

**Evaluating Relationships among Brand Experience, Brand Personality, Brand Prestige,  
Brand Relationship Quality, and Brand Loyalty:  
An Empirical Study of Coffeehouse Brands**

Young Gin Choi  
Hospitality Management and Dietetics  
Kansas State University, USA

Chihyung Ok  
Hospitality Management and Dietetics  
Kansas State University, USA

and

Seunghyup Seon, Hyun  
Tourism Convention Management  
Pusan National University, Korea

**ABSTRACT**

*This study investigated effects of coffeehouse brand experience and personality on brand prestige and effects of brand prestige on brand relationship quality and brand loyalty. The study also explored the applicability of the four-factor model of brand experience and five-factor model of brand personality in the coffeehouse industry. Data were gathered from 309 coffeehouse customers via an online survey in the United States. This study found that brand experience and brand personality have direct effects on brand prestige, which leads to affect brand relationship quality and attitudinal brand loyalty. Also, brand relationship quality directly and indirectly influenced attitudinal and behavioral brand loyalty. Theoretical and practical implications are discussed for researchers and practitioners in achieving competitive advantages that can be developed through brand experience, brand personality, and brand prestige.*

**Keywords:** *coffeehouse, brand experience, brand personality, brand prestige, brand relationship quality, brand loyalty*

**INTRODUCTION**

Strategic brand management has been considered as the key to the development of competitive advantage over rivals. Brand relationship theory suggests that brand acts as a means of connecting for both consumers and suppliers (Chang & Chieng, 2006; Davis, Oliver, & Brodie, 2000). Smith and Brynjolfsson (2001) argued that brand is an important factor affecting consumers' choice, and brands help customers find a vendor for a given product or service. Therefore, brand has been emphasized an important marketing tool to distinguish a brand from its competitors. Lately, brand experience, brand personality, and brand prestige are recognized as important factors that link to desirable outcomes in brand loyalty and relationship marketing

(Baek, Kim, & Yu, 2010; Brakus, Schmitt, & Zarantonello, 2009; Ekinci & Hosany, 2006; Ha & Perks, 2005; Lee, Back, & Kim, 2009).

Despite the importance of such factors in understanding consumer spending behavior, little empirical research has been conducted how brand experience, brand personality, and brand prestige affect brand relationship quality and (attitudinal and behavioral) brand loyalty. In addition, there is no existing research examining how brand experience and brand personality affect brand prestige. Therefore, findings from this study will provide marketers and practitioners with better understanding of roles of brand experience and brand personality in creating brand prestige. Such understandings, consequently, will be critical and helpful in gaining and retaining a competitive position by enhancing brand relationship quality and in keeping customers being loyal in this extremely competitive market. The purpose of this study, therefore, is twofold: to investigate roles of brand experience and brand personality in creating brand prestige and to examine how brand prestige influence brand relationship quality and loyalty.

## **REVIEW OF LITERATURE AND HYPOTHESES**

### **Roles of brand experience and brand personality in forming brand prestige and brand trust**

Brand experience, related to but conceptually different from other brand concepts such as brand image, brand awareness and brand attitude, has attracted a keen interest from marketing practitioners as the concept is recognized as one of the essential in developing marketing strategies (Brakus, et al., 2009; Chang & Chieng, 2006). Brand experience is conceptualized as “subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments” (Brakus et al., 2009, p. 53). They, in turn, developed a brand experience scale in four dimensions: sensory (i.e., shape and design of the coffeehouse), affective (i.e., green for Starbucks), behavioral (i.e., Starbucks’s, “If your coffee isn’t perfect, we’ll make it over”), and intellectual (i.e., coffeehouse using complex patterns).

Brand experience occurs during the whole process of searching, purchasing, receiving, and consuming products/services (Arnould, Price, & Zinkhan, 2002; Brakus, Schmitt, Zarantonello, 2008; Chang & Chieng, 2006; Schmitt, 1999). Padgett and Allen (1997) insist that consumer experience occurs during the service/product consumption as a combination of hedonic meaning with associated behavior, opinions, and feelings. That is, a consumer who has been through all the process from information searching to consuming products/services are considered experienced. As consumers’ perception of brand experience increases, their abilities to classify brands by characteristics are enhanced (Weinberg, 2001; Murphy & Smith, 1982).

Aaker (1997) defined brand personality as “the set of human characteristics associated with the brand (p. 347).” He further developed the five dimensional brand personality scale: sincerity (domestic, honest, genuine, cheerful.), excitement (daring, spirited, imaginative, up-to-date), competence (reliable, responsible, dependable, efficient), sophistication (glamorous, pretentious, charming, romantic), and ruggedness (tough, strong, outdoorsy, rugged). Brand personality is influenced from consumers’ affiliation with the brand (Batra, Lehmann, & Sigh, 1993; McCracken, 1986). Also, brand personality indirectly affiliate with the brand by product

attributes, category associations, brand name, symbol or logo, advertisement, price, and distribution channel. Hence brand personality is created and maintained in the mind of the consumer, it can have an effect on trust (Sung & Kim, 2010).

Brand prestige is defined as a relatively high status product/ service positioning associated with a brand (Steenkamp, Batra, & Alden, 2003). Dubois and Czellar (2002) argued that “in product categories, the key criterion for a brand to be judged prestigious is an inherent, unique know-how, which may concern either a specific attribute or the overall quality and performance of the produce” (p. 4). They further argue that the prestige perceptions derive from a unique, exceptional accomplishment inherent to the brand whereas luxury is related to comfort, beauty and refinement. Therefore, luxury often refers to hedonic benefits. Other researchers contended that brand prestige is developed by interactions with people, product attributes, and symbolic values (Vigneron & Johnson, 1999).

Because the frequency of customer’s visit to a particular coffeehouse is relatively higher than the frequency in transaction in other industries, there is a good possibility that customers will have a higher level of actual brand experience (i.e., sensory, affective, behavioral, and intellectual). In addition, as customers notice positive characteristics of brand (i.e., sincerity, excitement, competence, sophistication, and ruggedness) they will be more likely to perceive higher level of brand prestige. Therefore, the overall experience with the brand (brand experience) and association with the brand (brand personality) will influence in forming brand prestige. In consistent with the previous findings, this study proposes the following hypotheses.

*Hypothesis 1: Brand experience has a positive effect on brand prestige.*

*Hypothesis 2: Brand personality has a positive effect on brand prestige.*

*Hypothesis 3: Brand personality has a positive effect on brand trust.*

### **Effects of brand prestige on brand relationship quality and loyalty**

Customer satisfaction is an idea of fulfilling consumer’s needs and desire and it has been considered as a key to marketing concept (Spreng, MacKenzie, & Olshavsky, 1996). Oliver (1981) defined customer satisfaction as “the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer’s prior feeling about the consumption experience” (p. 29). Consumers decrease information costs by receiving prestigious brand signal (Baek, Kim, & Yu, 2010). Similarly, Brakus et al. (2009) argue that brand prestige decreases time spent for searching other brands, which leads to decrease information costs. The findings may imply that consumers who hold a positive evaluative judgment toward brands (brand prestige) will be more dependable and rely more particular brand. Researchers also have found that perceived brand prestige has a greater effect on customer satisfaction and purchase intention (Steenkamp et al., 2003; Wong & Zhou, 2005)

Trust has been considered as an essential concept in building customer relationship (Fukuyama, 1995; Gulati, 1995; Lewis & Weigert, 1985; Moorman, Zaltman, & Deshpande, 1992). Brand trust is often defined as the consumer’s willingness to depend on the capability of the brand (Chaudhuri & Holbrook, 2001). Therefore, a customer’s perception of upscale, prestige, and high status (as measured in this study) on a particular brand will positively affect the

consumer' belief about the brand's reliability, dependability, and responsibility (i.e., brand trust). Further, a customer perceives a particular brand prestigious will hold a positive attitude toward the brand. Therefore, we expect brand prestige leads to brand trust and to higher customer satisfaction and further affect attitudinal loyalty directly or indirectly. Taken all together, this study examines the following hypotheses.

*Hypothesis 4: Brand prestige has a positive effect on customer satisfaction.*

*Hypothesis 5: Brand prestige has a positive effect on brand trust*

*Hypothesis 6: Brand prestige has a positive effect on attitudinal brand loyalty*

### **Effects of relationship quality on attitudinal and behavioral brand loyalty**

Building repetitive business is vital to long-term profitability of business entities. Therefore, businesses endeavor to build customer loyalty. Brand loyalty is considered as a consumer's inclination to repurchase the service/ product of specific brand (Jacoby & Chestnut, 1978). Later, Oliver (1997) defined customer loyalty as "a deep held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts that have the potential to cause switching behavior" (p. 34). This conceptual definition encompasses two distinct aspect of loyalty: attitudinal and behavioral. This is consistent with the integrated conceptual framework suggested by Dick and Basu (1994) that customer loyalty is viewed as "the strength of the relationship between an individual's relative attitude and repeat patronage" (p. 99). Therefore, this study evaluates customer loyalty into two different measures: attitudinal loyalty and behavioral loyalty.

Previous studies show that loyalty is positively influenced by customer satisfaction (Anderson & Sullivan, 1993; Bloemer & Ruyter, 1998; Da Silva & SyedAlwi, 2006; Yang & Peterson, 2004). When consumers are satisfied with the brand, they are more likely to repurchase and recommend them to their family or friends (Bennett & Rundle-Thiele, 2004). Also, customers' brand trust leads to brand loyalty. Therefore, we propose the following hypotheses.

*Hypothesis 7: Brand trust has a positive effect on customer satisfaction.*

*Hypothesis 8: Brand trust has a positive effect on attitudinal brand loyalty.*

*Hypothesis 9: Brand trust has a positive effect on behavioral brand loyalty.*

*Hypothesis 10: Customer satisfaction has a positive effect on attitudinal brand loyalty.*

*Hypothesis 11: Customer satisfaction has a positive effect on behavioral brand loyalty.*

## **METHODOLOGY**

### **Measures and instrument development**

An initial draft of the questionnaire was crafted with validated measurement scales from previous studies that examined constructs in query in the present study. The questionnaire consisted of brand experience, brand personality, brand prestige, brand relationship quality (i.e., customer satisfaction and brand trust), attitudinal and behavioral brand loyalty, and demographic information. Measurement items and sources are listed in Table 1. All items were measured on a

7-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree) except the measure of brand personality, which used a scale anchored not at all descriptive (1) to extremely descriptive (7). Demographic information included gender, age, ethnicity, and education.

### **Pre- and pilot test**

Prior to finalizing the questionnaire, a pre-test was conducted to refine the research instrument with ten Hospitality Management graduate students and faculty in a Midwestern university in the United States. Participants' suggestions (e.g., wording changes) were incorporated accordingly in the revision of the questionnaire, and, then, a pilot-test was conducted with forty coffeehouse customers in an attempt to assess the reliability of the measures. Reliability coefficient of measures of each construct were assessed using Cronbach's alpha, and all values were higher than the cutoff value of .7 (Hair et al., 1998).

### **Sample and data collection**

A self-report questionnaire was randomly distributed to 1,475 coffeehouse customers by an online market research company. A total of 316 responses were returned, and seven responses with missing information were eliminated. Consequently, 309 usable responses (yielding a usable response rate of 20.95%) were used for further data analysis. To ensure that participants regularly visited a coffeehouse, respondents were first asked to name one of the coffeehouse brands that they had visited regularly. The respondents were kept reminded to think about the coffeehouse brand that they named while they were answering the survey questions.

## **DATA ANALYSIS AND RESULTS**

### **Profile of respondents**

Of the 309 respondents, most were female (64.1%,  $n = 198$ ) and white (79.9%,  $n = 247$ ). The mean age of respondents was 44.6 years old, ranging from 18 to 84. Over half of the respondents possessed either bachelor's (32.4%) or graduate degrees (25.2%). In terms of income, the respondents were fairly evenly distributed, with the largest group (16.9%) reporting income between \$100,000 and \$149,999 and the smallest group (8.4%) reporting an income of \$25,000 or less.

### **Measurement model and confirmatory factor analysis**

Confirmatory factor analysis (CFA) was conducted to check the unidimensionality of the scales measuring each concept and to validate the measurement model. The model included 16 constructs (including the second order factors) with 49 measurement items. A measurement item was omitted because of weak factor loading. The factor loadings of remaining items were equal to or greater than .735. All factor loadings were significant at  $p < .001$ , and their  $t$ -values were ranging from 8.67 to 39.26. Further information is provided in Table 1. The final CFA results provided by AMOS revealed that the overall fit of the measurement model was satisfactory ( $\chi^2 = 2413.10$  [df = 1038,  $p < .001$ ], RMSEA = .066, CFI = .926, IFI = .926, TLI = .919).

**Table 1. Confirmatory Factor Analysis: Items and Standardized Loadings**

Construct and Scale Items	Standardized Loadings
<b>Brand Experience</b> (Brakus et al., 2009)	
<i>Sensory</i>	<b>.826</b>
This coffeehouse brand makes a strong impression on my visual sense or other senses.	.852
I find this coffeehouse brand interesting in a sensory way.	.941
This coffeehouse brand appeals to my senses.	.924
<i>Affective</i>	<b>.971</b>
This coffeehouse brand induces feelings and sentiments.	.911
I have strong emotions for this coffeehouse brand.	.928
This coffeehouse brand is an emotional brand.	.870
<i>Behavioral</i>	<b>.862</b>
This coffeehouse brand reminds me of actions and behaviors when I use this brand.	.934
This coffeehouse brand results in bodily experiences.	.925
This coffeehouse brand is action oriented.	.886
<i>Intellectual</i>	<b>.826</b>
I engage in a lot of thinking when I encounter this coffeehouse brand.	.945
This coffeehouse brand makes me think.	.968
This coffeehouse brand stimulates my curiosity and problem solving.	.959
<b>Brand Personality</b> (Aaker, 1997)	
<i>Sincerity</i> (Down-to-earth/Honest/Wholesome/Cheerful)	<b>.943</b> (.738/.831/.840/.858)
<i>Excitement</i> (Daring/Spirited/Imaginative/Up-to-date)	<b>.923</b> (.792/.929/.932/.858)
<i>Competence</i> (Reliable/Intelligent/Successful)	<b>.944</b> (.785/.904/.735)
<i>Sophistication</i> (Upper class/Charming)	<b>.926</b> (.792/.867)
<i>Ruggedness</i> (Outdoorsy/Tough)	<b>.500</b> (.931/.959)
<b>Brand Prestige</b> (Baek et al., 2010)	
This coffeehouse brand ... (is very prestigious/has high status/is very upscale).	(.913/.947/.853)
<b>Brand Trust</b> (Smith, 1997)	
This coffeehouse brand .... (is very honest/is very reliable/is responsible/is dependable/acts with good intentions).	(.877/.934/.913/.937/.893)
<b>Customer Satisfaction</b> (Westbrook & Oliver, 1981)	
I am satisfied with my decision to buy coffee at this coffeehouse brand.	.931
I have truly enjoyed this coffeehouse brand.	.924
I feel good about my decision to buy coffee at this coffeehouse brand.	.922
Using this coffeehouse brand has been a good experience.	.914
I am sure it was the right thing to be a customer of this coffeehouse brand.	.900
<b>Attitudinal Loyalty</b> (Chiou & Droge, 2006)	
If I had to do it over again, I would choose this coffeehouse brand.	.879
I try to use this coffeehouse brand because it is the best choice for me.	.893
I consider myself to be a loyal patron of this coffeehouse brand.	.848
<b>Behavioral Loyalty</b> (Kuenzel & Halliday, 2008)	
I would recommend this coffeehouse brand to friends and relatives.	.891
I intend to keep buying coffee at this coffeehouse brand.	.894
If I need coffee, this coffeehouse brand would be my preferred choice.	.793
I will speak positively about this coffeehouse brand.	.831
I intend to encourage other people to buy coffee from this coffeehouse brand.	.900

Note: All factor loadings were significant at  $p < .001$ . Figures in bold represent loadings of the first-order factors.

As shown in Table 2, the average variance extracted (AVE) was greater than the .50 threshold for all constructs (Bagozzi & Yi, 1988). Considering high factor loadings on the intended variables and the above of the suggested AVE value of each constructs in the model, it was concluded that convergent validity for the measurement-scale items was achieved (Fornell & Larcker, 1981). Discriminant validity was evaluated by comparing the squared correlations between constructs and AVE values (Fornell & Larcker, 1981). The squared correlations were lower than the AVE for each construct in three pairs of constructs: 1) ‘customer satisfaction’ and ‘attitudinal loyalty’; 2) ‘customer satisfaction’ and ‘behavioral loyalty’; 3) ‘attitudinal loyalty’ and ‘behavioral loyalty.’ Following the suggestion made by Bagozzi and Yi (1988), discriminant validity between the pairs was re-examined by combining them into a single construct and then performing a  $\chi^2$  difference test on the values obtained from the combined and uncombined models. The resulting  $\chi^2$  increases were 205.57, 172.81, and 21.42, respectively, for the change of six degree of freedom. Thus, the original measurement model was kept. Lastly, the composite reliability values were all greater than the recommended threshold of .7 (Hair et al., 1998), indicating that multi-items for assessing each construct were highly reliable.

**Table 2. Descriptive Statistics and Associated Measures**

	Mean(S.D.)	AVE	BExp	BPer	BPre	CS	BTru	ALyt	BLyt
BExp	4.95(1.26)	.76	<b>.93<sup>a</sup></b>	.79 <sup>b</sup>	.67	.62	.57	.68	.66
BPer	5.23(1.02)	.75	.63 <sup>c</sup>	<b>.93</b>	.74	.68	.74	.66	.68
BPre	5.61(1.11)	.82	.45	.55	<b>.93</b>	.65	.66	.67	.68
CS	5.91(1.07)	.84	.38	.46	.42	<b>.95</b>	.87	.88	.91
BTru	5.90(1.02)	.84	.32	.54	.44	.75	<b>.96</b>	.76	.80
ALyt	5.16(1.37)	.76	.47	.44	.45	.78	.57	<b>.91</b>	.96
BLyt	5.75(1.10)	.74	.43	.47	.46	.84	.63	.93	<b>.94</b>

Note: BExp = Brand experience; BPer = Brand personality; BPre = Brand prestige; BS = Customer satisfaction; BTru = Brand trust; ALyt = Attitudinal brand loyalty; BLyt = Behavioral brand loyalty  
<sup>a</sup> Composite reliabilities are along the diagonal, <sup>b</sup> Correlations are above the diagonal, and <sup>c</sup> Squared correlations are below the diagonal.

### Structural model and hypothesis tests

The structural model was estimated to validate the proposed conceptual model. The results of the structural model test indicated that the proposed model adequately fit the data ( $\chi^2 = 2447.79$  [df = 1091,  $p < .001$ ], RMSEA = .066, CFI = .924, IFI = .925, TLI = .918). Figure 1 represents standardized path coefficients and  $t$ -values for the proposed relationships. All hypotheses were supported except two: the path between brand trust and attitudinal brand loyalty and the path between brand trust and behavioral brand loyalty. Further tests on the two relationships are discussed in the following.

### Mediation testing

Further analyses were conducted to test potential mediating effects of overall satisfaction between ‘trust and attitudinal brand loyalty’ and between ‘trust and behavioral brand loyalty’. Conditions suggested by Baron and Kenny (1986) were checked first. The last condition (parameter estimate change) was evaluated by constraining the effect of overall satisfaction on attitudinal brand loyalty at zero. The effect of brand trust on attitudinal brand loyalty became

significant at  $p < .001$  ( $\beta = .58$ ,  $t = 9.89$ ). Thus, it was concluded that customer satisfaction fully mediated the path between brand trust and attitudinal brand loyalty in the model. In the same manner, a further test was conducted to test if the nonsignificant path from brand trust to behavioral brand loyalty is a function of satisfaction. When the effect of satisfaction on behavioral brand loyalty is set at zero, the effect of brand trust on behavioral brand loyalty was statistically significant at  $p = .05$  ( $\beta = .10$ ,  $t = 2.11$ ). When behavioral brand loyalty is freely estimated with overall satisfaction, the path become nonsignificant.

### Amount of variance explained

Approximately, 75% of the total amount of variance in brand prestige was explained by the brand experience and brand personality. In turn, brand prestige along with brand personality explained 57% of variation in brand trust. Brand prestige and brand trust together explained 75% of total variance in customer satisfaction. Brand prestige and customer satisfaction predict 80% of variation in one's attitudinal brand loyalty. Finally, customer satisfaction and attitudinal brand loyalty explained 95% variance in behavioral brand loyalty.

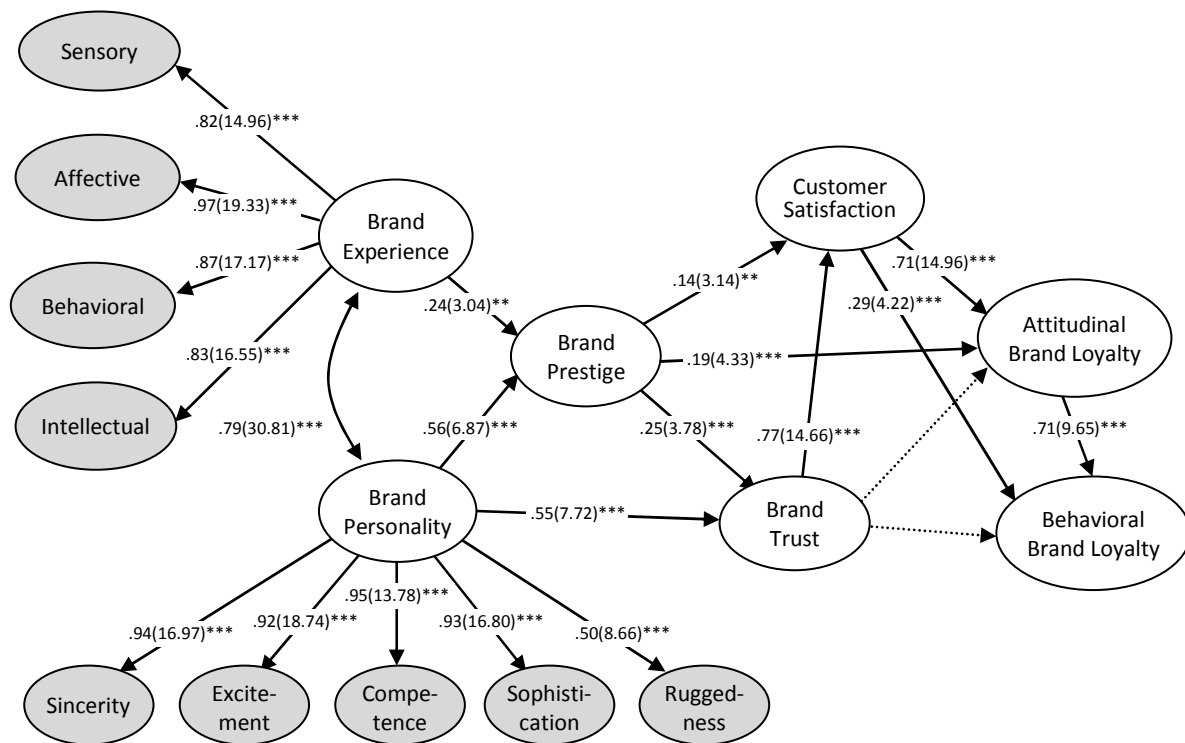


Figure 1. Structural Model and Path Coefficients

Note: \* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

1. Numbers in parentheses are  $t$ -values.

2. Numbers outside of parentheses are standardized path coefficients.

3. Dotted lines indicate that the path were not significant in the test. Further analysis found that the relationships were significant when customer satisfaction was constrained at zero (mediating effect of customer satisfaction).



## CONCLUSION AND MANAGERIAL IMPLICATION

This study presented a theoretical model to empirically validate roles of brand experience and brand personality in the development of brand prestige and consequent effects of brand prestige on brand relationship quality and brand loyalty using data collected from nationwide coffeehouse customers. This study revealed that brand experience and brand personality positively influence brand prestige. Further, brand personality was positively associated with brand trust. Also, brand prestige directly and indirectly affected customer satisfaction through brand trust. Finally, overall customer satisfaction with brand positively affected attitudinal and behavioral brand loyalty. The results of this study have both practical and theoretical implications.

With regard to practical implementation, practitioners need to develop effective brand positioning strategies by communicating its brand. The original objective for branding was to differentiate a brand from other similar brands, and that is still the essence of branding (Aaker, 2003; Davis, 2008). Findings in this study imply that developing experiential (behavioral), sensory, affective, and cognitive aspects of a brand will induce consumers' perception of brand prestige. Further, if a brand evokes an experience, this will further lead to satisfaction and loyalty (Brakus, Schmitt, & Zarantonello, 2009) directly and indirectly. Therefore, marketers must provide ways customers can experience brand in various ways. For example, the use of action verbs associated with a company logo may allow customers to store the brand longer, and the brand can be retrieved when customers aroused by certain need. Further, knowing that brand personality plays a significant role in building brand prestige, a firm needs to create distinctive brand personality (although it is a long process) and communicate its brand as a part of the consumer life. This is especially critical for the coffeehouse industry as drinking coffee becomes daily activities of consumers around the world. Hospitality firms should identify characteristics of their target customer group and build human-like characteristics in their brands. Although this study has not proposed the direct effect of brand experience on brand personality because of complicatedness of analysis using second-order structure, the high correlation between the two constructs emphasizes that having customers experience the brand and building unique brand identity together will have a great influence in the development of favorable attitudinal and behavioral brand-related outcomes. Developing and communicating marketing efforts that are congruent well with personality and characteristics of a company's target market is critical.

Although not all potential mediating factors are tested in this study, the conceptual flow of interrelationships among constructs is clear. For example, brand prestige was found to directly influence overall satisfaction with brand. It seems to be, however, that brand prestige also directly affects overall customer satisfaction through brand trust. Differently from the prevalent consensus on the relationship quality, this study proposed a direct path from brand trust to customer satisfaction with brand based on argument that brand trust is considered as a cognitive component (Casalo, Flavian, & Guinaliu, 2007; Sung & Kim, 2010). This study concluded that brand trust has a significant positive effect on customer satisfaction.

This study adopted symbolic meanings of prestige (used terms 'prestigious,' 'high status,' and 'very upscale') to measure brand prestige. The findings in the study related to the brand prestige imply that brand prestige should not be understood solely in terms of economic/financial

superiority (concept that has known as luxury). Even brand associated with daily consumption with minimal cost (drinking coffee in this study) can successfully build brand prestige. Therefore, hospitality entities that serve customer on regular basis should not ignore the importance of building brand prestige to be competitive and to ensure positive brand-related outcomes.

## LIMITATION AND FUTURE RESEARCH

This study is not free from limitations possibly caused by demographic characteristics of respondents, the data collection method, and the nature of service. The limitations of this study discussed in the following also suggest possible avenues for further research. The sample used in this study was conveniently selected from a pool of an online marketing research company, which may result in selection bias. Although its advantage of using online research panel that allowed the authors to conveniently collect data from geographically diversified groups of respondents in various market situations, the authors were not able to congregate consumers' responses from various brands. In fact, more than three-quarters of respondents in this study selected the same particular brand to evaluate on. All brands may have their own unique characteristics and, therefore, future study may employ different data collection methods to ensure various responses from across different brands. Finally, this study examined relationships among brand experience, brand personality, and brand relationship quality, customer satisfaction, and brand loyalty in the coffeehouse setting. Therefore, the applicability of the study findings (i.e., external validity) may limit to that setting. Further replication of investigation is necessary to better understand determinants of and consequences of brand prestige in different types of services such as hotel brand.

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