APPENDIX VI: LSD FORMULA

LSD = tã MSW +n/2

Where:

LSD = Fisherôs Least Significant Difference

t = t value for sum of errors at 0.05 level

MSW = Mean Square for each variable

n = total number of cases

APPENDIX VII: VALIDITY TEST OF EXPERIMENTAL CONDITIONS

ONE-WAY ANOVA (SIZE)

```
UNIANOVA Loyaltysize BY Size
  /METHOD=SSTYPE(3)
  /INTERCEPT=INCLUDE
  /POSTHOC=Size(BTUKEY LSD)
  /EMMEANS=TABLES(OVERALL)
  /EMMEANS=TABLES(Size) COMPARE ADJ(LSD)
  /PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
  /CRITERIA=ALPHA(.05)
  /DESIGN=Size.
```

Univariate Analysis of Variance

```
[DataSet1] C:\Users\USER\Documents\UWOUKU DATA 2.sav
```

Between-Subjects Factors

		Value Label	N
Size	1	Increase Size	90
	2	Maintain Size	90
	3	Decrease Price	90

Descriptive Statistics

Dependent Variable: Loyalty to size

Size	Mean	Std. Deviation	N
Increase Size	3.50	1.300	90
Maintain Size	4.01	1.540	90
Decrease Price	4.24	1.819	90
Total	3.92	1.593	270

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Loyalty to size

F	df1	df2	Sig.
9.968	2	267	.000

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Size

Tests of Between-Subjects Effects

Dependent Variable: Loyalty to size

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	26.096[a]	2	13.048	5.310	.005	.038	10.620	.835
Intercept	4145.793	1	4145.793	1687.102	.000	.863	1687.102	1.000
Size	26.096	2	13.048	5.310	.005	.038	10.620	.835
Error	656.111	267	2.457					
Total	4828.000	270						
Corrected Total	682.207	269						

a. R Squared = .038 (Adjusted R Squared = .031)

b. Computed using alpha = .05

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Loyalty to size

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
3.919	.095	3.731	4.106

2. Size

Estimates

Dependent Variable: Loyalty to size

Size	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Increase Size	3.500	.165	3.175	3.825
Maintain Size	4.011	.165	3.686	4.336
Decrease Price	4.244	.165	3.919	4.570

Pairwise Comparisons

Dependent Variable: Loyalty to size

(I) Size	(J) Size	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
Increase Size	Maintain Size	-.511*	.234	.030	-.971	-.051
	Decrease Price	-.744*	.234	.002	-1.205	-.284
Maintain Size	Increase Size	.511*	.234	.030	.051	.971
	Decrease Price	-.233	.234	.319	-.693	.227
Decrease Price	Increase Size	.744*	.234	.002	.284	1.205
	Maintain Size	.233	.234	.319	-.227	.693

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Loyalty to size

	Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[a]
Contrast	26.096	2	13.048	5.310	.005	.038	10.620	.835
Error	656.111	267	2.457					

The F tests the effect of Size. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Computed using alpha = .05

Post Hoc Tests

Size

Multiple Comparisons

Dependent Variable: Loyalty to size

	(I) Size	(J) Size	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
LSD	Increase Size	Maintain Size	-.51*	.234	.030	-.97	-.05
		Decrease Price	-.74*	.234	.002	-1.20	-.28
	Maintain Size	Increase Size	.51*	.234	.030	.05	.97
		Decrease Price	-.23	.234	.319	-.69	.23
	Decrease Price	Increase Size	.74*	.234	.002	.28	1.20
		Maintain Size	.23	.234	.319	-.23	.69

Based on observed means.

The error term is Mean Square(Error) = 2.457.

*. The mean difference is significant at the .05 level.

Homogeneous Subsets

Loyalty to size

	Size	N	Subset	
			1	2
Tukey B[a,b]	Increase Size	90	3.50	
	Maintain Size	90		4.01
	Decrease Price	90		4.24

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) = 2.457.

a. Uses Harmonic Mean Sample Size = 90.000.

b. Alpha = .05.

ONE-WAY ANOVA (PRICE)

```
UNIANOVA Loyaltyprice BY Price
  /METHOD=SSTYPE(3)
  /INTERCEPT=INCLUDE
  /POSTHOC=Price(BTUKEY LSD)
  /EMMEANS=TABLES(OVERALL)
  /EMMEANS=TABLES(Price) COMPARE ADJ(LSD)
  /PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
  /CRITERIA=ALPHA(.05)
  /DESIGN=Price.
```

Univariate Analysis of Variance

```
[DataSet1] C:\Users\USER\Documents\UWOUKU DATA 2.sav
```

Between-Subjects Factors

		Value Label	N
Price	1	Increase Price	90
	2	Maintain Price	90
	3	Decrease Price	90

Descriptive Statistics

Dependent Variable: Loyalty to price

Price	Mean	Std. Deviation	N
Increase Price	3.98	1.902	90
Maintain Price	4.68	1.498	90
Decrease Price	5.06	1.575	90
Total	4.57	1.720	270

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Loyalty to price

F	df1	df2	Sig.
5.010	2	267	.007

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Price

Tests of Between-Subjects Effects

Dependent Variable: Loyalty to price

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	53.830[a]	2	26.915	9.681	.000	.068	19.361	.981
Intercept	5639.837	1	5639.837	2028.518	.000	.884	2028.518	1.000
Price	53.830	2	26.915	9.681	.000	.068	19.361	.981
Error	742.333	267	2.780					
Total	6436.000	270						
Corrected Total	796.163	269						

a. R Squared = .068 (Adjusted R Squared = .061)

b. Computed using alpha = .05

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Loyalty to price

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
4.570	.101	4.371	4.770

2. Price

Estimates

Dependent Variable: Loyalty to price

Price	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Increase Price	3.978	.176	3.632	4.324
Maintain Price	4.678	.176	4.332	5.024
Decrease Price	5.056	.176	4.710	5.402

Pairwise Comparisons

Dependent Variable: Loyalty to price

(I) Price	(J) Price	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
Increase Price	Maintain Price	-.700*	.249	.005	-1.189	-.211
	Decrease Price	-1.078*	.249	.000	-1.567	-.588
Maintain Price	Increase Price	.700*	.249	.005	.211	1.189
	Decrease Price	-.378	.249	.130	-.867	.112
Decrease Price	Increase Price	1.078*	.249	.000	.588	1.567
	Maintain Price	.378	.249	.130	-.112	.867

Based on estimated marginal means

*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests

Dependent Variable: Loyalty to price

	Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[a]
Contrast	53.830	2	26.915	9.681	.000	.068	19.361	.981
Error	742.333	267	2.780					

The F tests the effect of Price. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.

a. Computed using alpha = .05

Post Hoc Tests

Price

Multiple Comparisons

Dependent Variable: Loyalty to price

	(I) Price	(J) Price	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
LSD	Increase Price	Maintain Price	-.70*	.249	.005	-1.19	-.21
		Decrease Price	-1.08*	.249	.000	-1.57	-.59
	Maintain Price	Increase Price	.70*	.249	.005	.21	1.19
		Decrease Price	-.38	.249	.130	-.87	.11
	Decrease Price	Increase Price	1.08*	.249	.000	.59	1.57
		Maintain Price	.38	.249	.130	-.11	.87

Based on observed means.

The error term is Mean Square(Error) = 2.780.

*. The mean difference is significant at the .05 level.

Homogeneous Subsets

Loyalty to price

	Price	N	Subset	
			1	2
Tukey B[a,b]	Increase Price	90	3.98	
	Maintain Price	90		4.68
	Decrease Price	90		5.06

Means for groups in homogeneous subsets are displayed.

Based on observed means.

The error term is Mean Square(Error) = 2.780.

a. Uses Harmonic Mean Sample Size = 90.000.

b. Alpha = .05.

ONE-WAY ANOVA (QUALITY)

```
UNIANOVA Loyaltyquality BY Quality
  /METHOD=SSTYPE(3)
  /INTERCEPT=INCLUDE
  /POSTHOC=Quality(BTUKEY LSD)
  /EMMEANS=TABLES(OVERALL)
  /EMMEANS=TABLES(Quality) COMPARE ADJ(LSD)
  /PRINT=OPOWER ETASQ HOMOGENEITY DESCRIPTIVE
  /CRITERIA=ALPHA(.05)
  /DESIGN=Quality.
```

Univariate Analysis of Variance

```
[DataSet1] C:\Users\USER\Documents\UWOUKU DATA 2.sav
```

Between-Subjects Factors

		Value Label	N
Quality	1	Increase Quality	90
	2	Maintain Quality	90
	3	Decrease	90

Descriptive Statistics

Dependent Variable: Loyalty to quality

Quality	Mean	Std. Deviation	N
Increase Quality	4.28	1.272	90
Maintain Quality	3.83	1.326	90
Decrease	3.61	1.412	90
Total	3.91	1.362	270

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Loyalty to quality

F	df1	df2	Sig.
.415	2	267	.661

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Quality

Tests of Between-Subjects Effects

Dependent Variable: Loyalty to quality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
Corrected Model	20.741[a]	2	10.370	5.793	.003	.042	11.587	.867
Intercept	4122.315	1	4122.315	2302.900	.000	.896	2302.900	1.000
Quality	20.741	2	10.370	5.793	.003	.042	11.587	.867
Error	477.944	267	1.790					
Total	4621.000	270						
Corrected Total	498.685	269						

a. R Squared = .042 (Adjusted R Squared = .034)

b. Computed using alpha = .05

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Loyalty to quality

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
3.907	.081	3.747	4.068

2. Quality

Estimates

Dependent Variable: Loyalty to quality

Quality	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Increase Quality	4.278	.141	4.000	4.555
Maintain Quality	3.833	.141	3.556	4.111
Decrease	3.611	.141	3.333	3.889

Pairwise Comparisons
Dependent Variable: Loyalty to quality

(I) Quality	(J) Quality	Mean Difference (I-J)	Std. Error	Sig.[b]	95% Confidence Interval for Difference[b]	
					Lower Bound	Upper Bound
Increase Quality	Maintain Quality	.444*	.199	.027	.052	.837
	Decrease	.667*	.199	.001	.274	1.059
Maintain Quality	Increase Quality	-.444*	.199	.027	-.837	-.052
	Decrease	.222	.199	.266	-.170	.615
Decrease	Increase Quality	-.667*	.199	.001	-1.059	-.274
	Maintain Quality	-.222	.199	.266	-.615	.170

Based on estimated marginal means
*. The mean difference is significant at the .05 level.
b. Adjustment for multiple comparisons: Least Significant Difference (equivalent to no adjustments).

Univariate Tests
Dependent Variable: Loyalty to quality

	Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[a]
Contrast	20.741	2	10.370	5.793	.003	.042	11.587	.867
Error	477.944	267	1.790					

The F tests the effect of Quality. This test is based on the linearly independent pairwise comparisons among the estimated marginal means.
a. Computed using alpha = .05

Post Hoc Tests

Quality

Multiple Comparisons
Dependent Variable: Loyalty to quality

	(I) Quality	(J) Quality	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
LSD	Increase Quality	Maintain Quality	.44*	.199	.027	.05	.84
		Decrease	.67*	.199	.001	.27	1.06
	Maintain Quality	Increase Quality	-.44*	.199	.027	-.84	-.05
		Decrease	.22	.199	.266	-.17	.61
	Decrease	Increase Quality	-.67*	.199	.001	-1.06	-.27
		Maintain Quality	-.22	.199	.266	-.61	.17

Based on observed means.
The error term is Mean Square(Error) = 1.790.
*. The mean difference is significant at the .05 level.

Homogeneous Subsets

Loyalty to quality

	Quality	N	Subset	
			1	2
Tukey B[a,b]	Decrease	90	3.61	
	Maintain Quality	90	3.83	
	Increase Quality	90		4.28

Means for groups in homogeneous subsets are displayed.
Based on observed means.
The error term is Mean Square(Error) = 1.790.
a. Uses Harmonic Mean Sample Size = 90.000.
b. Alpha = .05.

APPENDIX VIII: TEST OF NORMALITY

```
GET
  FILE='C:\Users\USER\Documents\UWOUKU DATA 2.sav'.
DATASET NAME DataSet1 WINDOW=FRONT.
DESCRIPTIVES VARIABLES=Loyalty Size Price Quality
  /STATISTICS=MEAN SUM STDDEV MIN MAX KURTOSIS SKEWNESS.
```

Descriptives

```
[DataSet1] C:\Users\USER\Documents\UWOUKU DATA 2.sav
```

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Loyalty	270	29	209	27169	100.63	50.976	.018	.148	-2.952	.295
Size	270	1	3	540	2.00	.818	.000	.148	-2.506	.295
Price	270	1	3	540	2.00	.818	.000	.148	-2.506	.295
Quality	270	1	3	540	2.00	.818	.000	.148	-2.506	.295
Valid N (listwise)	270									

APPENDIX IX: TEST OF HOMOGEINITY OF REGRESSION SLOPE

Tests of Between-Subjects Effects

Dependent Variable: Loyalty

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	143937.554[a]	5	28787.511	13.692	.000
Intercept	109977.696	1	109977.696	52.306	.000
Group	30566.536	2	15283.268	7.269	.001
Covariate	181.123	1	181.123	.086	.769
Group * Covariate	6891.603	2	3445.801	1.639	.196
Error	555077.664	264	2102.567		
Total	3432921.000	270			
Corrected Total	699015.219	269			

a. R Squared = .206 (Adjusted R Squared = .191)

APPENDIX X: APPEAL FOR VALIDATION OF INSTRUMENT

Prof/Dr/Sir/é é é é ..,

I am a postgraduate student of the Faculty of Social Science, Department of Psychology(Industrial Psychology) currently conducting a PhD thesis on the topic: **Effects of Product Characteristics Variations on Loyalty among Fast Food Consumers in Makurdi Metropolis**. Kindly assist me by validating the instrument that follow accordingly. The instrumentseeks to determine cause-effect relationship of quality, price and size variation of fast foodproducts on Customer Loyalty among Fast Food Consumers in Makurdi. Your honest, depth andrich responses to the question items are strictly for the purpose of ensuring maximum validity.

Attached here are the cover note, research objectives, research questions and hypotheses ofthe study as well as the instrument for your consideration.

Thank you for your cooperation.

Yours faithfully,

Uwouku Josephine

BSU/PSY/Ph.D/14/7497

DEPARMENT OF PSYCHOLOGY,

BENUE STATE UNIVERSITY,

MAKURDI

EFFECTS OF PRODUCT CHARACTERISTICS VARIATIONS ON LOYALTY AMONG FAST FOOD CONSUMERS IN MAKURDI METROPOLIS

This instrument is designed to examine the effect of product variation (quality, price and size) on product loyalty among fast food consumers in Benue State. The aim of this is to develop an effective measure of consumers reaction to administrative actions by owners of restaurants. It will be appreciated if you will provide answers to the questions below by ticking the appropriate questions.

SECTION A:

1. Do you have a particular Restaurant/Eatery you patronize often Yes / / No / /
2. If yes, for how long have you been patronizing this Restaurant/Eatery /______/ (in years)

Please express your feelings about this Resturant/Eatery along a continuum of 11 points as shown below, from Highly Infrequent (1) to Highly Frequent (11) by ticking the point most applicable to you.

1. How frequent do you visit the Restaurant/Eatery?

Highly Infrequent __1/__2/__3/__4/__5/__6/__7/__8/__9/__10/__11/**Highly Frequent**

2. How frequent do you take friends, family members, etc to the Resturant/Eatery?

Highly Infrequent __1/__2/__3/__4/__5/__6/__7/__8/__9/__10/__11/**Highly Frequent**

3. How frequent do you tell others of the Resturant/Eatery?

Highly Infrequent __1/__2/__3/__4/__5/__6/__7/__8/__9/__10/__11/**Highly Frequent**

4. How frequent do you think of the Resturant/Eatery?

Highly Infrequent __1/__2/__3/__4/__5/__6/__7/__8/__9/__10/__11/**Highly Frequent**

5. How frequent do you argue in favour of the Resturant/Eatery?

Highly Infrequent __1/__2/__3/__4/__5/__6/__7/__8/__9/__10/__11/**Highly Frequent**

Do you sometimes patronize other Resturant/Eatery? Yes / / No / /

How frequent do you visit other Resturants/Eatery?

Highly Infrequent __1/__2/__3/__4/__5/__6/__7/__8/__9/__10/__11/**Highly Frequent**

SECTION B:

Assume therefore that the Owner of your favorite Resturant/Eatery decided to **maintain the size, maintain the price and reduce the quality** of a regular plate of food.

Please indicate what your reactions will be byticking **Yes** or **No** to the appropriate questions to the statement below:

S/No	**Statement**	**Yes**	**No**
1	I will still prefer to buy from this Resturant		
2	I think this Resturant will still have the best offers in the present situation		
3	I will prefer to buy from other Resturant instead of this		
4	I will buy from this Resturant because I really like it.		
5	I will be pleased to buy from other Resturants instead of this		
6	I will still like this Resturant brand more than other Resturant brand		
7	I still feel more attached to this Resturant than other Resturant		
8	I am still more interested in this Resturant than other Resturant		
9	I will still enjoy eating from this restaurant than others		
10	I will change restaurant if the alternative offrs better meals		
11	When choosing a restaurant I compare prices of different restaurant to be sure I get the best value for money		
12	I will recommend this restaurant to other people		
13	I will alays buy from other restaurant in this locality		
14	I understand the features of this restaurant so well enough to still evaluate it		

	favourably against other restaurants		
15	I will still care a lot about this restaurant		
16	Eating in this restaurants says a lot about who I am		
17	When I see a new restaurant somewhat different from this, I will investigate it		
18	I will change this restaurant if these changes are executed		
19	I will try an alternative restaurant if the alternative restaurant provided better offers		
20	I will still tell many people about this restaurant		
21	This restaurant is a restaurant that I could talk about for a long time and continuously		
22	I would choose alternative restaurants other than this		
23	I will get exactly what I need from this restaurant		
24	This restaurant interest me a lot so I donꞌt mind		
25	When I decided on this restaurant, I was not interested in bargain-seeking		
26	I will still recommend the restaurant to those who ask my advice		
27	I will say positive things about this restaurant to other person		
28	I still consider this restaurant my first choice when I want to buy food products		
29	I intend to still buy from this restaurant in the future too		
30	I will buy other products from other resturant		