

THE IMPACT OF KEY FACTORS OF THE FAST FOOD RESTAURANT ON PURCHASE INTENTION

Chin-Hung Liu, National Chin-Yi University of Technology, Taiwan
Ching-Wen Liao, Nowfood Biochemical Technology Company, Taiwan

ABSTRACT

This study examines the Fast Food Restaurant, Mos Burger, a famous Japanese brand. We use this restaurant as an example to explore the effects of brand reputation, brand identification, perceived quality, perceived value, corporate image and purchase intention. A questionnaire survey was conducted on the consumers of the Mos Burger. The results show that brand reputation has a significant positive and direct influence on brand identification and perceived quality. Brand identification, perceived quality and perceived value has a significant positive and direct influence on purchase intention. Perceived quality has a significantly positive and direct influence on perceived value, and it influences purchase intention indirectly through perceived value. We also find demographic variables of the Mos Burger consumer have no significantly different perception on brand reputation, brand identification, perceived quality, perceived value, corporate image and purchase intention.

JEL: M1, M10

KEYWORDS: Brand Reputation Brand Identification, Perceived Quality, Perceived Value, Purchase Intention

INTRODUCTION

With economic development and the structural changes of industries, Taiwan has evolved from an agricultural society to an industrial society and further to a service-oriented society. According to National Development Council of Taiwan, the contribution of the service industry to Taiwan's total GDP in 2016 reached 63.15%, exceeding common levels among advanced countries (Executive Yuan in Taiwan, 2017). Taiwan has entered an era dominated by the service industry. Identifying how to survive intense competitions and win consumer trust in this industry is important. Food and beverage services represent a major sector in Taiwan's service industry. The changes of domestic people's dietary habits and lifestyles have boosted growth of food and beverage sales in Taiwan. A survey conducted by Taiwan Dietitian Association (2017) shows the population of out-eaters, for at least one of their daily meals, in Taiwan has exceeded 20 million people. Some 80% of these individuals dine out for at least two of their daily meals. Out-eaters spent 430 billion dollars on their meals in 2013. In 2014, the amount exceeded 500 billion dollars, equivalent to a 15% growth (Liu, 2016). Fast food is one of the favorite choices among domestic people. In Taiwan, Mos Burger is one of three leading fast food brands. It ascended to the second largest fast food brand in 2008.

To create product diversification, Mos Burger has adopted a strategy that differs from the low-price and high-advertisement-exposure strategies commonly used by American fast food stores in Taiwan. Its strategy is to provide tasty, healthy, and safe meals to consumers while positioning their products in the high-quality and high-price segment (Mos Burger, 2018). This study uses Mos Burger as an example to investigate the relationship among brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention. The issue of this study is to identify factors in purchase

intention of Mos Burger in Taiwan. The remainder of this paper is as follows. We provide a literature review and align our work with the relevant literature including brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention. The data and methodology and results sections follow. Finally, some concluding comments are provided.

LITERATURE REVIEW

According to Herbig & Milewicz (1994), brand reputation is consumers' consistent judgment of the products or services of a brand over a period of time. In other words, brand reputation is the synthesis of consumers' attitudes toward and perceptions of a brand over time (Punjaisri & Wilson, 2007). Simonin & Ruth (1998) defined brand reputation as customers' familiarity with, awareness of, or impression with, the reliability of a brand. Wang (2009) suggested that brand reputation is a business' or organization's image and brand awareness among the general public.

Brand identification is also viewed as "brand identity". It refers to visible elements of a brand, such as logo and symbol, that identify and distinguish the brand in the consumers' mind. From a brand managers' viewpoint, it is the way that a business wants consumers to perceive its brand (Aaker, 1996; Keller, 1998). Bergami & Bagozzi (2000) defined brand identification as consumers' recognition of a brand. Lu (1996) suggested that brand identification is the degree to which consumers psychologically favor a specific brand among products of the same category. Lastovica & Gardner (1978) showed that brand identification is a method of brand selection for customers. Kapferer (1992) also pointed out that brand identification is the foundation for delivering brand messages to customers. The messages include signs, data, and other product-related information. Brand identification covers numerous dimensions, including product attributes, brand personality, culture, and consumer relationships.

Aaker (1991) defined perceived quality as a customer's perception of the overall quality of a product or service. It is the customer's subjective preference and satisfaction with the overall quality of the product or service of a brand compared to alternative brands (Chen & Yeh, 2007). Zeithaml (1988) suggested that perceived quality is the consumer's judgment about a product's overall excellence or superiority. In a research of the effect of perceived quality and customer knowledge on customer loyalty, Huang (2006) viewed perceived quality as perceived value of the attributes of the product or service. She argued that customers recognize the quality of an attribute of a product or service when the perceived value of the attribute exceeds its cost.

Heskett, Sasser & Schlesinger (1997) defined perceived value as a ratio of the customer's perceived quality earned to the price or cost when buying a product or service. Teas & Agarwal (2000) mentioned that perceived value is the customer's judgment of a product or service based on perceptions of what is sacrificed and what is earned. Customers' intention to buy a product or service is affected by the perceived value of the product or service. Oliver & Desarbo (1988) suggested that consumer perceived value has its root in equity theory. When buying a product or service, if the outcome received by the customer exceeds all the costs incurred, consumers will perceive a higher value of the product or service.

Martineau (1960) defined corporate image as the sum of consumers' perceptions, attitudes, and judgments of an organization by its activities or behaviors. Barich & Kotler (1991) described corporate image as the overall impression an organization or company has made on the general public's mind. Dowling (1986) pointed out that corporate image is the result of the interaction of a person's beliefs, ideas, feelings, and impression about an organization. Goldberg & Hartwick (1990) suggested that customers tend to have higher intention to buy from a company and better accept the advertisements of the company when they find its corporate image more reliable.

Dodd, Monroe & Grewal (1991) defined purchase intention as the degree to which the customer is inclined and willing to buy a certain product or service. Zeithaml (1988) stated that purchase intention is based on and driven by perceived benefits and value. Consumers' purchase intention varies by individual intrinsic characteristics, extrinsic characteristics, objective value, quality, and value perceptions. Schiffman & Kanuk (2000) stated that purchase intention is the likelihood of buying a certain product or service, and higher intention indicates higher likelihood. Morwitz & Schmittlein (1992) argued that purchase intention can be a predictor of actual buying behavior. Consumers have an intention to buy a product or service when they have a positive impression with, or a positive attitude toward, the product or service. Hence, purchase intention can be interpreted as the possibility of customer's purchase of a certain product or service.

DATA AND METHODOLOGY

In this study, we examine research questions from Mos Burger consumers' perspective. In assessment of brand reputation. We adopt the questionnaire of brand reputation designed by Wang (2009) to develop a single dimension for measurement. Brand identification is measured by four dimensions, including product, corporate, brand personality, and symbol as integrated and developed by Aaker (1996) & Chen (2011). Stevenson (2002) proposed seven dimensions of perceived quality including product performance, aesthetics, characteristics, safety, reliability, durability, and overall perception. However, durability is excluded because it is not a key factor for fast-food restaurants. This study utilizes six dimensions as follows: product performance, aesthetics, characteristics, safety, reliability, and overall perception to measure perceived quality. Perceived value is measured by four variables introduced by Sweeney and Soutar (2001), including emotional value, social value, price value, and quality value. Corporate image is measured along the three dimensions, institution image, function image and product image, suggested by Walters (1978). Purchase intention is measure it through a single dimension developed by Zeithaml (1988). According to Zeithaml (1988), the purchase intention of consumers is based on perceived benefits and values.

In this study, we will also explore the extent to which perceptions of brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention vary by demographic variables. The research structure of these variables and the impacts on brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention, and consumers' perceptions on them is illustrated in Figure 1.

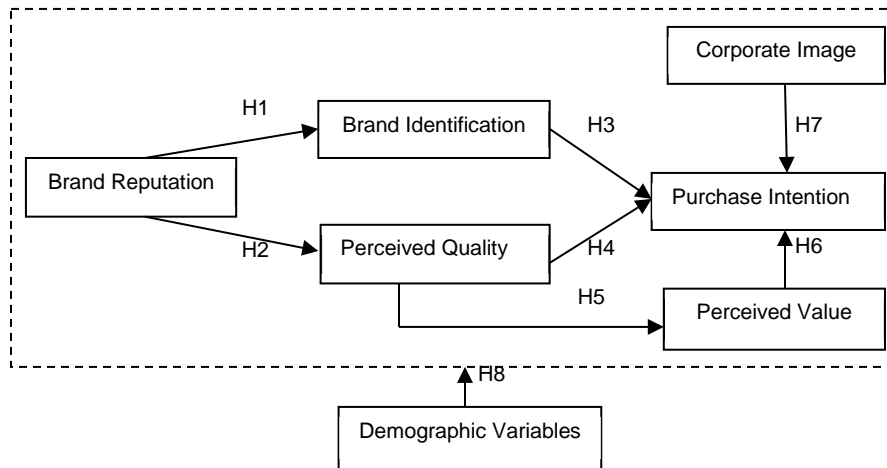
The Impact of Brand Reputation on Brand Identification

Brand image is part of brand reputation. Therefore, brand reputation in this study includes brand image. In the past, many researchers also proposed the effect and relationship between brand image and consumers' own brand identification. Hawkins et al. (2005) pointed out that consumers choose the brand that is consistent with their own image. Higher consumers' satisfaction with the brand image leads to a higher tendency toward consumer's brand identification. Wang (2009) explored the Influence of brand reputation, interactive relationship of service providers and students on students' word-of-mouth behavior for universities. The result of this study shows that brand reputation of universities and colleges has a significantly positive effect on brand identification of undergraduates based on brand reputation as the measure dimension. Higher brand reputation of universities leads to a higher tendency toward brand identification of undergraduates.

Chen and Chuang (2011) showed that brand reputation of universities and colleges has a significantly positive impact on brand identification of undergraduates. In addition, Ting & Wang (2011) found, from word-of-mouth behavior, that university brand reputation and teacher-student relationships both help to enhance undergraduates' brand identification with their own universities. We infer that brand reputation affects consumers' brand identification positively. Therefore, this study proposes the following hypothesis:

H1: Brand reputation is significantly and positively related to brand identification.

Figure 1: Research Structure



This figure shows the research structure of the impacts among brand reputation, brand identification, perceived quality, perceived value, corporate image, purchase intention, and consumers' (Mos Burger) perceptions on them.

The Impact of Brand Reputation on Perceived Quality

Dodds et al. (1991) indicated that higher brand reputation leads to higher perceived quality due to the high overall rating. Grewal et al. (1998) noted that higher brand reputation leads to a higher tendency toward perceived quality. Therefore, brand reputation is positively related to perceived quality. However, Purohit & Srivastava (2001) found that consumers have higher perceived quality through better-reputable retailers. Chen & Yeh (2007) probed the relationships among brand image, brand relationship, and perceived quality of cosmetics brands. Their evidence suggested that functional brand image (brand reputation) has a significant and positive effect on perceived quality. Tsai's (2005) study of the fried chicken fast food restaurant revealed that brand reputation is positively related to perceived quality. We infer that brand reputation affects perceived quality positively. Therefore, this study proposes the following hypothesis:

H2: Brand reputation is significantly and positively related to perceived quality.

The Impact of Brand Identification on Purchase Intention

The process of brand identification is related to self-cognition through the cognition of brand. This implies the individual owns attitude and opinion about a brand. Many studies in the past, have found that brand identification of consumer attitude has a direct and strong effect on purchase intention (Bruner & Kumar, 2000; MacKenzie & Lutz, 1989; Wahid & Ahmed, 2011). Huang & Huang (2014) found, in their study of the impact of consumer participation in online community activities on purchase intention, that brand identification has the most effect on purchase intention. Tsai et al. (2014) examined the influences of brand story and brand strength on consumer-brand identification and purchase intentions. Their findings showed consumer-brand identification has a significant positive impact on purchase intention. Based on this literature, we infer that brand identification affects purchase intention positively. Therefore, this study proposes the following hypothesis:

H3: Brand identification is significantly and positively related to purchase intention.

The Impact of Perceived Quality on Purchase Intention

Perceived quality plays an important role in the purchase behavior of consumers. When consumers evaluate a product, the product quality is the first factor considered. Therefore, consumers' perceived quality of products directly enhances their purchase intentions (Monroe & Krishnan, 1985). According to Thaler (1985), a better perceived product quality is associated with higher purchase intention. Chen (2014) investigated the impact of motivation, involvement, perceived quality, and perceived value on purchase intention for protectors. Their empirical evidence also confirmed that perceived quality is most related to purchase intention of personal safety protectors for riders of large heavy motorcycles.

Tsai (2013) examined consumers' perceived quality and purchase intention towards the clothing brand country of origin and country of manufacture. She found that perceived quality and purchase intention are positively related. Pan (2012) conducted a survey study of the relationship between consumer perceived quality, perceived value and purchase intention of national apparel brands. Her study showed that consumers' perceived quality and purchase intention are positively related. Lin's (2014) research of the impact of brand image, perceived quality, and perceived value on purchase intention for baking bread indicated that perceived quality has a significantly positive effect on purchase intention for consumers who purchase baking breads. The findings of Monroe & Krishnan (1985) also confirmed that perceived quality of consumer product has a significantly positive influence on purchase intention. From the above-mentioned literature, we infer that perceived quality affects purchase intention positively. Therefore, this study proposes the following hypothesis:

H4: Perceived quality is significantly and positively related to purchase intention.

The Impact of Perceived Quality on Perceived Value

Monroe & Krishnan (1985) analyzed the impact relationships among perceived quality, perceived value, and perceived sacrifice. They found that perceived value is a result of the perceived quality relative to the perceived sacrifice of consumers. Therefore, higher perceived quality leads to higher perceived value. Zeithaml (1988) also empirically confirmed that consumers' perceived quality for the product and perceived value are positively related. Chen (2013) explored relationships among perceived price, perceived quality, perceived value to customer satisfaction and customer loyalty for the popsicle industry in Hualien. His findings suggested that perceived product quality has a positive impact on perceived value.

Wang (2014) also conducted a study to investigate consumer's purchase intention for 4G LTE mobile internet services and found that consumer's perceived quality can positively affect his perceived value. In a study on customer perceived quality, perceived value, and satisfaction of the budget airline, Chen (2014) showed that the perceived quality of customers is positively related to perceived value. Lin (2014) found that perceived quality has a significantly positive influence on perceived value for consumers who purchase baking breads. From the above-mentioned literature, we infer that perceived quality affects perceived value positively. Therefore, this study proposes the following hypothesis:

H5: Perceived quality is significantly and positively related to perceived value.

The Impact of Perceived Value on Purchase Intention

Dodds et al. (1991) pointed out that customers usually have an acceptable price in their minds when they buy a product. Perceived value is referred to as the price of the product sold which is lower than perceived appropriate in the consumer's mind. Therefore, purchase intention is enhance with increase of perceived value. Wei & Chuage (2010) investigated the impact of psychological risk, product knowledge and perceived quality on consumer purchasing intention. Their empirical evidence confirmed that consumer's

perceived value for 3G mobile phones is positively related to purchase intention. In a study of the impact of brand image and perceived value on purchase intention for Quaker health food, Chao (2012) also found that perceived value has a significantly positive influence on purchase intention.

Chen (2014) explored the research of purchase intention of personal safety protectors and indicated that perceived value for riders of large heavy motorcycles is positively. Lin (2014) pointed out in his study of the effect of brand image, perceived quality, and perceived value on purchase intention for baking bread that perceived value and purchase intention are positively related. From the above-mentioned literature, we infer that perceived value affects purchase intention positively. Therefore, this study proposes the following hypothesis:

H6: Perceived value is significantly and positively related to purchase intention.

The Impact of Corporate Image on Purchase Intention

Hawkins et al. (2004) argued that product image can affect consumers' purchasing decisions and purchase intention. When consumers have a positive image or impression for the enterprise, they promote purchase intentions. Lin & Tseng (2008) analyzed the influence of brand strategy and corporate image on consumer purchase intention and found that the corporate image has a positive effect on customer purchase intention. Corporate image enhances consumers' perception of an enterprise, product or service, and reduces the uncertainty of those who make purchase decisions to promote purchase intention of goods provided by firms with good image (Robertson & Gatignon, 1986). Better corporate image leads to higher purchase intention (Wu et al., 2012).

Chen (2002) also noted that a good corporate image can make consumers better trust the product or service thereby enhancing satisfaction and purchase intention of the product or service. Chiang's (2013) study of the relationship among corporate image, convenient, promotions, website functions and customer's purchase intention revealed that corporate image has a significantly positive relationship and impact on customer's purchase intention. From the above-mentioned literature, they inferred that corporate image affects purchase intention positively. Therefore, this study proposes the following hypothesis:

H7: Corporate image is significantly and positively related to purchase intention.

Perception Differences of Demographic Variables for Brand Reputation, Brand Identification, Perceived Quality, Perceived Value, Corporate Image, and Purchase Intention

Lin et al. (2013) conducted a survey study of coffee chain stores. Their study showed that consumers' perception of brand reputation varies significantly by demographic variables. Hong (2006) showed that consumer perception of brand identification varies by demographic variables in a study of brand identity on basketball shoes. Chen & Yeh (2007) investigated the perceived quality of cosmetics through demographic variables. In their study, customers' perceived quality varies across age, occupation, and gender. In Liu & Ruan's (2014) research of the relationship between users' perceived value and satisfaction of applications on smart mobile devices, users' perceived value varies by demographic variables. Chiang (2013) also pointed out that consumer perception of corporate image varies through demographic variables.

Lee et al. (2009) also confirmed that customer perception of online purchase intention varies by demographic variables in a study of purchase motivation when on-line shopping. We infer that demographic variables have different perceptions on brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention. Therefore, this research proposes the following hypothesis:

H8: Demographic differences exist in perception of brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention.

Data

We use seventy question items including brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention in this research (excluding demographic variables). We distributed a total of 560 copies of the questionnaire across the nation. We calculated the minimum sample size from every region and excluded duplicate responses or responses with incomplete answers based on population statistics by region as released by Directorate-General of Budget, Accounting, and Statistics, Executive Yuan in 2014.

This study was based on data from the questionnaire titled “An Effect of the Key Factors on Purchase Intention.” We eliminate responses with incomplete answers or too many unanswered questions. Acceptable responses were coded and filed. Finally, 470 acceptable responses were obtained, 152 of which came from northern Taiwan, 167 from central Taiwan and 151 from southern Taiwan and other areas. The response rate was 83.93%. The questionnaires were distributed to consumers who had purchased at the Fast Food Restaurant- Mos Burger. We surveyed restaurants across Taiwan including the northern area, the central area, the southern area, and the eastern area in Taiwan. The data were collected for the period 9/1/2014 through 12/31/2014.

RESULTS

Data analyses were completed using SPSS 22.0 and AMOS 21.0. The methods adopted included reliability analysis, one sample t-test analysis, factor analysis, correlation analysis, linear structural relation model, independent sample t-test analysis, and one-way analysis of variance.

Reliability values of all factors were greater than 0.7, with the overall reliability coefficient of Cronbach’s α at 0.961, which indicates high-level stability of the reliability of questionnaires administered in this study (Devellis, 1991). Correlation coefficients between revised items and overall items in this study were greater than 0.4 thereby meeting the requirement proposed by Choi & Lee (2003). Overall, the data demonstrate high level of stability and consistency, enabling subsequent analysis results to be more significant.

One Sample t Test Analysis

The analysis utilized a one sample t-test to test null hypothesis $H_0: \mu$ (mean of the population) ≤ 3 , while alternative hypothesis $H_1: \mu > 3$. Results show the degree of satisfaction (agreement) analyzed by each question of the questionnaire. In the areas of brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention, all questions show $p=0.000$, which is less than the level of significance of $\alpha=0.001$. The results show that for questions on brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention, most participants selected the options satisfied (agreed) or very satisfied (very agreed). Therefore, we conclude that questions on brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention have reached the “satisfy” (“agree”) or above consensus level.

Factor Analysis

We use Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy proposed by Kaiser (1974) to evaluate if data are appropriate for factor analysis. KMO ranges between 0 and 1. $KMO = 1$ indicates that all the variables can be completely explained by other variables. To meet the requirement for factor analysis, the KMO value should be greater than 0.6. According to Chang (2000), the suggested conditions for factor analysis include factor loadings > 0.4 , eigenvalue > 1 , and cumulative variance explained $> 50\%$.

Wu (2011) proposed the Bartlett's sphericity test to examine if data are good for factor analysis. In Bartlett's test, the correlation coefficient between variables is tested. A significant coefficient indicates the presence of common factors in the correlation matrix, and data are good for factor analysis. In our factor analysis, all the variables met the suggested levels of KMO, Bartlett's test, factor loading, eigenvalue, and cumulated variance explained. In other words, our study variables are appropriate, meaningful, and reliable. We performed principal component analysis (factor analysis) to extract one dimension of brand reputation, named "brand reputation", four dimensions of brand identification, respectively named "product", "symbol", "corporate", and "brand personality", six dimensions of perceived quality, respectively named "aesthetics", "product performance", "safety", "overall perception", "reliability", and "characteristics", four dimensions of perceived value, respectively named "emotional value", "social value", "price value", and "quality value", three dimensions of corporate image, respectively named "institution image", "product image", and "function image", and one dimension of purchase intention, named "purchase intention".

Correlation Analysis

Using correlation analysis, we assessed whether a significantly positive correlation exists between brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention. Pearson's correlation analysis method was employed to analyze the correlation between brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention. Results show that a significantly positive correlation exists between brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention.

Linear Structural Relation Model

A linear structural relation model (Structural Equation Modeling; SEM) is created to examine whether the path coefficient of the variables was significant. The goodness-of-fit test was conducted on the factors of brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention. For assessment indices of the goodness-of-fit of the overall model, we used the chi-square/degree of freedom (χ^2/df) value. The value for this study was 1.343, which means that it had considerable explanatory abilities. Moreover, goodness-of-fit index (GFI) 0.873, adjusted goodness-of-fit index (AGFI) 0.834, normed fit index (NFI) 0.865, and comparative fit index (CFI) 0.960 were obtained for the data. These figures were acceptable values being greater than 0.8 (inclusion; the lowest standard value) (Scott, 1994). Root mean square residual (RMR) value was 0.019, within the acceptable level, and root mean square of approximation (RMSEA) value was 0.027, which is also within an acceptable level.

Results show that overall structure of the model employed in this study possessed good fit, with a level of significance of $\alpha = 0.001$. The standardized regression coefficient of consumers' perceptions of brand reputation related to brand identification was 0.845, with a p-value less than the significance level of $\alpha = 0.001$. The results show a positive and direct correlation exists between the two variables. Higher satisfaction of brand reputation increases consumers' satisfaction with brand identification.

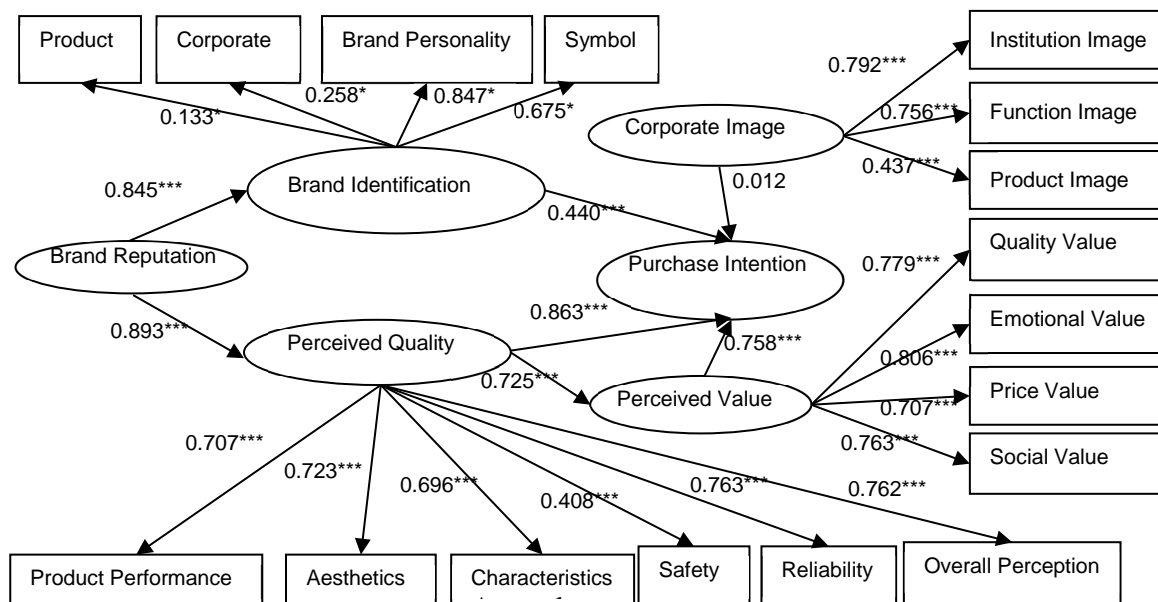
The standardized regression coefficient of brand reputation related to perceived quality was 0.893, with a p-value below the level of significance $\alpha = 0.001$. This finding shows that a positive and direct correlation exists between the two variables. Higher satisfaction of brand reputation increases perceived quality. The standardized regression coefficient of brand identification related to purchase intention was 0.440, with the p-value below the level of significance of $\alpha = 0.001$. The findings show that a positive and direct influence exists between the two variables. Higher satisfaction of brand identification increases purchase intention.

The standardized regression coefficient of perceived quality related to purchase intention was 0.863, with the p-value below the level of significance of $\alpha = 0.001$. The findings show that a positive and direct influence exists between the two variables. Higher satisfaction of perceived quality increases purchase

intention. The standardized regression coefficient of perceived quality related to perceived value was 0.725, with the p-value below the level of significance of $\alpha = 0.001$. The findings show that a positive and direct influence exists between the two variables. Higher satisfaction of perceived quality increases perceived value. The standardized regression coefficient of perceived value related to purchase intention was 0.758, with the p-value below the level of significance of $\alpha = 0.001$. The findings show that a positive and direct influence exists between the two variables. Higher satisfaction of perceived value increases purchase intention. The standardized regression coefficient of corporate image related to purchase intention was 0.012, with the p-value above the level of significance of $\alpha = 0.001$.

The findings show a positive and direct influence doesn't exist between the two variables. Higher satisfaction of corporate image doesn't increase purchase intention. Overall, a total of six paths were significantly positive and the results supported Hypotheses 1, 2, 3, 4, 5, and 6 (H1, H2, H3, H4, H5, H6). But, one path was not significantly positive and the result didn't support Hypotheses 7 (H7). Based on the above illustration, the path analysis of the goodness-of-fit of the overall model is displayed in Figure 2.

Figure 2: The Path Analysis of the Goodness-of-Fit Structure of the Overall Model



This figure shows the regression estimates of the equation: $Y1=0.845X1$ ($Y1$: brand identification; $X1$: brand reputation; the standardized regression coefficient was 0.845); the regression estimates of the equation: $Y2=0.893X1$ ($Y2$: perceived quality; the standardized regression coefficient was 0.893); the regression estimates of the equation: $Y3=0.440Y1$ ($Y3$: purchase intention; the standardized regression coefficient was 0.440); the regression estimates of the equation: $Y3=0.863Y2$ (the standardized regression coefficient was 0.863); the regression estimates of the equation: $Y4=0.725Y2$ ($Y4$: perceived value; the standardized regression coefficient was 0.725); the regression estimates of the equation: $Y3=0.012Y5$ ($Y5$: corporate image; the standardized regression coefficient was 0.012); the regression estimates of the equation: $Y3=0.758Y4$ (the standardized regression coefficient was 0.758). ***indicates significance at the 0.1 percent level, *indicates significance at the 5 percent level.

Independent Sample t-Test Analysis

We further performed independent sample t-test to compare perceptions of brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention between genders. Levene's test, with assumption of equal variances, showed no significant difference in perception of brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention between genders.

One-Way Analysis of Variance

One-way ANOVA is a method for analyzing perceptual differences across demographic variables. We first used the test of homogeneity to examine if the assumption of homogeneity of variance was violated. An insignificant p-value indicates that data are good for ANOVA. In ANOVA, a significant p-value is required for subsequent Scheffé's post-hoc comparison. The analysis results showed that consumers' perceptions of brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention did not vary significantly by age, marital status, education degree, occupation, place of residence, average monthly income, and average yearly frequency of consumption or purchase. Hence, H8 was not supported.

CONCLUDING COMMENTS

In this study, the subjects are consumers of Mos Burger in Taiwan (north, central, south, east, and offshore islands). We administered a questionnaire to explore the relationship of brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention. Our findings are summarized as follows: The one-sample t-test showed that scores for brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention were all above the "agree" level. Correlation analysis confirmed that brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention were all positively inter-related to the level of significance. The theoretic model was further tested using structural equation modeling. The results indicated good model fit. The effects analysis showed that brand reputation had a significantly positive and direct effect on brand identification and perceived quality. Brand identification, perceived quality, and perceived value had a significantly positive and direct effect on purchase intention. Perceived quality had a significantly positive and direct effect on perceived value and purchase intention indirectly affects purchase intention through perceived value.

The results supported Hypotheses 1, 2, 3, 4, 5, and 6 (H1, H2, H3, H4, H5, H6), but they did not support Hypotheses 7 (H7). The independent-sample t-test showed that consumers' perceptions of brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention did not significantly differ between genders. In further one-way ANOVA, we confirmed that perceptions of brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention did not significantly vary across other demographic variables either. Thus, Hypothesis 8(H8) was not supported. This study has a limitation in collecting the data of the questionnaires by the convenient sampling method due to limited time, cost and labor. The result of this study also could not be generalized to the perceptions of all Mos Burger consumers in other countries because it only investigated the consumers for the domestic Mos Burger in Taiwan. Another limitation of this paper occurs because consumers took a long time to fill out the questionnaires with some having an unserious attitude regarding the questionnaire.

In a future research, we plan to examine other types of the fast food restaurants such as McDonald's, Kentucky Fried Chicken(KFC), and Burger King. Doing so will enable us to understand whether differences in consumers by type of restaurant produce different results. Another interesting issue would explore the influence of other interference variables such as herding behavior, personality characteristic, and perceived risk on influence brand reputation, brand identification, perceived quality, perceived value, corporate image, and purchase intention.

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BIOGRAPHY

Chin-Hung Liu (Corresponding Author) is a Professor of the Department of Business Administration at National Chin-Yi University of Technology, Taiwan.

Ching-Wen Liao works at Department of Internet Marketing of Nowfood Biochemical Technology Company, Taiwan.