

**INFLUENCE OF BRAND PERSONALITY ON CUSTOMER LOYALTY IN
FAST FOOD RESTAURANTS IN KISUMU CITY, KENYA**

**Annah Bonareri Nyatangi
HPM-4-2401-17**

**A RESEARCH PROJECT REPORT SUBMITTED TO THE SCHOOL OF
HOSPITALITY AND TOURISM MANAGEMENT IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF THE
BACHELORS DEGREE IN HOSPITALITY MANAGEMENT OF
GRETSA UNIVERSITY**

DECEMBER 2019

DECLARATION

Declaration by the Student

This research project report is my original work and has not been presented for award of a degree or for any similar purpose in any other institution.

Signature: _____ Date: _____

Annah Bonareri Nyatangi – HPM-4-2401-17
School of Hospitality and Tourism Management
Gretsa University.

Declaration by the Supervisor

This work has been submitted with my approval as a University supervisor:

Signature: _____ Date: _____

John Gitau

Lecturer, School of Hospitality and Tourism Management
Gretsa University.

TABLE OF CONTENTS

DECLARATION	ii
TABLE OF CONTENTS	iii
LIST OF FIGURES	vii
ABBREVIATIONS AND ACRONYMS	viii
OPERATIONAL DEFINITIONS OF TERMS	ix
ABSTRACT.....	x
CHAPTER ONE.....	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of Research Problem	2
1.3 Purpose of the Study	3
1.4 Objective of the Study	3
1.4.1 General Objective	3
1.4.2 Specific Objectives	3
1.5 Study Hypotheses.....	4
1.7 Significance of the Study	4
1.8 Scope of the Study	4
1.9 Limitations of the Study.....	4
1.10 Study Conceptual Framework.....	5
CHAPTER TWO	7
LITERATURE REVIEW	7
2.0 Introduction.....	7
2.1 The Concept of Customer Loyalty.....	7
2.2 Brand Personality.....	7
2.3 Theoretical Frameworks	9
CHAPTER THREE	11
RESEARCH METHODOLOGY.....	11
3.0 Introduction.....	11
3.1 Research Design.....	11
3.2 Study Area	11
3.3 Target Population.....	11
3.4 Sampling Techniques.....	12

3.5 Sample Size.....	12
3.6 Research Instruments	12
3.7 Pre-Testing.....	12
3.8 Validity and Reliability of the Questionnaire	13
3.8.1 Validity of the Questionnaire.....	13
3.8.2 Reliability of the Questionnaire	13
3.9 Data Collection Techniques	13
3.10 Data Analysis	14
3.11 Logistical and Ethical Considerations	14
CHAPTER FOUR.....	15
FINDINGS AND DISCUSSIONS	15
4.1 Introduction.....	15
4.2 Response Rate.....	15
4.3 Participants’ Demographics	15
4.4 Descriptive Results of the Study Constructs.....	16
4.4.1 Customer Loyalty.....	16
4.4.2 BP Sincerity	17
4.4.3 BP Excitement	17
4.4.4 BP Competence.....	18
4.4.5 BP Sophistication.....	19
4.5 Testing of Study Hypotheses	19
CHAPTER FIVE	20
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	20
5.1 Introduction.....	20
5.2 Summary of Findings.....	20
5.2.1 Objective 1: the influence of BP sincerity on customer loyalty	20
5.2.2 Objective 2: the influence of BP excitement on customer loyalty.....	20
5.2.3 Objective 3: the influence of BP competence and customer loyalty	20
5.2.4 Objective 4: the relationship between BP sophistication and customer loyalty ..	21
5.3 Conclusions.....	21
5.4 Recommendations for Practice	21
5.5 Recommendations for Future Research	21
References.....	23
APPENDICES	26

Appendix 1: Letter of Introduction	26
Appendix 2: Questionnaire for the Customers Dining in the Fast Foods	27

LIST OF TABLES

Table 3. 1. Reliability results	13
Table 4. 1. Respondents Bio-data	15
Table 4. 2. Mean scores of the level of agreement (customer loyalty factors)	16
Table 4. 3. Mean scores of the level of agreement (BP Sincerity factors)	17
Table 4. 4. Mean scores of the level of agreement (BP Excitement factors).....	17
Table 4. 5. Mean scores of the level of agreement (BP competence factors).....	18
Table 4. 6. Mean scores of the level of agreement (BP competence factors).....	19
Table 4. 7. Correlations Among brand personality traits and customer loyalty	19

LIST OF FIGURES

Figure 1.1: Conceptual Framework for Investigating the Influence of Brand
Personality on Customer Loyalty in Fast Restaurants in Kisumu City5

ABBREVIATIONS AND ACRONYMS

AMA – American Marketing Association

BPS – Brand Personality Scale

SPSS - Statistical Package for Social Sciences

UNWTO – United Nations World Tourism Organization

USA – United States of America

OPERATIONAL DEFINITIONS OF TERMS

The following key terms are defined as follows:

Brand Personality: set of human characteristics related to a brand.

Customer Loyalty: positive feelings towards a brand and dedication to purchase the same product or service repeatedly now and in the future from the same brand, regardless of a competitor's actions or changes in the environment.

ABSTRACT

Branding plays a significant role in the hospitality organizations because strong brands enhances guests' trust of the service that has been characterized as unseen. Therefore, the purpose of this study was to establish the influence of brand personality on customer loyalty in fast food restaurants in Kisumu City. In particular, the study sought to establish whether brand personality sincerity, excitement, sophistication, and competence influence customer loyalty among customers of fast food restaurants. A descriptive cross-sectional study of 100 customers through self-administered questionnaires was conducted. The study used convenience sampling technique to select customers dining in the restaurants for inclusion in the study sample. All variables were measured using constructs derived from literature. Content validity was used to assess the validity of the questionnaire whereas Chronbach's Alpha was used to assess the reliability of the constructs. Descriptive statistics (means, mean rankings, percentages, and standard deviations) were used to summarize the quantitative data. Pearson correlation technique was used to establish interrelationships between the study variables and as a test for the study hypotheses. Correlation analysis revealed strong statistically significant relationship between brand personality sincerity and customer loyalty. Moreover, brand personality excitement, competence, and sophistication were found to have weak positive statistically significant relationships with customer loyalty. The study concludes that brand personality sincerity is the most influential factor on customer loyalty. Also, brand personality traits (sincerity, excitement, competence, and sophistication) are related with customer loyalty. The study recommends management of the fast food restaurants in Kisumu should focus on developing strategies directed towards ensuring that the promises to customers are delivered as this would ascertain sincerity of the services provided. Also, the Management of fast food restaurants in Kisumu city should focus on all aspects of brand personality investigated in the study (sincerity, excitement, competence, and sophistication) as all of them are crucial towards creating and maintaining good customer relationships, hence, loyalty.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Competition is good to consumers in the market. Kandampully and Suhartanto (2000) have agreed with this statement when they pointed out that, increased competition has had major benefits for the customers, namely: increased choice, enhanced and improved levels of service delivery, and increased value for money for products and services purchased.

While this is the case, competitiveness, shifting customer preferences and increased proliferation of new brands in the hospitality industry, restaurants have had to redefine and strengthen their brand image in pursuit of assisting customers to differentiate one fast food restaurant from its competitors. A strong fast food brand is seen as a precondition to thrive in an environment characterized by increased competition. According to Bailey and Ball (2006), increased competition in the hospitality industry has made many organizations to concentrate and focus on developing branding strategies in order to remain competitive and relevant in the eyes of customers.

Branding plays a significant role in tourism organizations because strong brands enhances guests' trust of the service that has been characterized as unseen (Berry, 2000). Thus, there has been growing emphasis for building and managing brands as a principal driver for the success of hospitality organizations (Kim & Kim, 2004). Bailey and Ball (2006) have argued that, the view that a brand can be an important driver towards success—which have value to both the organization owning the brand and the customers—has led to brand equity. This emanates from the greater

confidence customers place in a selected brand than they do in its competitors, which translates into many possible benefits to an organization: enhanced brand loyalty, increased profits and market share (Hsieh, 2004).

American Marketing Association (AMA) defines a brand as a name, term or design or a conglomeration of them all, directed towards identifying the products and services of one organization and to distinguish it from those in competition (Keller, 2003). Kotler (2008) refers to branding as a process to serve customers and can be applied to anything from products and services to companies. This process yields identity for products and services and distinguishes them from competition (Kotler, 2008).

Branding has major influences on customers' purchase intentions (Batra & Homer, 2004), consumer's willingness to recommend the brand (Rio, Vazquez & Ulengin, 2003), and customers' evaluations of extended brands (Kwun & Oh, 2007) which are all measures of customer's loyalty towards a particular brand.

1.2 Statement of Research Problem

There has been increased competition in the hospitality sector and progressively more demanding customers forcing the hospitality establishments including hotels and restaurants to focus more on positive branding.

The tremendous growth of the tourism industry has led to heightened competition in the market. In spite of this competition, the industry is facing the challenges of retaining customers (Esch, Langner, Schmitt, & Geus, 2006; Schuiling & Kapferer, 2004).

As the hospitality industry is being challenged to improve its market performance through customer loyalty, identifying the influence of brand personality on customer

loyalty could be a fundamental question for researchers and practitioners in the industry. Even though studies of customer loyalty in the industry have been conducted by scholars in recent years (e.g., Back, 2005; Wanke, Herrmann, & Schaffner, 2007; Kwun & Oh, 2007), there is still inadequate research conducted from the fast food restaurants' point of view owing to the high contribution of this sector of the hospitality industry.

In Kenya, many studies related to companies' customer loyalty have been conducted in areas of marketing and businesses such as commercial banks. Thus, there is little research in the Kenyan restaurant industry—a deficiency that makes it difficult for managers of these establishments to better understand how customers evaluate them as pertains their service delivery through the prism of brand personality.

1.3 Purpose of the Study

The purpose of the study was to investigate the influence of brand personality on customer loyalty.

1.4 Objective of the Study

1.4.1 General Objective

To investigate the influence of brand personality on customer loyalty. The following specific objectives guided the study:

1.4.2 Specific Objectives

1. To determine the influence of brand personality sincerity on customer loyalty.
2. To investigate the influence of brand personality excitement on customer loyalty.
3. To assess the influence of brand personality competence on customer loyalty.
4. To examine the relationship between brand personality sophistication and customer loyalty.

1.5 Study Hypotheses

1. H₀₁: There is no statistically significant relationship between brand personality sincerity and customer loyalty.
2. H₀₂: There is no statistically significant relationship between brand personality excitement and customer loyalty.
3. H₀₃: There is no statistically significant relationship between brand personality competence and customer loyalty.
4. H₀₄: There is no statistically significant relationship between brand personality sophistication and customer loyalty.

1.7 Significance of the Study

The study findings make specific contributions to the management of fast food restaurants in Kisumu City. The findings of the study are useful in setting standards specifically addressing areas concerned with customer retention. Fast food restaurant marketers and top management will be able to identify key personalities customers associate their organizations with, thus will be able to develop sound marketing strategies and develop products that sync with such traits. This study also makes specific contributions to the body of knowledge specifically on the understanding of the influence of brand personality on customer loyalty in areas of fast food restaurants.

1.8 Scope of the Study

The study covered the influence of brand personality attributes on customer loyalty in fast food restaurants situated in the confines of Kisumu City. The customers dining in the selected fast food restaurants were considered as study respondents.

1.9 Limitations of the Study

The proposed study has several limitations even though it makes significant contributions to the management of fast food restaurants in Kisumu City. First, since the data were collected in fast food restaurants in Kisumu City, there are issues with generalization of the study findings to other fast food restaurants in other major cities and towns. Second, the use of descriptive cross-sectional research design only allowed the researcher to establish the relationships among the study variables as they are at the time of the study. Thus, the study does not capture future changes in customer loyalty as a result of change in time.

1.10 Study Conceptual Framework

Figure 1.1 is the proposed study conceptual framework. The framework depicts the relationship between the study independent variables (brand personality) and the dependent variable (customer loyalty). On the basis of the framework, brand personality traits (sincerity, excitement, competence, and sophistication) have a statistically significant direct influence on customer loyalty.

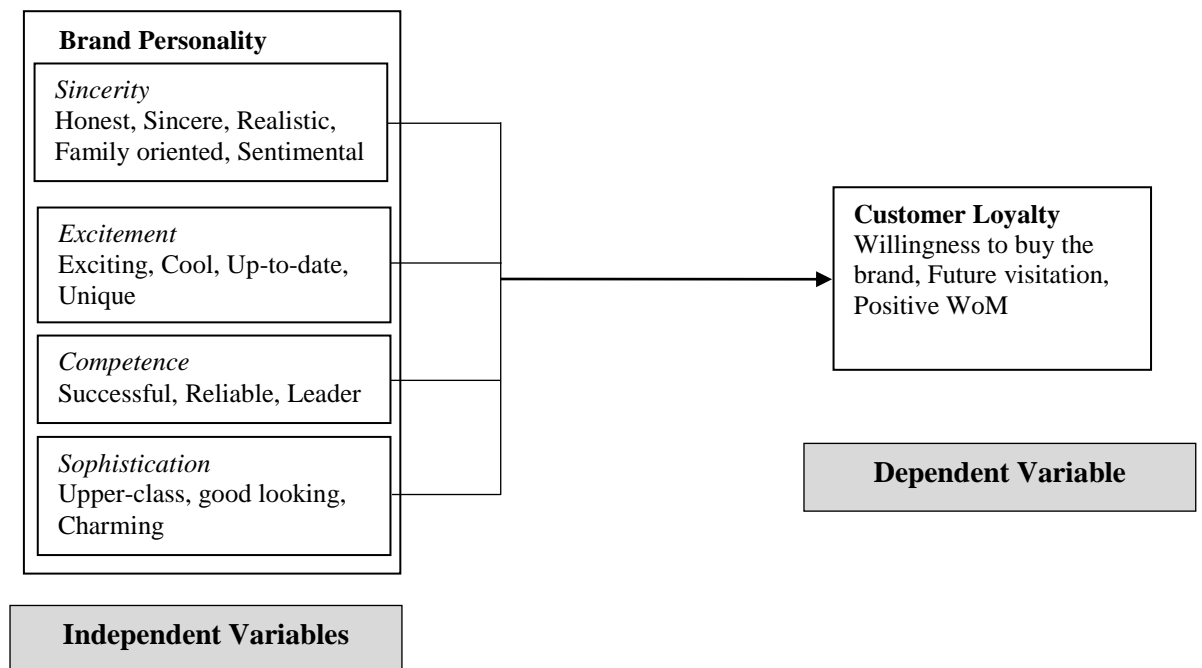


Figure 1.1: Conceptual Framework for Investigating the Influence of Brand Personality on Customer Loyalty in Fast Restaurants in Kisumu City

Source: Brand personality (Aaker, 1997), Customer loyalty (Chaudhuri & Holbrook (2001)

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The chapter discusses the review of literature based on the following sub headings:
The concept of customer loyalty, brand personality, and the theoretical models supporting the study.

2.1 The Concept of Customer Loyalty

Customer loyalty is reflected as a form of behavioral intention and is defined as the degree to which a person has formulated conscious plans to perform or not perform specified behaviors in the future (Warsha & Davis, 1985). It is more probable for loyal customers to recommend to close friends and relatives or other prospective customers products or services offered by organizations. Customer loyalty in the present study refers to customers' future intentions to visit the fast food restaurant again, saying positive things about the restaurant, recommending the restaurant to others, and revisiting restaurants (Liu & Jang, 2009). Research on customer loyalty has suggested that it is both an attitude and a behavioral practice (Kandampully et al., 2015). According to Jensen and Hansen (2006), as an attitudinal element, customer loyalty refers to a positive disposition towards service to the extent of repurchasing it every time it is needed. As a behavioral practice on the other side, it forms the intention to repeatedly repurchase the service from the same establishment over time (Chen & Chen, 2010).

2.2 Brand Personality

Brand personality is falls under the effective brand management which requires a strategic look of decisions regarding organizations marketing that takes cognizance that any changes made on any marketing strategies for a particular brand may

influence its future success (Keller, 2008). Brand personality suggests that, organization as brands can be personalized with human features and researches on how this can happen have been documented in literature.

According to Aaker (1997), brand personality refers to a set of human characteristics related to a brand. Likewise, according to Azoulay and Kapferer (2003), it refers to a set of human personality traits that are both applicable and relevant to brands. A contemporary approach by Swaminathan et al. (2009) holds that not all consumers equally apply the same setting to a brand's personality, and this is so in physical marketplace settings that do not direct them to clearly focus and concentrate on the reasons that would make them prefer a brand and seek more information about it.

Aaker's (1997) work on brand personality placed emphasis on five vital dimensions – sincerity, competence, excitement, sophistication, and ruggedness. Researchers have argued that, the five dimensions do not all apply to particular industries—it all depends on the industry being investigated. For example, in the tourism researches, the five dimensions have successfully described brand personalities (Kim et al., 2011). For instance, Lee and Back (2010) emphasized on two dimensions (competence and sophistication) in characterizing the personality of brand and acknowledged that, different brands in the same industry have dissimilar brand personalities. Just like a human being, a brand can have a complex personality that ranges across dimensions (Lee & Back, 2010).

Several studies have been carried out in different brands in order to establish the effects of brand personality. For example, Su and Tong (2015) investigated brand personality and brand equity and focused on the sportswear industry using data collected from 420 undergraduates at a large southeastern university in the United

States of America (USA). Results revealed that sportswear brand personality could be described in 53 personality traits in seven dimensions: competence, attractiveness, sincerity, innovation, activity, excitement and ruggedness. However, this study only examined the effect of brand personality on overall brand equity and authors suggested future studies on the effects of brand personality on other dimensions of marketing such as customer loyalty. Besides, the effects of brand personality could also greatly vary depending on the context such as accommodation lodges' brand loyalty.

Sahin and Baloglu (2011) conducted a study and investigated brand personality and destination image of Istanbul, Turkey. They compared the perceived image and personality across different nationalities visiting the city. The survey found out statistically significant perception differences across different nationalities for cognitive and overall image, as well as brand personality perceptions. Moreover, Li, Yen and Uysal (2014) conducted a study on differentiating with brand personality in economy hotel segment with the aim of exploring the applicability of brand personality in the economy hotel segment and whether hotels could use it to differentiate from the competition. Their survey was distributed to a convenience sample of undergraduate students enrolled in an online class at a large university situated in the Southeastern region of USA. They found that brand personality domains could be delineated in the economy hotel sector. While the findings of this study are valuable, the study used only two hotels to represent the economy hotel segment, thus other brands could be researched for more insights. Indeed, other hospitality establishments such as those that are investigated in the present study should be included to allow for results' generalizability.

2.3 Theoretical Frameworks

Jennifer Aaker's (1997) framework on brand personality will form the theoretical underpinnings of the present study. Aaker's (1997) model suggests that, a brand could be personified just like human beings and as such possess characteristics which are categorized into five dimensions (sincerity, excitement, competence, sophistication, and ruggedness). This model will be used extensively in the study to investigate the brand personality traits applicable to fast food restaurants and will form the fundamental background of the study questionnaire.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter discusses the research design, study area, target population, sampling techniques, sample size, instruments, validity and reliability, pre-testing, data collection procedures, analysis techniques, and data presentation. Moreover, logistical and ethical considerations are discussed in the end.

3.1 Research Design

The descriptive cross-sectional research design was used in order to describe the relationships between the study variables (brand personality and customer loyalty) (Mugenda & Mugenda, 2003).

3.2 Study Area

Kisumu is the principal city of Western Kenya, the capital of Nyanza Province and the headquarters of Kisumu District. Kisumu is situated at an altitude of 1131m with direct access to the Winam Gulf, which leads to the vast expanses of the rest of Lake Victoria, covering a total area of 68.000 km² – making it the largest freshwater lake in Africa and the second largest freshwater lake in the world. Kisumu is served by Kisumu Airport, with regular daily flights to Nairobi and elsewhere. It is the third busiest airport in Kenya and recently it was expanded into being an International airport in line with Entebbe and Mwanza airports.

3.3 Target Population

The target population for this study consist of all customers dining in the fast food restaurants during the time of research. These participants were considered to have the information regarding the study topic.

3.4 Sampling Techniques

The study used convenience sampling technique in order to select the participants for inclusion in the study. A convenience sample is simply one where the units that are selected for inclusion in the sample are the easiest to access (Kothari, 2012).

3.5 Sample Size

A sample size is a part of the population chosen for a survey in order to necessitate data collection (Sekaran and Bougie, 2010). According to Kothari (2012), the number of study participants for inclusion in the sample is defined by the nature of the study and the research design. Since the present study is descriptive in nature, Bryman and Bell (2018) argues that 100 cases are enough for data collection, analysis and reporting. Thus, the study collected data from 100 customers.

3.6 Research Instruments

The study used self-administered questionnaires to collect data. The questionnaire was designed with questions based on Likert scale for easier faster data collection, coding and analysis (Kothari, 2012). The use of self-administered questionnaire provides secrecy and privacy as the basic features (Bush & Hair, 1985).

3.7 Pre-Testing

A pre-test was conducted to assess the design of the questionnaire in order to ascertain it collected the intended data from the participants during actual fieldwork. The aim of pre-testing questionnaires was to assess the participants' understanding of the questions and to fine tune the questions (Mugenda & Mugenda, 2003). Pre-testing was used to enhance the validity and reliability of responses. A pre-test of the questionnaire was done in one fast-food restaurant that was not included in the sampling frame during actual data collection exercise to eliminate bias.

3.8 Validity and Reliability of the Questionnaire

3.8.1 Validity of the Questionnaire

Validity refers to the credibility or believability of the research (Kothari, 2012). In order to assess the validity of the questionnaire, the content validity technique was used. The technique was ascertained through the use of supervisor's review and judgment in order to evaluate how well the questions covered the construct considered in the study.

3.8.2 Reliability of the Questionnaire

Reliability refers to the credibility or believability of the research findings (Kothari, 2012). As Sekaran (2003) suggested, Cronbach's Alpha is one of the most commonly used indicators of internal consistency of items and this technique was used to establish the reliability of the survey instrument. Five separate Chronbach's alpha statistics were computed for brand personality (BP) sincerity, excitement, competence, sophistication, and customer loyalty constructs. The results are presented in Table 3.1.

Table 3. 1. Reliability results

Construct	Number of items	Chronbach's Alpha
BP sincerity	5	.785
BP excitement	4	.741
BP competence	3	.856
BP sophistication	3	.941
Customer loyalty	5	.789

As indicated in Table 3.1, all the alpha coefficients were above the cutoff of .70 (Nunnally, 1978), and therefore were considered to indicate the internal consistency of the measurement constructs.

3.9 Data Collection Techniques

Several procedures were considered in order to ensure the process of data collection was smooth. First, the researcher sought and obtained permission approvals from the management of all fast food restaurants that were included in the sampling frame for data collection. Second, self-administered questionnaires were distributed to selected customers. With the help of service employees in selected restaurants, customers were requested to participate in the study. Study participants were also requested to fill the questionnaires and leave them on the table-tops after service.

3.10 Data Analysis

Frequencies and percentage scores were computed for nominal variables, specifically participants' demographic characteristics. Pearson correlation coefficient was used to establish the relationships within the data and for testing the study hypotheses.

3.11 Logistical and Ethical Considerations

Logistics in research refers to all activities that a researcher must perform in order to conduct and complete the proposed study (Mugenda & Mugenda, 2003). Thus, the study logistics involved the researcher obtaining relevant permission approvals. In addition, pretesting of the questionnaires and budget planning, projecting time based on the activities, administering questionnaires, data collection, and gathering the filled questionnaires from the field, editing, coding and entering responses in SPSS comprised other study logistics. With regard to ethical considerations, the researcher informed the participants of their voluntary participation and confidentiality of the information disbursed by the respondents. In addition, participants were briefed before data collection in order to be aware of their participation.

CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.1 Introduction

The chapter presents the results of the analysis of data collected. The data were collected and then processed in response to the research problem posed in chapter one of this research work. The study aimed at establishing the influence of brand personality traits on customer loyalty among fast foods in Kisumu city.

4.2 Response Rate

A total of 100 questionnaires were conveniently distributed to customers in the selected fast foods and were all returned accounting for 100% response rate. This response could be attributed to the fact that the questionnaires were self-administered and participants were encouraged to fill them at the time of research. However, 12 questionnaires had missing data and were therefore excluded from data analysis, yielding 88 useable questionnaires.

4.3 Participants' Demographics

Results of the analysis of respondents' bio data are presented in Table 4.1.

Table 4. 1. Respondents Bio-data

	Frequency (n)	Percent
Sex		
Female	13	50.2%
Male	12	49.8%
Age		
18-25	1	5.5%
26-33	19	72.4%
34-41	4	16.5%
42-49	1	5.6%
50 and above		
Frequency of visit		
Once		54.5%
Two times		
Three times		
times		
Above 4 times		

As shown in Table 4.1, 50.2% of the respondents are female and 49.8% male. The numbers of male and female are nearly equal. Moreover, about 72.4% of the participants were aged between 26 and 33 years. Additionally, majority 54.5% of the respondents had frequented the fast food restaurants for 3 times.

4.4 Descriptive Results of the Study Constructs

4.4.1 Customer Loyalty

The respondents were asked to indicate their perceptions of the degree of agreement of each factor on a five-point Likert scale, where 1 represented “strongly disagree” and 5 denoted “strongly agree”. Table 4.2 illustrates the mean scores of the level of agreement of 5 factors belonging to customer loyalty.

Table 4. 2. Mean scores of the level of agreement (customer loyalty factors)

	n	M	SD	Mean Ranking
I am committed to this restaurant brand	88	4.25	0.48	4 th
I would be willing to pay a higher price for this fast food restaurant brand over others	88	4.75	0.39	2 nd
I will purchase from this fast food restaurant brand the next time	88	4.85	0.27	1 st
I intent to keep purchasing from this fast food restaurant brand	88	4.12	0.56	5 th
I will recommend this fast food restaurant brand	88	4.45	0.34	3 rd

The mean scores of the level of agreement held by respondents for all factors of customer loyalty ranged from 4.12 to 4.85. The highest rated factor was “I will purchase from this fast food restaurant brand the next time,” with a mean score of 4.85. Other factors of customer loyalty that received higher levels of agreement by customers include “I would be willing to pay a higher price for this fast food restaurant brand over others”, “I will recommend this fast food restaurant brand”, and “I am committed to this restaurant brand” with mean scores of 4.75, 4.45 and 4.25 correspondingly. The lowest rated factor was “I intent to keep purchasing from this fast food restaurant brand” with a mean score of 4.12; however, this still lies between agree and strongly agree levels.

4.4.2 BP Sincerity

The respondents were asked to indicate their perceptions of the degree of agreement of each factor on a five-point Likert scale, where 1 represented “strongly disagree” and 5 denoted “strongly agree”. Table 4.3 shows the mean scores of the five factors measuring brand personality sincerity.

Table 4. 3. Mean scores of the level of agreement (BP Sincerity factors)

	n	M	SD	Mean Ranking
The restaurant as a brand is <i>honest</i>	88	4.12	0.51	2 nd
The restaurant as a brand is <i>sincere</i>	88	4.32	0.38	1 st
The restaurant as a brand is <i>real</i>	88	3.25	0.79	4 th
The restaurant as a brand is <i>family-oriented</i>	88	2.12	1.12	5 th
The restaurant as a brand is <i>sentimental</i>	88	4.03	0.77	3 rd

The mean scores of the five factors of brand personality sincerity ranged from 2.12 to 4.32. The highest rated personality trait of the restaurant as a brand was “sincerity” with a mean score of 4.32. Other brand personality factors where respondents rated their level of agreement were “honesty”, “the restaurant is real” and “the restaurant as a brand is sentimental” with mean scores of 4.12, 3.25, and 4.03 respectively. The lowest rated factor of brand personality sincerity was “the restaurant as a brand is *family-oriented*” with a mean score of 2.12; indicating that respondent perceived the restaurants as non-family oriented.

4.4.3 BP Excitement

The respondents were asked to indicate their perceptions of the degree of agreement of each factor on a five-point Likert scale, where 1 represented “strongly disagree” and 5 denoted “strongly agree”. The results are shown in Table 4.4.

Table 4. 4. Mean scores of the level of agreement (BP Excitement factors)

	n	M	SD	Mean Ranking
The restaurant as a brand is <i>exciting</i>	88	4.32	0.36	3 rd
The restaurant as a brand is <i>cool</i>	88	4.75	0.18	2 nd
The restaurant as a brand is <i>up-to-date</i>	88	4.88	0.12	1 st
The restaurant as a brand is <i>unique</i>	88	4.23	0.45	4 th

The mean scores for the 4 factors of brand personality excitement ranged from 4.23 to 4.88. The highest rated factor was “the restaurant as a brand is up-to-date” with a mean score of 4.88. Other factors that received higher level of agreements were “the restaurant as a brand is *cool*” and “The restaurant as a brand is *exciting*” with mean scores of 4.75 and 4.32 correspondingly. The lowest rated factor was “the restaurant as a brand is unique” with a mean score of 4.23; however, it was still above a scale mean of 3.00 showing that the respondents agreed with this factor.

4.4.4 BP Competence

The respondents were asked to indicate their perceptions of the degree of agreement of each factor on a five-point Likert scale, where 1 represented “strongly disagree” and 5 denoted “strongly agree”. The descriptive results of the analysis of the respondents’ data in relation to brand personality competence are exhibited in Table 4.5.

Table 4. 5. Mean scores of the level of agreement (BP competence factors)

	n	M	SD	Mean Ranking
The restaurant as a brand is <i>successful</i>	88	4.25	0.38	2 nd
The restaurant as a brand is <i>reliable</i>	88	4.85	0.19	1 st
The restaurant as a brand is a <i>leader</i>	88	4.07	0.56	3 rd

The mean scores for the five factors of brand personality competence ranged from 4.07 to 4.85 meaning that respondents agreed with them. The highest rated factor was “the restaurant as a brand is reliable” with a mean score of 4.85. The second highly rated factor was “the restaurant as a brand is successful” with a mean score of 4.25. The lowest rated factor was “the restaurant as a brand was a leader” with a mean score of 4.07; however, the mean score was still above the scale mean of 3.00 showing level of agreement.

4.4.5 BP Sophistication

The respondents were asked to indicate their perceptions of the degree of agreement of each factor on a five-point Likert scale, where 1 represented “strongly disagree” and 5 denoted “strongly agree”. Table 4.5 shows the mean scores for the 3 items of brand personality sophistication trait.

Table 4. 6. Mean scores of the level of agreement (BP competence factors)

	n	M	SD	Mean Ranking
The restaurant as a brand is <i>upper-class</i>	88	4.25	0.68	2 nd
The restaurant as a brand is <i>good looking</i>	88	4.85	0.19	1 st
The restaurant as a brand is <i>charming</i>	88	4.23	0.89	3 rd

As indicated, the mean scores ranged from 4.23 to 4.85. The highest rated factor was “the restaurant as a brand is good looking” with a mean score of 4.85. The mean scores for “the restaurant as a brand is upper-class” and “the restaurant as a brand is charming” were 4.25 and 4.23 respectively which were still in the agreement side of the scale.

4.5 Testing of Study Hypotheses

The study hypotheses were tested using Pearson correlation coefficient (r). Table 4.6 shows the correlations between brand personality traits and customer loyalty among fast foods in Kisumu city.

Table 4. 7. Correlations Among brand personality traits and customer loyalty

Variables		Customer Loyalty
BP sincerity trait	Pearson Correlation	.526**
	Sig. (2-tailed)	.000
BP excitement trait	Pearson Correlation	.388**
	Sig. (2-tailed)	.001
BP competence trait	Pearson Correlation	.456**
	Sig. (2-tailed)	.000
BP sophistication trait	Pearson Correlation	.308**
	Sig. (2-tailed)	.000

Notes: n = 88. **. Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 4.6, all items of brand personality traits were found to have statistically significant positive correlations with customer loyalty. The highest correlation was between sincerity and customer loyalty ($r = .526^{**}$). Pearson

correlations for excitement, competence, and sophistication were .388, .456, and .308 respectively. According to these Pearson correlations results, all hypotheses of the study (H_{01} , H_{02} , H_{03} , and H_{04}) were not supported by the study findings, and were therefore rejected.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of the findings, conclusions and recommendations based on the data analyzed in the previous chapter.

5.2 Summary of Findings

5.2.1 Objective 1: the influence of BP sincerity on customer loyalty

Descriptive results on this objective revealed that participants in this study agreed with items measuring sincerity construct. However, respondents indicated that the restaurants as a brand are not family oriented. In addition, correlation results revealed a strong positive statistically significant relationship between BP sincerity and customer loyalty.

5.2.2 Objective 2: the influence of BP excitement on customer loyalty

The study respondents revealed high levels of agreement with factors measuring BP excitement. In addition, correlation results revealed a weak positive statistically significant relationship between BP excitement and customer loyalty.

5.2.3 Objective 3: the influence of BP competence and customer loyalty

The descriptive results of this objective revealed respondents' high level of agreement with the items measuring BP competence. Moreover, correlation analysis indicated a weak positive statistically significant relationship between BP competence and customer loyalty.

5.2.4 Objective 4: the relationship between BP sophistication and customer loyalty

The descriptive results of this objective revealed participants' high level of agreement with the items measuring autonomy. Additionally, results of correlation analysis revealed a weak positive statistically significant relationship between BP sophistication and customer loyalty.

5.3 Conclusions

On the basis of the above-presented summary of findings, the following conclusions are made:

1. Brand personality sincerity is the most influential factor on customer loyalty.
2. Brand personality traits (sincerity, excitement, competence, and sophistication) are related to customer loyalty.

5.4 Recommendations for Practice

Based on the study conclusions, the following recommendation are made:

1. The management of the fast food restaurants in Kisumu should focus on developing strategies directed towards ensuring that the promises to customers are delivered as this would ascertain sincerity of the services provided.
2. The Management of fast food restaurants in Kisumu city should focus on all aspects of brand personality investigated in the study (sincerity, excitement, competence, and sophistication) as all of them are crucial towards creating and maintaining good customer relationships, hence, loyalty.

5.5 Recommendations for Future Research

Several recommendations for further research are made on the basis of the study findings. First, the fieldwork of the study was carried out among fast food restaurants in Kisumu City. A similar study needs to be carried out in other cities and towns in

Kenya and beyond. Second, future research needs to consider using a more vigorous statistical tests that would establish causal relationships among the study variables. Lastly, future researchers should consider conducting a study incorporating other factors that could influence customer loyalty among fast food restaurant.

References

- Aaker, J.L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347-356.
- Azoulay, A. & Kapferer, J. (2003). Do brand personality scales really measure brand personality. *Journal of Brand Management*, 11(2), 143-155.
- Back, K. J. (2005). The effects of image congruence on customers' brand loyalty in the upper middle-class hotel industry. *Journal of Hospitality & Tourism Research*, 29(4), 448–467.
- Bailey, R., & Ball, S. (2006). An exploration of the meanings of hotel brand equity. *The Service Industries Journal*, 26(1), 15–38.
- Chaudhuri, A. & Holbrook, M.B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35.
- Esch, F.R., Langner, T., Schmitt, B. & Geus, P. (2006). Are brands forever? How knowledge and relationships affect current and future purchases. *Journal of Product and Brand Management*, 15(2), 98-105.
- Hair, J.F., Black, W.C., Babin, B.J. & Anderson, R.E. (2010). *Multivariate Data Analysis*, (7th Ed.). Upper Saddle River, NJ: Prentice Hall.
- Jensen, J. M., & Hansen, T. (2006). An empirical examination of brand loyalty. *Journal of Product & Brand Management*, 15(7), 442–449.

- Kandampully, J., Zhang, T., & Bilgihan, A. (2015). Customer loyalty: A review and future directions with a special focus on the hospitality industry. *International Journal of Contemporary Hospitality Management*, 27(3), 379–414.
- Keller, K.L. (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, (2nd Ed.). New York, NY: Prentice Hall.
- Kim, D., Magnini, V.P., & Singal, M. (2011). The effects of customers' perceptions of brand personality in casual theme restaurants. *International Journal of Hospitality Management* 30, 448–458.
- Kothari, C. (2012). *Research Methodology: Methods and techniques* (2nd Ed.). New Delhi: New Age International.
- Lee, J. & Back, K. (2010). Examining antecedents and consequences of brand personality in the upper-upscale business hotel segment. *Journal of Travel & Tourism Marketing*, 27, 132-145.
- Liu, Y., & Jang, S. C. (2009). Perceptions of Chinese restaurants in the U.S.: What affects customer satisfaction and behavioral intentions? *International Journal of Hospitality Management*, 28(3), 338–348.
- Mugenda, O., & Mugenda, A. (2003). *Research Methods Quantitative and Qualitative Approaches*. Nairobi: ACTS Press.
- Nunnally, J.C. (1978). *Psychometric Theory*. New York, NY: McGraw-Hill.
- Sahin, S. & Baloglu, S. (2011). Brand personality and destination image of Istanbul, Anatolia. *An International Journal of Tourism and Hospitality Research*, 22(01), 69-88.
- Sekaran, U. (2003). *Research Methods for Business: A Skill-Building Approach* (4th Ed.). New York: John Wiley & Sons.

- Sekaran, U., & Bougie, R. (2010). *Research methods for business: A skill-building approach* (5th Ed.). Haddington: John Wiley & Sons.
- Su, J., & Tong, X. (2015). Brand personality and brand equity: evidence from the sportswear industry. *Journal of Product & Brand Management*, 24(2), 124-133.
- Swaminathan, V., Fox, R. J., & Reddy, S. K. (2001). The impact of brand extension introduction on choice. *The Journal of Marketing*, 65(4), 1–15.
- Warshaw, P., & Davis, F. (1985). Disentangling behavioral intention and behavioral expectation. *Journal of Experimental Social Psychology*, 21, 213–228.

APPENDICES

Appendix 1: Letter of Introduction



SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT

Dear Sir/Madam,

This letter is to introduce **Ann Bonareri Nyatangi**, registration number HPM-4-2401-17 who is a student in the School of Hospitality and Tourism Management at Gretsa University pursuing a Bachelor of Science Degree in Hospitality Management. She will produce her student card as proof of identity.

To complete her degree course, she is undertaking research leading to the production of a research report or other publications and her study is titled: **INVESTIGATING THE INFLUENCE OF BRAND PERSONALITY ON CUSTOMER LOYALTY IN FAST FOOD RESTAURANTS IN KISUMU CITY, KENYA.**

She would like to invite you to assist in this project, by filling in the questionnaire which covers certain aspects of this topic.

Be assured that any information provided will be treated in the strictest confidence and none of the participants will be individually identifiable in the resulting research report or other publications. You are entirely free to discontinue your participation at any time or to decline to answer particular questions.

Any inquiries you may have concerning this research project should be directed to me by telephone on **0715 567 175** or by email (**johnkahuthugitau@gmail.com**).

Thank you for your attention and assistance.

Yours sincerely

John K. Gitau
Research Coordinator & Lecturer
Department of Hospitality Management, Gretsa University

Appendix 2: Questionnaire for the Customers Dining in the Fast Foods

GRETSA UNIVERSITY
School of Hospitality and Tourism Management

PART ONE

This part is designed to collect information on participant's *demographic information*. You are required to respond to all questions.

1. Gender: Male Female
2. Your age in years [*tick appropriately*]
18 and 25 26-33 34-41 42-49 50 and above
3. How many times have you visited the fast food restaurant?
This is my first time 2 times 3 times 4 times above 4 times

PART TWO

This part is designed to collect information regarding the **FAST FOOD RESTAURANT BRAND PERSONALITY TRAITS**. You are required to answer all questions. Please note that all questions are based on a 5-point Likert scale with 1=*strongly disagree*, 2=*disagree*, 3=*undecided*, 4=*agree* and 5=*strongly agree*.

Sincerity	1	2	3	4	5
1. The restaurant as a brand is <i>honest</i>					
2. The restaurant as a brand is <i>sincere</i>					
3. The restaurant as a brand is <i>real</i>					
4. The restaurant as a brand is <i>family-oriented</i>					
5. The restaurant as a brand is <i>sentimental</i>					
Excitement	1	2	3	4	5
1. The restaurant as a brand is <i>exciting</i>					
2. The restaurant as a brand is <i>cool</i>					
3. The restaurant as a brand is <i>up-to-date</i>					
4. The restaurant as a brand is <i>unique</i>					
Competence	1	2	3	4	5
1. The restaurant as a brand is <i>successful</i>					
2. The restaurant as a brand is <i>reliable</i>					
3. The restaurant as a brand is a <i>leader</i>					
Sophistication	1	2	3	4	5
1. The restaurant as a brand is <i>upper-class</i>					
2. The restaurant as a brand is <i>good looking</i>					
3. The restaurant as a brand is <i>charming</i>					

PART THREE

This part is designed to collect information on **CUSTOMER LOYALTY** with regard to fast food restaurant. You are required to respond to all questions in a scale of 1 to 5 (*1=Strongly Disagree, 2=Disagree, 3=Undecided, 4=Agree, 5=Strongly Agree*).

	1	2	3	4	5
I am committed to this restaurant brand					
I would be willing to pay a higher price for this fast food restaurant brand over others					
I will purchase from this fast food restaurant brand the next time					
I intent to k eep purchasing from this fast food restaurant brand					
I will recommend this fast food restaurant brand					