

An Empirical Study of Effect of Services and Product Design on Repurchase Behaviour of Consumers of Fast Food Restaurants of Pakistan

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Abstract: Nowadays, customer repurchase behaviour is an important matter for organizations. So customer satisfaction have been continually stressed by the researchers and scholars. On the other hand, out of the most important stakeholders customer is top priority for marketers. Without customer organizations undoubtedly cannot be succeed. This study examined the relationship between service design and product design with customer satisfaction and customer's repurchasing behaviour. The current study aimed to fill the research gap by taking data from customers of fast food restaurants. In this study further discussed the theoretical framework, hypothesis, and research design and data analysis to conduct the research work.

Keywords: marketing mix, consumer repurchase behaviour, product and process mix.

Introduction

Globalization is an attractive concept in accordance to which multinational amalgamation is feasible with a different point of view regarding the products, ideas, concepts, values and culture. This diversity in concepts has changed the world significantly (Mittal & Morgan, 1994). Customer's satisfaction is main motive of fast food industry (Stank, Goldsby, & Vickery, 1999). Customer's satisfaction can be attained if demands of customers are considered while making a decision about the products and services. A customer, who is satisfied, has assured repurchases in future and growth in forthcoming sales. Marketing mix offered products and services have influenced on consumer choice to repurchase and revisit for the purpose of shopping (Doorn et al., 2010).

Being the land of varied culture Pakistan has people with diverse eating habits in. Fast food industry is emerging as a leading sector with extraordinary feasting and growth of the industry (Card & Krueger, 1993). Despite ferocious competition, this industry is increasing quickly with intensified prosperous because of young population (Amjad et al., 2007).

Literature Review

Customer's psychology and approach would be inclined through support of manageable marketing tackles which includes the elements of marketing mix; 4 Ps product, price, place and promotion. These offered products as well as services have influenced

on consumer choice to repurchase and revisit for the purpose of shopping (Akbar & Parvez, 2000). Customer's satisfaction and maximization of profit are like two parallel concepts and the balance between these two concepts is very significant for an organization. The marketing mix tools are required to generate the balance between the concepts. Different managers use these tools differently by keeping in mind the available resources and customers' demands and expectations (P.G. & T., 2003). (Akbar & Parvez, 2000) Explored that out of marketing mix elements the product is the one which fulfil the need of customers. While the price a customer pay for a specific product or service is the price element of marketing mix. While in services industry there are seven P's of marketing mix are prominent (Ishaqa, 2012) which is an addition to traditional model of marketing mix; product, price, place, promotion, process, people, physical environment. Products are of tangible nature while services are intangible. Organizations try to satisfy their customers by fulfilling the requirement of them regarding products (Tung, 2004). Fast food industry deals with both products which are the foods or categories of food provided by them as well as the services along with the products (Prewitt, 2000). The relationship between the quality of products and customer satisfaction is also studied. It has been observed that satisfied customer is the loyal one (Matzler & Hinterhuber, 1998).

The monetary value a customer pay for the product is called price, product's price must be competitive as well. Different strategie has been developed by marketers while setting a price (Lovelock, & Wright, 2002). P of process mix is more relevant in servicing industry because the whole systematic arrangement of execution of services is known as process. Process mix includes number of steps, the nature of activities whether customized or standardized and the level of customer involvement. Customer of fast food industry are educated an d young so the proper execution of services matters a lot in the industry (Abbasi, Akhter, Ali, & Hasan, 2010)

Mittal and Kamakura (2011) It has been observed that repurchase behavior of customer is an outcome of an effective relationship marketing and this repurchase behavior of customer is very significant for the success of business . Only a satisfied customer can repurchase products or services of company so, there is a positive relation between customer satisfaction and repurchase behaviour, confirmed by prior researches as well (Johnson & Fornell, 1991).

Ajzen (1991) explained that Theory of Planned Behaviour assist to control or predict behaviours of people. Theory of Planned Behaviour proposes that behavioural intention is the function of three constructs: attitude, social norms and perceived behavioural control. Repurchase behaviour of customer is important as being the least option for an organization to multiply the profit. A huge amount of profit can be observed if one knows how to use this option (Anderson & Sullivan, 1993). When product's performance is according to the expectation of customer, the customer develops the repurchase behaviour because he feels satisfied. If supposed performance parallels to expectations then customer is satisfied (Anderson, Fornell, & Lehmann, 1994). In fast food industry repurchase behaviour denotes the satisfaction of customer mainly regarding restaurant services (Berry, Seiders, & Grewal, 2002).

(Bakhat & Aziz, 2012) explained that cutthroat competition has been observed in fast food industry globally. In that scene, retention of customer has become globally discussed phenomena. The motive of maximization of shareholder's equity can be only be achieved if only the customer is satisfied as well as retained. Repurchase behaviour or repurchase intention can be measured by loyalty and satisfaction.

Fast food industry has also gained attention in Pakistan because of \$ 1.4 billion sales annually with a growth of 10% on annual basis. According to the world, Population Data Sheet issued by the US Population Reference Bureau (2013) Pakistan has ranked sixth the most populous country of the world. It provides large number of consumers and vast market for food enterprises. Main reasons of this fact includes the ratio of population mix; 42% young population and 34% middle class in the whole population. This is what fast food industry is targeting now precisely.

MacDonald's Pakistan country director stated that *"less than 1% of the population is spending money on fast food in Pakistan regularly and we have \$1.4 billion sales with 10% growth in sales annually. Industry have lot more room for expansion because trend of eating fast food is increasing 20% annually and this is just the beginning."*

(Amzad & Sarker, 2012) were interested to investigate the impact of marketing mix elements on tourists' satisfaction. Conceptual model represents that seven independent variables namely product, promotion, price, people, place, physical environment and process have impact on tourist's satisfaction. The basic aim of the research is to find out the relationship between marketing mix elements and tourists' satisfaction. Research hypotheses stated that all mentioned marketing mix elements are positively related to tourists' satisfaction (Gilbert, Veloutsou, Goode, & Moutinho, 2004). Sample was selected by using convenience-sampling technique and questionnaires were distributed among 132 university students who visited to East Lake China. Results showed that except price, all other six variables have positive and significant relationship with tourists' satisfaction.

(Fen & Lian, 2007) was interested to investigate the impact of service quality and customer satisfaction on re-patronage intentions. Each time when customer visits, the restaurant patterns of service quality change that effects on customer satisfaction and shape their purchasing behaviour towards a particular restaurant. Basic idea to conduct this study is to analyse the relationship among service quality, satisfaction and consumer's repurchase behaviour and determine those factors that have significant effect on re-patronage intention. (Ma'rof, Mat, Rashid, Nasuredin, & Sanita, 2012) studied those factors that influence on consumer purchase behaviour. Purpose of this study was to identify effects and relationship among retail satisfaction, store loyalty, competitive resistance and consumer purchase behaviour. (Mashhadi & Ijaz-Ur-Rehman, 2012) studied the effect of customer satisfaction on word of mouth communication many researchers also focus on the issue of customer satisfaction because it has a dominant role for any organization. Success of business depends on customer satisfaction because customers act as an asset and have significant impact on financial position of the company. (Mhlanga, Hattingh, & Moolman, 2015) examined the impact of restaurant attributes on customers' expectations and experience in formal restaurants located in South Africa basic purpose of the study was to identify important factors that can influence on customers and find out that which one attribute has a strong relationship with customer's satisfaction.

(Taghizadeh, Taghipourian, & Khazaei, 2013) examined the different external factors that have effect on performance of fast food industry. Food is an essential component of human life no one can survive without eating and term fast food refers as readymade food available within few minutes. Basic purpose of this research to find the effects of PEST on performance of fast food restaurants researcher proposed different hypotheses stated that political, economic, socio cultural and technological factors effect on performance of fast food restaurants located in Pakistan. Theoretical framework showed that political, economic, socio cultural and technological factors are selected as independent variables and performance of fast food restaurants taken as

dependent variables. All fast food restaurants taken as target population and pizza delivered outlets located in Islamabad and Rawalpindi selected as sample questionnaire instrument was distributed among managers of respective outlets by using convenience-sampling method. Results indicate that social, economic and technological factors have significant influence on performance of fast food restaurants and technological component is the most significant among all others influencing factors.

Resarchers analysed factors that have impact on brand preference based on literature review many influencing factors have found namely taste and quality, delivery of the product and staff. It is evident that managers should be aware and know about customer's expectation and demands while they are forming marketing strategies. The basic purpose of research is to find out factors that have influence on consumer's preference about KFC and McDonalds. In addition, which factors contribute to brand preference and reduce switching cost? Research hypotheses stated that there is significant difference exist between KFC and McDonalds' customers based on taste and quality, delivery of the product and staff. By using convenience-sampling method, questionnaires were filled by more than three hundred students of undergraduates who are regular consumers of fast food restaurants. Results indicate that McDonalds is performing well and preferable in availability of outlets, friendly staff while KFC has some better traits as compare to McDonalds (Haider, Jan, Jan, & Faheem, 2015)

It is examined that there are numbers of factors that effect on fast food customer's satisfaction. Fast food trend is rapidly growing so many franchises and outlets are going to open in different cities of Pakistan. Customers are integral part of any organisation, success and failure of business depends on them so there is need to understand consumer's expectations, demands and try to fulfil It (Gilbert et al., 2004). The basic aim of this research study is to determine essential elements that cause of customer's satisfaction and loyalty. After in depth study of literature review, researcher enabled to point out some determinants namely promotion, service quality, customer expectation and brand selected all these as independent variables that all have impact on customer satisfaction. Proposed hypotheses stated that all independent variables are positively related to customer satisfaction and purchase decision. All customers of fast food outlets are selected as target population and sample taken from customers of KFC, Pizza hut and Chief Burger through non-probability sampling. Data collected through questionnaire instrument and results indicated that service quality and brand are the most important and significant determinants that effect on customer satisfaction(Nadiri & Hussain, 2008).

Examined the brand equity of different fast food restaurants operating in Karachi. Brand equity refers as name, repute and goodwill of a firm, which a company gets after consistently delivered a valuable products and services to its customers(Brady & J. Joseph Cronin, 2001). Advertising is one of the effective sources of creating brand equity and generating valuable consumers. The basic aim of this research is to measure customer's perception about brand equity of four leading fast food restaurants. After the careful and deep study of the literature researcher found brand awareness, brand usage, brand performance, brand imagery and brand judgement as independent variables while brand equity undertaken as dependent variable(Voss & Voss, 2000). One hundred consumers of different fast food outlets filled a close-ended questionnaire. Results indicated that out of the four leading fast food chains KFC had found a leading position in building a brand image while McDonalds has to improve brand equity(Raza & Jalees, 2005).

It is stated that in Pakistan customer choice about food items is normally analysed by household surveys. Although it is general phenomena that consumer taste and behaviour is continuously changing and it can be measured by time series and cross section data. In this paper twenty years data is calculated by using time series data collection method. The basic purpose of this research is to find out the consumption level of each selected food item, analyzing consumer demand behaviour, and using the generalised axiom of revealed preference (GARP) model for understanding the utility maximization principal. Under the parametric analysis, LA/AIDS method also used to determine change in consumer choice. GARP analysis determines that consumer chooses one product from different available options and that selected product is said to be revealed prefer item. The results show that as income level increase then demand of food items also increased or vice versa ((Burki & Ahmad, 2011).

Based upon literature review, it reveals that no prior study has investigated the impact of services and product design on repurchase behaviour of Pakistani fast food restaurants customers.

Research Objectives

This study is aims

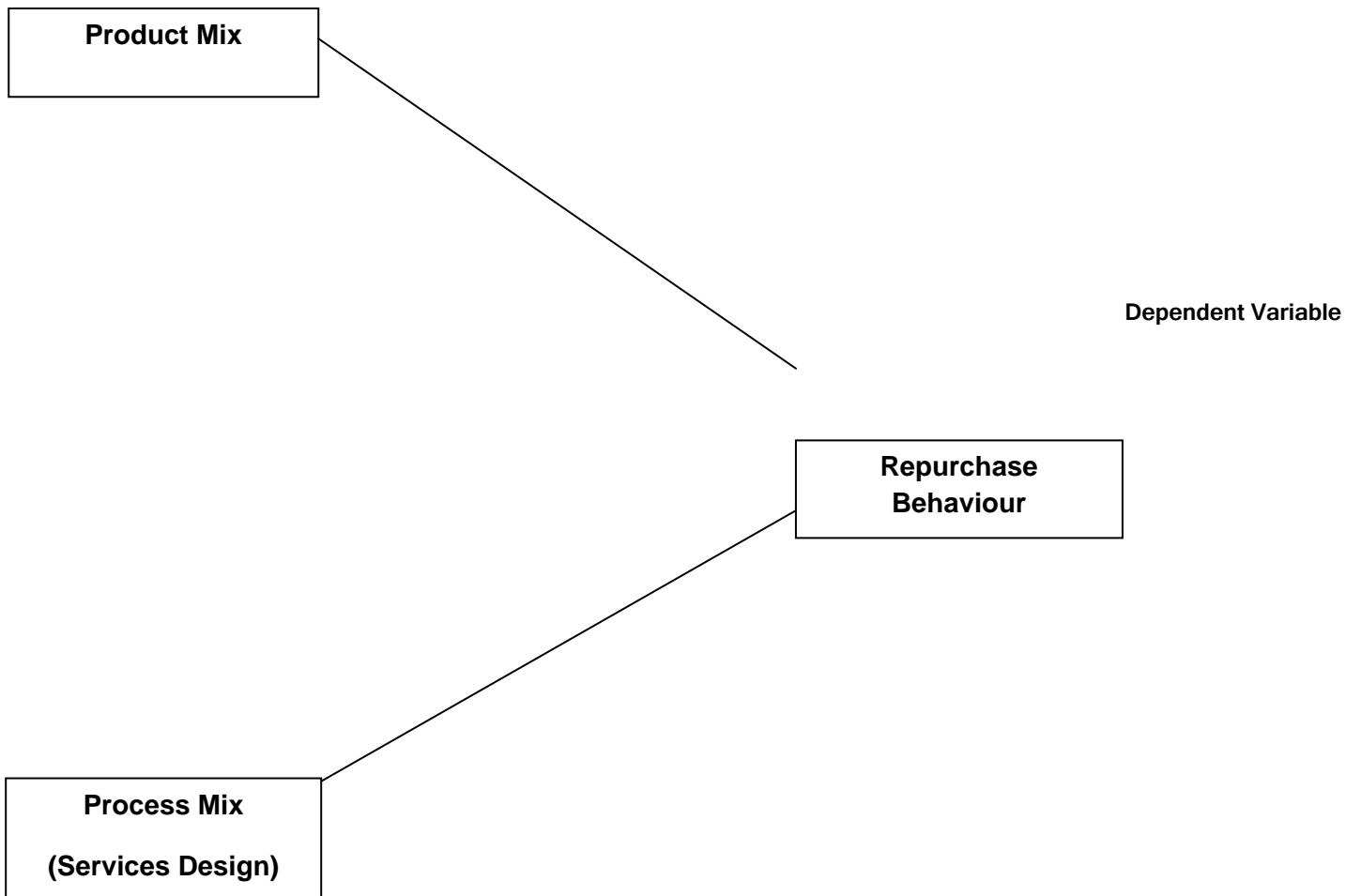
- To examine the significance of repurchase behaviour
- To examine the effect of services design on customer's repurchase behaviour.
- To identify relationship between product design and customer's repurchase behaviour of customers of fast food industry

Theoretical Framework

A theoretical framework is a logically developed conceptual model that describes the interrelationships among variables, which are relevant to the problem (Sekaran, 2003). All variables and their relationship found after extensive reading of previous research work.

Comprehensive model

Independent Variables



A proposed Theoretical framework determines “An Empirical Study of Effect of Services and Product Design on Repurchase Behaviour of Consumers of Fast Food Restaurants of Pakistan”.

Variables of the study

The above conceptual framework is drawn for this study and it reveals that marketing mix is influencing on customer repurchase behaviour. According to proposed framework, there are seven independent variables those show some kind of effect on dependent variable moreover it also provides the basis to develop testable hypotheses. Therefore, in this section researcher is interested to develop the hypotheses, discuss the each variable, and try to find the relationship and their impact on dependent variable with reference to previous study.

Independent Variable/Exogenous Variable

- Product Mix
- Process Mix

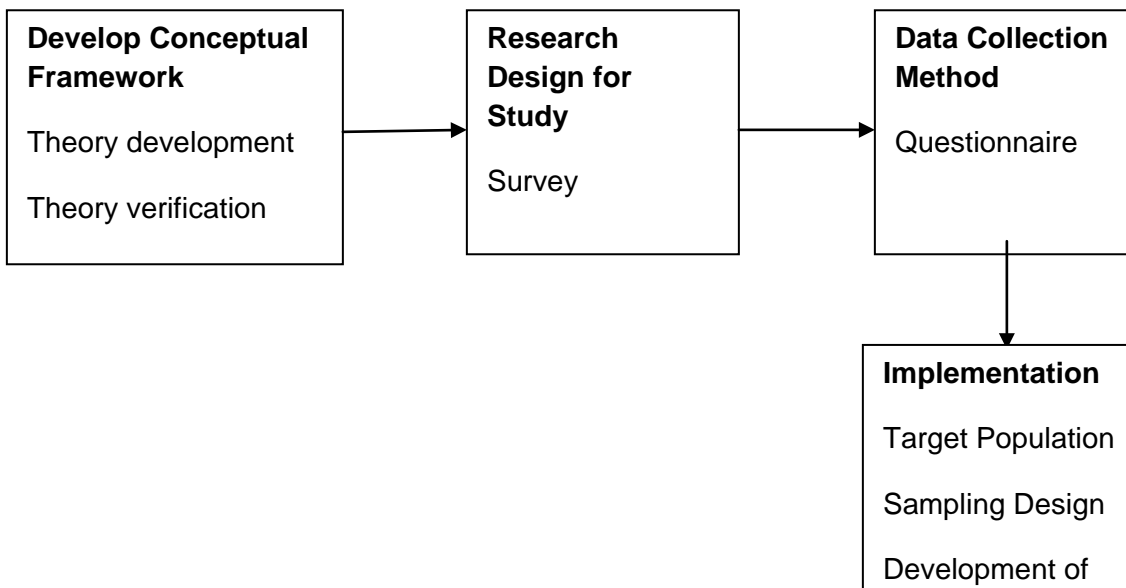
Dependent Variable/Endogenous Variable

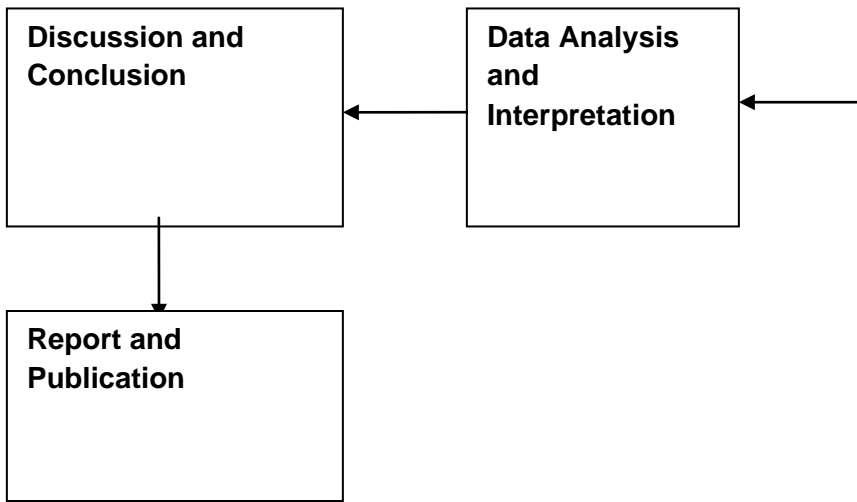
- Repurchase Behaviour

Hypotheses of the study

- H1: There is significant positive influence of Product mix on Repurchase behaviour of consumer.
- H2: There is significant positive influence of Process mix on Repurchase behaviour of consumer.

Research Methodology





Data Analysis

This research gives the new dimensions to understand the consumer behaviour because it is necessary to know about all those factors that change the user's perception about a product and service. Here, concept of marketing mix does not consist of traditional 4P's but it is a mixture of multiple variables namely product, price, place, promotion, physical environment, people and process. This paper applied the concept of marketing mix over the fast food industry. The basic objective of this research is to determine the impact of marketing mix on the repurchase behaviour of Pakistani consumer of the fast food. Study focuses on all the integral elements of marketing mix because these act as a significant tool to influence consumer buying behaviour. Today consumer is rational towards spending money and he wants to know about the benefits of an offered product and service so that is why marketers and managers are finding the tactics those help for customer retention. In a current era, organizations give highly importance to their valuable customers and try to satisfy by fulfilling their demands. Fast food business is also becoming a flourishing sector of Pakistani economy because of enhancing the population and the food consumption. Many international and local food chains are entering into a Pakistani market because it provides number of potential customers and profitable opportunities to enhance business.

Demographic variables showed that total out of 300 respondents 150 belong to male category and 150 were from female. 181 of them are Graduated or Masters that is the highest proportion. Mostly respondents' visit to fast food restaurant once in a week and 178 respondent's age were in between 20-30 years. Out of 300, 192 respondents like to visit fast food restaurant, 94 go to local restaurant and only 14 respondents like to eat non-branded food. In addition, 111 respondents income are in between Rs. 20,000 – Rs. 40,000.

Another objective of this research is to find the relationship between marketing mixes and repurchase behaviour. In this study, the coefficient of correlation shows that there is positive association between all the elements of marking mix and repurchase behaviour. The results show that positive relationship exist between product and repurchase behaviour as $p = .000$, $p < .01$.

Next hypothesis is about a significant positive impact of process mix on repurchase behaviour of customer is proved true. P -value = 0.002, $0.002 < 0.05$, it briefs that trained and skilled employees of the restaurant have influencing factor to determine visitors buying behaviour. Employee's knowledge and communication manners persuade to consumers to revisit the restaurant.

To determine the relationship between products and repurchase behaviour of customer a correlation test is applied. Pearson correlation test shows a positive value $p = .000$, $p < .01$ for $N = 300$. This shows that a positive relation between the two variables. As high correlation is observed because $p < .01$. T test also applied showing $t = .535$, $p = .000$, $p < .01$.

H1: There is significant positive effect of Product on Repurchase behaviour. Thus it rejects H_0 . Regression analysis results show that the significant value of the product is less than 0.05, as p -value = 0.001, $0.001 < 0.05$, so it can be inferred that product has a positive influence on repurchase behaviour significantly. Further customer's repurchase behaviour is determined by the products offered at restaurant. Consumers like product quality, taste and food menu. Overall, it can conclude that

respondents buying behaviour highly influenced by product attributes and it positively influence to shape consumer's repurchase behaviour.

H2: A significant positive influence of Process mix on repurchase behaviour of customer has been identified, hence it rejects the H0. Regression analysis is showing that the significant value of process is 0.000, which means that $p\text{-value} < 0.05$, $0.000 < 0.000$. here it can be identified that process has a significant impact on customer's repurchase behaviour.

Moreover, analysis results of this research imply that marketing mix is a valuable tool to measure consumer's buying behaviour. There is a positive impact of product and process on consumer repurchase behaviour.

Conclusion

This chapter concludes the research study and provides implications, limitations and directions of the future research related to study. This study is quite useful not only for the managers of fast food industry but also for the researchers as it paves the path for the future research in the domain of consumer behaviour and marketing mix in developing countries like Pakistan.

Pakistan is a developing country where eating habits of the people are being transformed in according with the cultural and social dynamics. Life of common people is getting busier day by day and people now days are more inclined to dine out then to eat at home. In anticipation of this shifting trend, fast food industry in Pakistan has seen considerable growth in the last decade and this growth trend is increasing whereas not only local but also international fast food chains are expanding their businesses in Pakistan. As a result of this expansion competition among these fast food chains and restaurants is increasing day by day and fast food market in big cities like Lahore and Karachi has saturated. This leads to a position where every player in the market is trying to snatch its piece of pie from its competitor. Thus, it is of utmost importance at the moment to study the consumer behaviour in the local market as to locate the factors which induce the consumers to revisit and repurchase from a particular fast food outlet or brand. The most important decision criteria as to how to market the product relates to its marketing mix which relates to the decision relating to the product itself, its pricing, its distribution, its promotion, physical environment of outlet, people operating the business and processes of the fast food outlet. This study tries to find out the importance of these four basic factors in relevance to the repurchase behaviour of the consumers of fast food in Lahore so that marketers of the fast food industry may be able to grasp the phenomenon in a better and more practical manner.

The basic objectives of study were related to assessing the importance and role of repurchase behaviour of consumer in context of business success. It is imperative to note that fast food is not a durable product and consumers may purchase and consume the product immediately and the product could also be purchased and consumed more than once in a day. Thus, the sales of any fast food organization could be increased if it somehow evokes the consumer to repeat purchase of it products more frequently. Thus, this repeat purchase or repurchase behaviour could be the single most important factor which may ensure success of the organization. The organization only has to make sure that its clientage makes frequent repeat purchases from the organization. This repeat purchase factor is more relevant in the environment of strife competition and market saturation where it

is more costly and difficult to attract new clientage than to retain and serve the existing ones. Thus, repurchase behaviour of the consumers is probably the most important criteria of organizational success in the local saturated fast food markets of Pakistan.

The next objective of the study was to investigate the impact of various aspects of marketing mix on repurchase behaviour of the consumers in the fast food industry of Lahore. For this purpose, data was collected from the consumers asking them to respond to a standard questionnaire containing the factors related to the marketing mix and repurchase behaviour of the consumers in fast food industry of Pakistan. A total of 300 responses were generated to find the impact of marketing mix factors on the repurchase behaviour of consumers. Overall, this research finds a positive and significant impact of marketing mix factors relating to product, price, promotion, people and process mix; while factors related to place and physical environment mix were found insignificant with regard to their impact on repurchase behaviour of the consumers in the local market. Processes and product mix were most significant factors with regard to their impact on the repurchase behaviour of the consumers. This implies that consumer value taste and hygiene of the product above all other factors and would prefer to repurchase from the outlet which has more hygienic processes and richer taste. Then come people and promotion mix factors indicating that right marketing effort and behaviour of the employees of the fast food outlet can also have a significant and positive impact on the repurchase behaviour of the consumers. The last significant and important factor is pricing mix indicating that people do consider price of the product in comparison to value of the product but the importance of the price is lower than the product and promotional factors. This indicates that customers of the local fast-food industry may be willing to pay more prices for products of good hygiene and rich taste. Moreover, promotional activities could also be used effectively to retain the old customer and induce them to repeat purchases from a particular fast food outlet or brand.

Overall, the market of local fast food chains is quite concentrated and marketers now need creative way to attract and retain customers and survival in the market is becoming difficult day by day. Marketers should consider more on the product and promotional aspect of their menu and also price the products according to the value provided by their products. Place or distribution is not found important in the study indicating that consumers do not consider location of the outlet important that fast food outlet is located in immediate vicinity or not. Thus, customer himself would approach the outlet if he is interested to consume the products of certain fast food outlet, brand or chain. Apart from that physical environment of the outlet is also not found important with regard to the repeat purchase decision of the consumers. This might be due to the nature of industry where fast food is meant to be consumed immediately and there is 'drive through' concept as well where people do not dine in the outlet rather take delivery in their vehicles. This indicates that dynamics of the industry is a quite important aspect and 7 P's of marketing are not equally applicable to all of the industries; some factors may be more important in one industry and others could be more important for next industry. Thus, relevant factors according to the dynamics of the industry should be overemphasized over irrelevant factors as to save resources and efforts. This study by no means undermines importance of different aspects of the marketing mix; neither has it denied the potential synergies of utilizing these factors in a congruent and combined manner; this study only points out to the fact that there might be different implications of these factors when applied in different industries in different combinations. We just need to find the right combination mix for different industries to be more efficient and effective and in fast food industry of Pakistan this combination is based on the product, processes, promotion,

people and pricing. These factors if combined and applied systematically could prove to be the competitive advantage for the organization as these factors in the fast food industry not only help to retain the old customers but also induce them to make repurchases which could prove to be critical successful factor for the organization in the recent era of competition.

Recommendations

Considering the findings of the studies and local dynamics of the industry; following are the recommendations of the study.

- Fast food brands, outlets and restaurants should focus more on the product development and related hygiene of the products. People in the big cities are quite conscious about their diet habits and also about the quality of their products.
- Integrated promotional activities along with the branding activities should be planned, focused and carefully implemented considering the strategic implications of such initiatives. In hostile competitive scenario, promotional and branding activities could be of much use to provoke the customer to visit and consume products of fast food outlets.
- Various discounts and other loyalty membership schemes could also be utilized in the current scenario to retain customers and provide incentives to the loyal customer base for their repeat purchase.

Limitations of the Study

This study was conducted to see the impact of marketing mix on the customer repurchase behaviour in order to investigate the link between various aspects of marketing mix and customer repurchase behaviour. This was a specific area of investigation and thus, this study has following limitations:

- Only factors of marketing mix were investigated in this study; thus other important aspects of the marketing strategy such like branding, product placement and relationship marketing tactics which might have some impact on the customer repurchase behaviour or excluded from the scope of the study. Other relevant variables such like customer satisfaction, customer loyalty and service quality etc. are also excluded from the scope of the study.
- Due to time and cost constraints, thus study only collects the data from geographical boundaries of Lahore which although is a large city and people consumer much fast food here; might not be a representative of other big cities of Pakistan. Thus, findings of the study might not be generalizable to the other areas of Pakistan.
- The study uses quantitative research design which focuses on the quantification of the phenomenon. Although results obtained from the quantitative design are more generalizable and objective; such design achieve rigor by sacrificing detail and depth. A qualitative research design could also be utilized for grasping the whole situation in detail and by utilizing qualitative research design; one might find additional insight into the phenomenon by listing down all the possible factors relevant in context of customer repurchase behaviour and loyalty.
- Due to survey research, the response of many respondents was not encouraging and some respondents provided incomplete responses and some even refused to respond to the survey. Thus, the systematic mechanism advocated by probability sampling was compromised at certain occasions.

Managerial Implications

The research found a positive impact of marketing mix on the customer repurchase behaviour in fast food industry of Pakistan. In order to exploit these finding the managers should keep following things in mind.

- Managers should considers the factors of product quality, hygiene, processes, people, promotion and pricing as important decision making criteria in all matters relating to operations, marketing and strategic planning.
- The people aspect should be focused more and employees responsible for cooking and delivering the food should be trained and monitored for their performance.
- The marketing strategy should be revisited and revised regularly in order to incorporate the changing dynamics of the external environment.

Future Research Prospects

Following are the future research prospects which should be studied in order to fully understand the dynamics of the fast food industry in Pakistan.

- Further studies should incorporate other important variables in the empirical investigation such like brand image, customer satisfaction, customer loyalty and service quality.
- Qualitative research could also be conducted to make an in-depth assessment of important predictors of customer repurchase behaviour.
- Research should also be conducted on other big cities of Pakistan such like Karachi and Islamabad to make generalizations on the bases of demographics of those cities.
- Like predictors of the customer's repurchase behaviour, further study could also be conducted to see the impact of customer repurchase behaviour on organizational outcomes like profitability, sustainability, competitiveness and success.

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