

**CAPITAL UNIVERSITY OF SCIENCE AND  
TECHNOLOGY, ISLAMABAD**



**Impact of Functional, Symbolic and  
Hedonic Values on Brand Trust to  
Shape Brand Attachment by  
Considering Brand Trust as Mediator in  
Hospitality Industry**

by

**Muhammad Zohaib Choudary**

A thesis submitted in partial fulfillment for the  
degree of Master of Science

in the

**Faculty of Management & Social Sciences  
Department of Management Sciences**

2020

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*I want to dedicate this work to my beloved parents, teachers and friends who  
always encourage and support me in tough time*



## CERTIFICATE OF APPROVAL

### **Impact of Functional, Symbolic and Hedonic Values on Brand Trust to Shape Brand Attachment by Considering Brand Trust as Mediator in Hospitality Industry**

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## *Acknowledgements*

Then which of the Blessings of your Lord will you deny.

(**Surah Ar-Rehman**)

First, to my creator, my life coach, the most gracious, the most beneficent, AL-LAH S.W.T, I owe it all to you, Thank you.

With the exceptional prayers of my beloved imam all the things become possible and dreams come true. There have been many people who have walked alongside me, who have guided me through all these efforts. I would like to outstretch gratitude to each of them. I would like to extend special gratitude to my supervisor, **Dr. Lakhi Muhammad**, whose contributions in simulating suggestions and encouragement, helped me to coordinate my thesis work and especially in achieving the results. It was because of your support and guidance from the beginning that I have done it.

Furthermore, I would also like to acknowledge with much appreciation the crucial role of my friends for their support, mentorship, encouragement and technical advice throughout research work. Without you it was impossible.

I express my deepest and earnest thanks to **Shahzad Gul** for taking part in useful decisions and strategy making, giving necessary advices, support and motivation for completion of this degree and all. I have spent sufficient time with you and learn many things from you. I choose this moment to acknowledge your contributions appreciatively.

I extend my deepest regards to **Muhammad Rafique** for taking part in useful decisions giving advices, constant support & motivation for completion of this degree and all. I choose this moment to acknowledge your contributions appreciatively.

I want to pay especial tribute to my Mother for her remarkable efforts prayers and moral support always provided me. She always plays dual role as mother and father. It was you who always encouraged me as a teacher when I lost the courage many times during the educational career especially in MS Degree, because you are

a teacher. The completion of my MS Degree just because of your prayers, special motivation, encouragement, unconditional love, and guidance that put life in my soul, and give me new ways of thinking and reason to live the life. I always found your courage higher than the mountains in many worst situations. You have been facing all the hardships with very patiently and firm believe on Allah the almighty and Tawakkul on Allah the almighty and no doubt because of your piety you are exactly Nafsi Mutma'innah. Once again, I want to pay tribute, words cannot express the gratitude for everything you have done for me. May Allah give you long and healthy life.

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## *Abstract*

The present study investigates the factors influencing on hotel brand attachment in hotel industry of Pakistan. The aim of the study to examine the influence of functional, symbolic and hedonic values on brand attachment. Present study also explores the mediating role of brand trust. Particularly current study incorporates theory of attachment in literature of hotel brand attachment. Data were collected from 246 respondents, who booked online hotel room for personal use from Rawalpindi and Islamabad. Further convenience sampling technique was used for data collection. The results of the study show that functional, symbolic and hedonic value significant positively influence on brand attachment. In addition, brand trust positively influence on brand attachment. The results show that brand trust positively mediates the relationship between functional, symbolic and hedonic value and brand attachment. The study has its limitations as it was conducted with a small sample size and cross sectional method was applied for data collection. The findings of the study provide useful insights for the hotel industry. The study significantly contributes to the area of research specifically in the domain of brand attachment in hospitality industry. The study also provides significant implications for researchers and practitioners.

**Keywords:** Functional Value, Symbolic Value, Hedonic Value, Brand Trust, Brand Attachment.

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# Abbreviations

<b>ATM</b>	Automated Teller Machine
<b>BA</b>	Brand Attachment
<b>CBBE</b>	Consumer Base Brand Equity
<b>CSR</b>	Customer Service Relation
<b>DCM</b>	Digital Content Marketing
<b>EB</b>	Emotional Branding
<b>EBA</b>	Emotional Brand Attachment
<b>HFF</b>	Health Functional Food
<b>LES</b>	Limited Edition Shoes
<b>NE</b>	Nostalgic Emotion
<b>PFP</b>	Perceived Financial Performance
<b>PFP</b>	Perceived Financial Performance
<b>VIF</b>	Variance Inflation Factor
<b>WOM</b>	Word of Mouth

# Chapter 1

## Introduction

In recent era hospitality industry is facing high degree of competition. How to engage consumers, build good relationship with consumers and make an active connection have become utmost preference for hotel managers. The value creation as important for long term relationship with customers (Peng & Chen, 2019). It is important to spotlight the leading role of consumer attachment as a golden rule for operating the business's marketing and sales performance, especially when it operates in the hospitality sector including foodstuff, beverages, travel and tourism (Itani, Kassab & Loureiro, 2019). Attachment has appeared among various fields to highlight the complicated sensitive relationship among people, objects, and the actions they commence in the actual environment in hospitality (Prayag & Lee, 2019).

Brand attachment as impression of consumers' association with the brand (Arya, Verma, Sethi & Agarwal, 2019). Emotional brand attachment with sensitive connection and association that brand closeness creates enthusiastic and cognitive bonding of customers with any particular brand. Expressive nature of customer's attachment creating the sense of engagement of their brand as a particular relation expressing the consumers' tendency include important brands and how they perceived (Moliner, Monferrer-Tirado & Estrada-Guillén, 2018). Innovative ways better show the connection with brands, mainly the feelings, spirits and standards that are related with consumers. The research suggesting the brand attachment as impression of love, connection and loyalty concerns to develop long term customer

relationship (E. Hwang, Baloglu & Tanford, 2019).

The study explores the relationship between perceived functional value, symbolic value, hedonic value and brand attachment, in addition we address the mechanism of attachment. Previously perceived values represent pleasure from purchase, purchase intention and customer judgement of usefulness utility, and trust builds through the outcome of these values, that is emotional state. Brand trust previously researchers consider as mediator among brand satisfaction and attachment which delivers in the way to creating attitude and making emotional relationship with customers by responding their needs (Duffy, Reid & Finch, 2020). Hotel consumers feel enthusiastic and friendly making truly enduring relationship make them satisfied and effective, that advantage the hotel business (Kang, 2018). Findings previous show that perceived value denotes to the customer's individual assessment of quality depending on his/her emotional, cognitive and social perceptions connected with any object or brand (Keshavarz, Aziz, Jamshidi & Ansari, 2019).

## 1.1 Background of Study

People develop emotional bond with different object and places that result of the interaction between people and environment of such places (Williams & Vaske, 2003). The study suggests that social connection among consumers and employees create an emotional bond (place attachment). This happens because of services interconnection with consumer and exchange process (Ballantyne & Varey, 2006). Researchers observed that tourist visits might because of their attachment of luxury product and services. They have been experienced form the brand and shown strong attachment with brand (A. Chen & Peng, 2018). We have seen that brand attachment have sensitive connection. Prior studies give us information about attachment behavior come through regular purchase of particular brand or product by consumer over the passage of time (Bloemer & Kasper, 1995). Once customer attached with the brand don't want to purchase of other brand rather than other brands provide more utility, because they have heartedly connection with specific brand that made them loyal consumer.

The researchers suggested that luxury hotels have four type of supposed values: functional value, financial value, hedonic value and symbolic value. Study exposed that functional value, financial value and hedonic value could positively effect customers' purchase intentions (Yang & Mattila, 2016). To study the perceived values straight effect the consumers' emotions. The examination of human sentiments is studied in the domain of psychology, but it has frequently been utilized to the investigation of consumer behavior because research has revealed that consumers could be extremely sensitive in their choice towards obtaining hostility and tourism related services (Prayag, Hosany, Muskat & Del Chiappa, 2017). In the hospitality and tourism industry, study explore that luxury hotels services take more attention and more influential than non-luxury hotels' services that attract the consumer and emotionally attach with the brand (Yang, Zhang & Mattila, 2016).

Functional value is the utility of the product or usefulness that a consumer experiences creates value in consumer mind and attach him with brand. Park, Eisingerich, and Park (2013) recommend that brands may hold three capabilities, namely enticing, enabling, and enriching the individual. Perceived value is perception of consumer effect on consumers' behavioral agreeableness in various backgrounds and methods may deliver new understandings into the temptation of service products (Peng & Chen, 2019). Functional value of luxury hotels examines the demand of hotel in term of performance and quality. The hotel functions with consumers' value in use, this study explore customers' use experience and reason behind their use. To provide a broad sketch and complete understanding, both managers and consumers observation and interpretation of the brand and their functional value (Lei, Wang & Law, 2019).

Symbolic value is attributed value to an object or brand and deliver its symbolic meanings. It recommends that how persons action towards anything can be explore by their translated symbolic meanings toward its a specific context (R. R. Chen, Davison & Ou, 2020). Symbolic value are items or signs that are used to transmit something intangible (emotion, a feeling, a value) with the brand and the image of brand in the cognitive of anyone perception like the symbolic value of the hotel brand. Customers can use luxury brand and product to indicate their

wealth and position to other consumers. Consumer use those brands because they have image in their mind to express their status by using such brands (Gurzki & Woisetschläger, 2017).

Hedonic value is the feelings related with the fun, entertainment, pleasure, and satisfaction. Consumers' hedonic value is utility, pleasure and satisfaction associated to specific goods and services can be an central factor for defining their behavioral attachment (Dedeoglu, Bilgihan, Ye, Buonincontri & Okumus, 2018). Hedonic value investigated specially on beach travel measures the value related to attributes of beach environment, such as shores, coastline and beach which create the feeling of pleasure in the consumers (Latinopoulos, 2018). Hotel room environment creates pleasant satisfaction related emotions in the consumers that generate behavior toward attachment with hotel brand. Hedonic of the hotel the ability to arouse that creating feeling of enjoyment and pleasure like the hotel on beach creating pleasure and room environment creating feeling of satisfaction.

Trust build through customer satisfaction and consumption of particular brand creates trust. Moreover, scholars confirmed that consumer satisfaction, trust and commitment fundamental part of quality-based relationship with brand and product (Crosby, Evans & Cowles, 1990; Dorsch, Swanson & Kelley, 1998). Performance trust relates to a consumer's relay on the service provider's capability to present fine quality services. Benevolence trust denotes to the consumer's assurance that the service presenter will provide a dedicated and proficient services with sympathy, trustworthiness and kindness towards the customer (Kandampully, Zhang & Bilgihan, 2015b). Brand trust mediates the relationship among functional value, symbolic value, and hedonic value as independent variables and brand attachment as dependent variable.

Theory of attachment support the relationship of variables, attachment theory study the interpersonal relationship of mother and child emotional connection and attachment (Jones, Cassidy & Shaver, 2015), later on attachment theory used to study the consumer behavior. Functional, symbolic and hedonic values express individual's feelings, thought and pleasure an emotional, cognitive state- consumer

behavior to attachment, that is customer attachment to brand. Theory of attachment describes the relationship of infants with caregivers their parents. Infants fill the needs by their parents and expectation by the parents and willingness and having love and affection from their parents. This theory has been using for the consumer attachment with brand.

## 1.2 Gap Analysis

Prior studies conducted on the functional, hedonic and symbolic value influence the intention of customers and customer engagement in the context of brand hotel industry. But minimal evidence on consumer perceived value, functional, symbolic, and hedonic values influence the brand attachment in the hotel industry (Yan Liu, Kou, Guan, Hu & Pu, 2020). Also, existing literature gave us little bit knowledge that while perceived values influencing on brand attachment. Whether those hotels could achieve customer consumption-based trust especially in Pakistan industry. Where quality inconsistency issues ever prevailing (Z. Zhou, Zhang, Su & Zhou, 2012), that put the customers in uncertainty about the quality, whether on the next visit quality would be same as last time they visited?

To answer this question and fill this gap present study adopted the brand trust as mediator among the independent variables functional value, symbolic value and hedonic value and dependent variable brand attachment. Study conducted on brand trust as mediation among the brand experience and brand attachment (Huaman-Ramirez & Merunka, 2019). But less studies on trust as mediator (Khan & Fatma, 2017) between perceived values functional, hedonic and symbolic and brand attachment in hotel industry especially in Pakistan. This study, also examine the relationship between functional, symbolic, and hedonic value, brand trust and brand attachment.

### 1.2.1 Contextual Gap

Study conducted in USA that show the relationship between sub-brand love antecedents affection, commitment and passion and corporate brand love in the hotel

brand in US hotel industry (Wang, Qu & Yang, 2019). Similar research conducted in USA, study the relationships among the aspects of technology attachment, the dimensions of empirical relationship quality, practical risk and practical sharing intentions in a smart hotel (H.-C. Wu & Cheng, 2018). Another study conducted, which exhibit the influence of sickness and ethnicity on consumer brand loyalty and positive word of mouth in the Portugal hoteling industry (Leal & Ferreira, 2019). The study explores how brand authenticity insights, opinion in memory, way of life compatibility, and brand love interconnects with each other and need for uniqueness moderates the relation in luxury hotel (Manthiou, Kang, Hyun & Fu, 2018). However, research conducted in hoteling in different context of America, Portugal and china hotel industry. It is hard to find the study in Pakistan that focus on the values and attachment in hospitality domain. So, there is a minimal evidence existed in the relationship of functional, symbolic, hedonic value, brand trust, and brand attachment in the context of Pakistan hotel industry.

### 1.2.2 Theoretical Gap

Theory of attachment chosen as underpinning theory of this study that show the baby and mother relationship later on (Park, MacInnis & Priester, 2006) use this theory in marketing research to study the consumer behavior. The theory of attachment previously established to predict the product and brand attachment in the industrial effect on brand loyalty of consumer (Pedeliento, Andreini, Bergamaschi & Salo, 2016). Similar study conducted in South Africa that investigated the brand experience, brand satisfaction, and attachment of customer with brand in the light of attachment theory (Chinomona, 2013). How the attachment style impacts the consumer brand attachment leads to two factors brand trust and the brand loyalty in youngster's consumer behavior in light of theory of attachment (Bidmon, 2017), and consumer antecedents of emotional attachment in light of attachment theory, but how these values influence on brand trust that further influence on attachment under theory of attachment is missing (Grisaffe & Nguyen, 2011). However, despite rich literature available that show different constructs in different industries and in Australia, America, South Africa, China, and Taiwan,

study under attachment theory, but minimal evidence indicated the relationship between functional value, symbolic value, hedonic value, brand trust, brand attachment of consumer behavior in hoteling industry.

### 1.3 Problem Statement

The lack of research on brand attachment which not fully establish in the specific domain of hotel industry. Brand attachment and attachment mechanism is not fully explored also factors influencing on brand attachment not yet clearly understood (Pedeliento et al., 2016). Functional, symbolic and hedonic needs influence brand selection. That is what this study explores the relationship of functional, symbolic and hedonic value and brand attachment. Consumer and tourist go anywhere for booking, they do not attach with particular brand and manager also do not know how to attach them with hotel brand, that is major problem for managers. In the hoteling industry consumer experience of any hotel create feeling or thought may positive or negative. That consumption-base experience leads the consumer attitude relating to the hotel. However, consumer utilitarian and hedonic values and satisfaction that crate the loyalty in the customer. But every time experience may deliver same value that crate cognitive emotional value, but the quality every time same that create trust in the hotel industry. Study in psychology exhibit that trust plays a role in the process of attachment (Burke & Stets, 1999; Fraley & Shaver, 2000).

We found another problem in Pakistan hotel industry where due to quality inconsistency, hotel could not build the trust of consumers. Hence, this study aims to explore the mediating role of brand trust between the functional value, symbolic value, and hedonic value and consumer brand attachment. In Pakistan hoteling market customers having value system and connection with brand. On the other hand, customer uncertain about the quality when they change their quality that is common practice in Pakistan's industry. Where poor quality effect the trust of the consumers, also locally expand in hoteling industry making many issues in emotional values functional, symbolic and hedonic values and brand attachment.

Due to the poor quality of service (quality is not variable just quality influence the trust of consumers) in which consumer losing the trust among the values and brand attachment. Hence, this study contributes the mediating role of brand trust between the functional, symbolic, and hedonic value and brand attachment.

In the hospitality industry this is necessary to make the loyal to the customer because customer choice to select the hotel on the base of his loyalty (Yadav & Pavlou, 2014) with the hotel brand who satisfied him previously, will become the future of hospitality market. When customers have previously bad experience then attachment become questionable that is serious problem in the hoteling industry. Hoteling industry all about base on the consumer attachment that base on previous experiences. If previous experiences not good then create customer rudeness, ultimately customer switch to other brands that is serious threat for the hoteling industry. That is what study present the perceived values influence on consumers' mind and develop trust that attach the consumer with the brand. Study will explore the functional symbolic and hedonic values that creating positive value that make the consumer attach and make trust on the services of the hotel brand that urged them for revisit. when customer have value and emotions that build trust of customer then emotionally attach with the brand.

## 1.4 Research Questions

On the basis of the stated problems, the present study is intended to find answers for some questions, brief summary of the questions are as follows:

**Research Question 1:**

What is the relationship of functional value and brand trust?

**Research Question 2:**

What is the relationship of symbolic value and brand trust?

**Research Question 3:**

What is the relationship of hedonic value and brand trust?

**Research Question 4:**

What is the relationship of brand trust and brand attachment?

**Research Question 5:**

Whether brand trust mediate the relationship between functional value and brand attachment?

**Research Question 6:**

Whether brand trust mediate the relationship between symbolic value and brand attachment?

**Research Question 7:**

Whether brand trust mediate the relationship between hedonic value and brand attachment?

## 1.5 Research Objectives

Research objective is to explore the relation between the variables according to the proposed model, that all of the variables are interrelated with each other to provide the desired results of perceived functional, symbolic and hedonic value to attract the customers make attach with their brand. Moreover, brand trust effectively plays their role to retain their customers in the competitive market. Major objective of this study in context of hotel industry to promote the brand to promote businesses to make attach the customers.

**Research Objective 1:**

To examine the influence of functional value on brand trust.

**Research Objective 2:**

To examine the influence of symbolic value on brand trust.

**Research Objective 3:**

To examine the influence of hedonic value on brand trust.

**Research Objective 4:**

To examine the influence of brand trust on brand attachment.

**Research Objective 5:**

To examine the mediating role of brand trust between functional value and brand attachment.

**Research Objective 6:**

To examine the mediating role of brand trust between symbolic value and brand attachment.

**Research Objective 7:**

To examine the mediating role of brand trust between hedonic value and brand attachment.

## 1.6 Significance of the Study

Customer engagement with, usefulness, pleasure and satisfaction of needs and value system from any brand and object (Goh, Heng & Lin, 2013). In theoretical perspective existing knowledge of brand attachment in the hoteling industry give us information about the consumer behavior. However, limited knowledge about the value system functional, symbolic and hedonic values that attach the consumer with brand in light of attachment theory. Present study explores the relationship of functional symbolic and hedonic values with brand attachment in the of theory of attachment also has significance for the researchers of academia. The available literature lacked the evidence of trust of consumer for attachment in hospitality in Pakistan context. Hence, this study contributes the perceived value, brand trust and brand attachment to understand hotel consumer emotional connections in light of theory of attachment. It is observed that poor service, creates consumer mistrust relating to the brand. This study will be significant for practitioners for understand the trust of consumer in attachment behavior in hospitality industry. For practical perspective study contribute the new viewpoint of customer relationship in hotel brand attachment. Luxury hoteliers creating values by making decisions about the capturing segments and creating brand image to attach the consumer with brand and intention to purchase. Hoteliers also use such a knowledge to modify the product and services presenting to the targeted consumers (B. Wu & Yang, 2018). Hotel managers have issue by the consumer perceived values and attachment behavior in the Pakistan industry, customers have trust issue by the hotel quality in repeat purchase intention. This study will be significant for hotel managers for understand the trust of consumer in attachment behavior in

Asian context especially Pakistan hotel industry.

Functional value creates the feeling of usefulness customer perceived gain or loss from particular brand (Fong, Lam & Law, 2017) value creates positive emotions in the mind of consumer that create arousal, that is emotional state which is attitude. Present study use brand trust as attitude which build through the values, attitude fosters the consumer behavior to attachment that is little bit study in previous literature. This study shed light on this linkage mechanism. Symbolic value creates feeling of image, past core aspiration that keep the brand ideal in future. Symbolic value creates feeling of image status with the use of brand, symbolic value (Aakhus, Ågerfalk, Lyytinen & Te'eni, 2014) creates feeling that arousal on human cognitive psychological state that is attitude of the consumer. Present study explores trust as attitude that build through the positive feeling of image of brand that attitude foster the consumer behavior to attachment. In the existing literature less study on symbolic value impact on trust that in turn effect on brand attachment ad in existing body of knowledge has significance for the scholars in the light of theory of attachment. Hedonic value creating feeling of fun entertainment pleasure aspect, that create positive feelings like hotel on the beach creating feeling of pleasure, enjoyment and satisfaction in consumer mind that create emotions and build attitude of the consumer that fosters consumer behavior to attachment. We found in existing literature minimal evidence about the hedonic value influence on trust that is attitude of the consumer that attitude foster behavior to attachment in the light of theory of attachment (Bidmon, 2017). This study shed the light on this mechanism in the light of theory of attachment extend existing literature also has significance for the researchers of academia and the practitioners of hotel industry to understand the consumer behavior especially in Pakistan's context.

## **1.7 Supporting Theory**

### **1.7.1 Theory of Attachment**

Theory of attachment is the underpinning theory (Bowlby, 1977). Theory explain the relationship between baby and mother. Child fulfill their needs by the parents, mother is responsive to fulfil the needs like warmth, comfort, and food. The Infant desire to close the mother, willingness, safe heaven, and separation distress, that emotionally attach the infant to the caregiver. So, this attachment fosters strong emotional behavior, without mother infant cannot imagine to live. Sense making theory (Miles, 2012) also supportive to the theoretical frame work.

In current study theory of attachment supportive to the model. Park et al. (2006) use this theory in marketing research to study the consumer behavior. The independent variables are functional, symbolic, and hedonic value, functional value is usefulness functions of product. The product fulfills the need, due to consumption of the product and brand feel efficacy and achievement from the product that create positive feeling and emotions in the individual. Symbolic value is the resource of self-positive image that enriching the self, once core past self, aspiration hope that ideal in the future. Hedonic value is the entertainment, pleasure and satisfaction in self that experience of the self that create pleasant feelings in the individual like hotel on beach beautiful site and comfortable bedroom create hedonic value. All three types of values create the emotions and positive feelings and develop attachment and willingness.

Brand trust mediate the relationship in the research framework. When customer has past consumption-based experiences then product and those experiences creates the performance base trust in the customers' mind. Consumer trust with brand e.g. FedEx overnight delivery assurance. This trust creates cognitive psychological state of mind that is attitude. Trust create cognitive emotional bond that create reediness to respond willingness to behave. This cognitive psychological state of mind evokes arousal that is attitude. This attitude compel/foster consumer behavior.

Brand attachment is the dependent variable in the research framework. Attachment is the affection connection and love with the brand. According to the theory the outcome of attitude in shape of specific behavior and consumer sacrifices for the brand, level of attachment reveals level of behavior. That arousal creates cognitive

psychological state that is attitude and attitude foster the consumer behavior to attachment. So, this attitude for brand trust triggers the strong behavior, consumer positive behavior of attachment of self. Theory of attachment cover all the variable and completely supportive to the research model.

However, some researchers are not agreed with brand trust as attitude. So, sense making theory (Miles, 2012) also explain the relationship of the research model. The sense making theory argues, at first people perceive the set of events functional, symbolic value and hedonic value create of event of feeling, emotions and pleasure, at second, they translate the positive sense of meaning of the events which is trust, consumer on the brand. Whereas this meaning of event influence their attachment with brand. Sense making theory also explain the relationship in baking industry (Muhammad, 2020) customer forgiveness among perceived justice and satisfaction.

# Chapter 2

## Literature Review

### 2.1 Brand Attachment

Brand attachment exhibits the meaning of love, connectedness and loyalty for long long-lasting association with brand (E. Hwang et al., 2019). Some scholars have defined brand attachment as the strength of connection among person and a brand (Thomson, MacInnis & Whan Park, 2005). In various investigations attachment revealed as strong positive feelings between people, and brand.

### 2.2 Functional Value

Functional value is the attribute of functionality, utility, and usefulness from the product or service. Functional value is usefulness helpfulness of goods or services, and is perceived gains and losses of the assessment of consumer's usefulness of product (Zeithaml, 1988). Perceived functional value evaluates a consumer's assessment of a product's assumed value (Wiedmann, 2009), and these central benefits denote the basic reason that is what customers primarily need/want to buy the product. Functional values the brand for its useful role, connected with purpose advantage, such as proficiency or trustworthiness. These features are the characteristics of organic food, consumer belief in organic food and its supposed value.

## **2.3 Symbolic Value**

Customer belief that compare with his mental concept. Consumer use brand similar according the Group of people to whom customer inspire that create cognitive connection (Escalas & Bettman, 2005). Symbolic mean confident image and inspiring self-core past aspiration that keeps brand ideal in the future (Su & Reynolds, 2017). Symbolic value creating positive image of brand in the cognitive of the consumer.

## **2.4 Hedonic Value**

Hedonic value represents the fun, entertainment and pleasure aspect that come from purchasing or using services (Keshavarz et al., 2019). Hedonic values demonstrate person's feeling of pleasure emotions associated with brand. Like hotel on beach creating feel of pleasure and room environment create feeling of satisfaction. Enjoyment tourists are focused on the emotions related with the words fun, entertainment, awakening, and enjoyment (Duman & Mattila, 2005).

## **2.5 Brands Trust**

Brand trust is explained as emotional constancy for customers using the brand (Chaudhuri & Holbrook, 2001). Trust refers (Becerra & Badrinarayanan, 2013) as the experience/performance base trust make attitude of the trustee that the trustor will perform a particular action important to him or her. This is depending on the observative aspect of trust (Mayer, Davis & Schoorman, 1995) which denotes to trust as the expectations of the trustor that the trustee will perform a particular action important to him or her.

## **2.6 Influence of Functional Value on Brand Trust**

Functional value enabling the manager to respond the customers' expectations

with customer experience in the banking industry that create trust in the customers (Mbama, Ezepeue, Alboul & Beer, 2018). Study conducted in Greece that functional value expresses the second way dimension, love, respect. The brand respect shows the performance, brand trust, of the consumers (Giovanis & Athanaspoulou, 2018).

Trust is one factor of customers' association with brand (Andaleeb, 1992; Doney & Cannon, 1997) trust depend on brand accuracy denotes a set of specifications with a technical or competence-based character, because in the consumer-brand dimension there are consumers' expectation and needs to be fulfilled and pleasure by the brand. Therefore, brand trustworthiness is important for believing in a brand because the fulfillment of the commitment that the brand illustrate to the market leads the customer to be assured about the happening of upcoming satisfaction. Elena (2004) brand trust is considered with two different domains that represent different viewpoints from which to make subjective possibility assessment for a brand to be considered reliable, and they appear out of diverse levels of cognitive and emotional concept.

Emotive value operator' balanced elements are basically inadequate in their ability to evoke sentiment in the customer because they are easily replicated by the competitors. On the other hand, the sensitive component has been recognized to encourage diversity, value, gratification, trust, and faithfulness by fulfilling human needs (J.-S. Lee, Lee & Choi, 2011). Customers can select media content for functional e.g. informational motives, including to understand more about brands to enhance their buying decision-making impact of customers brand-related perception on brand trust, credibility dimension, and the impact of brand recognition on brand trust's compassion aspect, thereby making digital content marketing DCM's influence on customer attachment and trust debated in our view (Hollebeek & Macky, 2019). Functional values the brand for its useful role, connected with purpose advantage, such as proficiency or trustworthiness, and integral features of brand attributes (e.g. price, design, quality), the consumer and brand affiliation were considered as functional (Fernandes & Moreira, 2019).

For acquisition of mobile banking will outcome from satisfactory attitudes about

mobile banking, confidence in mobile banking, including necessary, reutilize and simulated social inspirations. Specifically, the suitable attitudes about the trust in mobile banking are nurtured by expecting satisfactory attitudes toward and trust in ATMs and online banking uprising trust and social transformation as key factors of mobile banking acceptance (Chaouali & El Hedhli, 2019). Study conducted on organic food. Therefore, our purpose was to study the impact of different aspects on customer purchase intention of organic food. These features are the characteristics of organic food, consumer belief in organic food and its supposed value. Its characteristics draw attention, since there is experiential evidence that customers of organic food observe it healthier, with rich nutritional characteristics, harmless and more maintainable, when compare to ordinary food (Curvelo, de Moraes Watanabe & Alfinito, 2019).

Study exploring luxury services consumers according to the scopes that lead their value awareness and usage style. Relating connected theoretical and pragmatic results, this study describes new conception of perception why consumer is purchasing luxury from customers' point of view. First, we recall the previous researches on luxury consumption existing knowledge establish a theoretical framework. This framework is prepared about the four central aspect that trigger value conception; i.e. social, individual, financial and functional and their association among brand trust, customer satisfaction and purchase intention. Value association satisfaction trust (Alan, Dursun, Kabadayi, Aydin & Anlagan, 2016). Trust and utilitarian/hedonic values in an under-investigated context, that is, elder and adults' tourist website experiences along happiness and word of mouth WOM. Present study is depend on the foundation that trust is an central aspect in effecting this group's assumed value while using a tourism website inspiration directions, consumers can be defined as problem solvers based on functional values, while they tend to prefer looking for fun, fantasy, arousal, sensory stimulation, and enjoyment" when gaining hedonic experience (J. J. Kim, Nam & Kim, 2019).

Perceived usefulness can be a distinctive example of functional value drawing from extrinsic inspiration, while perceived pleasure can be a demonstrative of hedonic value from intrinsic inspiration (C. Wen, Prybutok & Xu, 2011). Trust plays a

vital role in growing a rowing association among online customers and agents in the wake of an online marketplace (H. Sun, 2010), trust has been originate to be one of the predictors of successful dealing on tourism websites.

Brand trust, understand from a narrow view, is the customer's confidence in the performance of a goods or service from a comprehensive standpoint. It feels of fulfillment, brand commitment and brand trust. Brand satisfaction is described as the general satisfaction of consumer who buy and use health functional food HFFs after consuming the brand product (J. Lee & Chung, 2019). Though, in the background of a social media brand page, we presume promise play role to functional contradiction because, when challenging contradiction, the switching cost is low and promise boosts consumer to refrain from simulative short-term substitutes in favor of long-term advantage (Shi, Cao, Chen & Chow, 2019).

This is a significant participation because it delivers a well insights of vacation travelers' observations of practical quality, empirical value, trust, commercial good will, practical gratification and behavioral intents. study inspects the connection among the behavioral intentions of travelers and the other advanced order constructs: practical quality, empirical value, trust, commercial standing and practical gratification as supposed by trip tourists (B. Wu & Yang, 2018).

Though the connection among trust and consumer value is well explored there exists some discussion on the course of the value–trust affiliation. At the similar time, the direction is supposed to base on whether trust is seen to evoke brand engagement exist/occur pre- or post-consumption. Moreover, there is proof to propose that observations of association value leading to consumer's trusting brand characteristics of capability and benevolence (Taiminen & Ranaweera, 2019).

Hence, as the brand trust in this investigation relates to confidence in the brand's advantageous relationship characteristics. it is probable that the trust in the benefits coming from the affiliation is shaped depend on the prevailing value assessment of the association. Rich literature available that examine the impact of functional value on trust and sufficient arguments on functional value influence on brand trust. On the basis of above mention arguments. This leads to the following hypothesis:

**Hypothesis1: Functional Value Positively Influence on Brand Trust.**

## 2.7 Influence of Symbolic Value on Brand Trust

Symbolic value of hotel has iconic value like Marriott, Hilton brand personality associate the value in attaining satisfaction intimacy and brand trust (Su & Reynolds, 2019). Apart from the homemade brands, Turkish are also loyal to the other countries' brands like Coca-Cola. So, Turkish local brands lacking the loyalty, but multi national brands iconic/symbolic value attaining trust of the Turkish consumers (Merdin-Uygur, Kubat & Gürhan-Canli, 2018).

Study conducted in USA on consumer behavior show that business to business and consumer market functional value create trust and symbolic value that has influence on the consumer that form long lasting association, additional display that creation of value trust and faithfulness still in emerging stage. Symbolic world in commonly improve our knowledge about trust (Ringberg & Gupta, 2003). Investigation conducted in china shown shift away from imported products in preference for domestic offerings. When customers are stimulated by design and usefulness rather than by foreign appeal or social position, domestic brands are likely supposed as more viable than their foreign alternate are because, for most local customers, they represent good value for their money. Local evolution of external products, along with design, packaging, and brand name, may also influence the symbolic value of overseas products and trust of the customers (L. Zhou & Hui, 2003). Research conducted in Taiwan on consumer behavioral loyalty, Symbolic feelings, on the other hand, are an extrinsic value that parallels to the non-product-related characteristics which translates a diversity of brand meanings to customers. These advantages participate to fulfil a consumer's social support and self-communicative needs (Liang & Wen Hung, 2004). Investigation conducted in Switzerland on university management department and science school students, when brands hold symbolic assistances that exhibit consumer's real or ideal self-concepts, consumers can make a sense of oneness with the brand whereby they demonstrate an emotional relation with the brand. As consumer

get further extremely attach with the brand, they are more probable to make emotional attachment towards the brand (Malär, Krohmer, Hoyer & Nyffenegger, 2011). Research conducted on luxury brand customers in Beijing wealthy customer in china, customer affirmation, brand influence was the most positive zone, with image, trust and value described comparatively positive brand traits. Value, represented by its social and symbolic dedication of consumer, and trust were recognized as providing a significant and direct description of consumer loyalty, denoted by its influential and durable scopes. The part of value and trust must be fundamental in marketing luxury brands given their direct and joint influence on customer dedication. To understanding the double effect of value and trust on luxury brand commitment. Luxury brands, integrating realistic and persistence aspect, alongside assessing the recognition of effect on symbolic value and trust by these customers (Li, Robson & Coates, 2014).

Study on consumer symbolic desires in the context of restaurant brands social perception and retrieved that eating out has a symbolic significance, such as a social division and standing, along with an empirical importance. They incurred that there are variances in the flow and place of dining out in accordance to the social group, based on age, gender, region, income, class, and so on. Customers require a hotel that indulges them in terms of the cognitive and social dimension in their hotel industry, symbolic feasting describes the cause why customers are ready to pay more cash for specific hotel brands. Symbolic consumption is principally important in the universal chain hotel setting. Recently, chain hotel brands have highlighted their symbolic sense for their brands' positioning create emotions trust (S. H. Han, Nguyen & Simkin, 2016). Research conducted in Pakistan on customer of Halal Milk brand reputation, satisfaction trust, commitment, study results that assumed brand quality has a significant and positive effect on the Halal brand image, Halal brand gratification, Halal brand trustworthiness, Halal brand faithfulness and purchase intent. In the previous, scholars have explored the interconnection among brand assumed quality, reputation, satisfaction, trust and loyalty in ordinary food and non-food aspect the brand reputation contains the symbolic sense that relate with the brand particular characteristics, and it is

demonstrate as a customer's brand cognitive image in the mind of the customer that is related to a set of assessment of an offering (Ali, Xiaoling, Sherwani & Ali, 2018).

Brand honesty is central in urging brand loyalty and brand engagement (i.e., core impact in our study were remarkable) as consumer tend to trust and recognize with honest brands. However, the current investigation provides some attentions. It also translates customers' principle-based tactic to moral assessments including impartiality, morality, truthfulness, honesty, among other moral customs. Moral brands are also perceived as denoting human standards of consideration, trust, and attention about stakeholders as a brand practice tend to induce the person over sensual and influential practices presenting cognitive enjoyment to the individual allow the person through behavioral reaction offering usefulness enjoyment that connect to a perception of individual desire and stimulate the person (Das, Agarwal, Malhotra & Varshneya, 2019). Research conducted in German Dutch on brand assessment on graduate students, Brand trust, defined as the readiness to be safe to the action of the brand. it is also supposed as planned behavioural achievement effected by the degree of trust and attitude consumers represent (Hegner, Beldad & Hulzink, 2018).

Identifiable name as different to a basic corresponding. In other words, brand equity is shaped when the product is unforgettable, easily acknowledgeable, reliable, and higher in quality and consistency. It is only the connection with a brand name, shape, and/or signs that increases the worth of a product that make trustworthiness of the consumer (Sürücü, Öztürk, Okumus & Bilgihan, 2019), it is the marketable value that originates from customer observation of the brand name of a specific goods or service, rather than from the goods or service itself, functional value, social status, reliability, and loyalty.

Customers purchase a product for both its utilitarian value and its symbolic value. Customers attain self-recognition by purchasing particular brands that permit them to build their image and present themselves to the outstanding shape (F. Zhou, Mou, Su & Wu, 2020). The brand attributed perception has been used to explain a brand's symbolic values and environmental features, which go outside

the product's practical characteristics which displays similarities and differences in customers' assessment of luxury values across many countries (Donvito et al., 2020).

The recognition-based trust, where common values and frequent positive experiences encourage relationships and enhance trust among the customer and the commercial brand. Trust distress happens when there is a reducing in the assessment of the reliability aspects debated previous, reasoning a decreasing in one party's trustworthiness to be valuable to another. Depending on the characteristics and intensity of the contravention, consumers might experience diverse levels of trust reduction, and have several emotive and behavioral responses (Bolat et al., 2020). Rich literature available that examine the impact of symbolic value on trust and sufficient arguments on symbolic value influence on brand trust. On the basis of above mention arguments. We hypnotized that:

**Hypothesis 2: Symbolic Value Positively Influence on Brand Trust.**

## **2.8 Influence of Hedonic Value on Brand Trust**

Hedonic purchasing value on airport decide post purchase assessment of quality, value, satisfaction triggers the trust in the context of airport purchasing context (H. Han, Lee & Kim, 2018b). Hedonic landscapes that shape a diverse difference in mobile banking practices. Consumer interactivity with mobile banking facilities and make chances for optimistic practices that can foster brand trust (Jamshidi, Keshavarz, Kazemi & Mohammadian, 2018). Luxury usage is also connected with sensual responses such as aesthetic graceful, cognitive enjoyment, and satisfaction. Trust, a readiness to act without assessing sudden costs and benefits, always keep faithfulness the ultimate objective of marketing is to create a strong bond among the customer and the brand, and the main element of this bond is trust (Hur, Kim & Kim, 2014).

Investigation conducted on deceptive hotel website pictures on customers' brand trust, cognitive reaction and negative word-of-mouth (Bazi, Filieri & Gorton,

2020). Hedonic value is frequently described as a general valuation of empirical benefits such as enjoyment. Various types of expressive feelings, which are both functional and emotional, play central roles in hedonic consumption (e.g. vacation resorts and theme parks) tourism for pleasure commonly select restaurants that offer largely hedonic advantage for a result of the experience. Brand trust express to overall customers' readiness to trust on the ability of a brand to accomplish its desired function. Trustworthiness exhibits customers are assured that the brand will deliver quality performance in a realistic and authentic manner (Kuo, Zhang & Cranage, 2015). Hedonic and functional motives in customer, brand attachment and in the development of brand love. Previous study proposes that hedonic value influence the purchasing experiences hedonic brands are evaluated more automatically contrast to brands providing functional value. The impact of self-meaningfulness, brand commitment and hedonic value on brand love have been revealed in previous studies. Hedonic product brands and brand trust combine trigger word of mouth WOM in offline and online channels. In previous examine, hedonic value in specific has been originate to strongly influence brand love (Karjaluoto, Munnukka & Kiuru, 2016).

Research conducted to tourism purchasing behavior. Hedonic value and trust in airport tax-free purchasing was of extreme importance in defining readiness to purchase. Implement of shopping of hedonic and functional value, satisfaction and trust to the purchasing context provide interesting and significant understanding for the airport industry in and researchers of academia. Functionality features, hedonic and functional purchasing values, build satisfaction and trust, supposed benefit of airport marketable actions in the formation of tourists' repeat patronage and endorsement intentions in the airport tax-free purchasing context (H. Han, Lee & Kim, 2018a).

The research conducted on food chains to learn the consumers' behavior in fast-food restaurants in Spain. Hedonic usefulness delivers these customers with enjoyment and happiness over the many types of emotions, pleasure and sensual characteristics originate from their experience with the product. In the wake of fast-food restaurants, like as hedonic feelings may be deliver from the food's good

taste, among other ingredients (Izquierdo-Yusta, Gómez-Cantó, Pelegrin-Borondo & Martínez-Ruiz, 2019). Investigation explore that both hedonic and functional values significantly affected consumer satisfaction, trust and behavioral intentions, and that purchaser happiness played a significant role in varying behavioural intention. Conception of both hedonic and functional values to attain satisfaction and encourage positive behaviours and sentiments.

Study conducted in Iran on mobile banking in context of technology facilities deliver positive experience that can foster trust, nurture brand equity seeks to long run association building. Displayed that the frequency experience is positively affected by both hedonic and functional aspects (Jamshidi et al., 2018). Whereas, frequency experiences effect trust and brand equity advantage when taking Mobile Banking that might substantially lead to a flow state. Similar study conducted in Pakistan on the customer of smart phone in Sargodha city, Influence of smartphone brand experience on brand equity behavior momentum of young consumers. Customers look for positive hedonic emotions in consumption pattern that form pleasure which make (Shahzad, Bilal, Xiao & Yousaf, 2019). Luxury brands struggle to provide the extreme hedonic purchasing experiences possible to that consumer have more inspiration on multi brand opening than conventionally depend on the stores to form the ideal consumer experience create shopper wish foster arousal make trust of the brand or shopping mall once it produce pleasure (Desmichel & Kocher, 2020).

Study conducted on Vietnam customer's hedonic value via affective trust in online shopping benefit. Affective trust positively impacting to online purchasing benefit. The dual process implication among functional shopping value and emotional trust and among hedonic purchasing value and mental trust were also confirmed. Hedonic and functional shopping values impact online buying preferences, attitudes, intentions, commitment or behavior (Nghia, Olsen & Trang, 2020). We consumed frozen food, a rather than more functional category, lack luxurious, but being consumed, probably wanting an excessive degree of brand trust (Pagani, Racat & Hofacker, 2019). Meanwhile, hedonic brand status explores the type of

connotations that are linked to cognitive supposed features of brand that sentiments drives to consumer trust (Raji, Rashid & Ishak, 2019).

Hedonic or emotional well-being obtained from enjoyable, pleasant, and unforgettable events/actions, thus delighted customers' hedonic desires boost the customer trust and commitment with brand (Zollo, Filieri, Rialti & Yoon, 2020). Research conducted on smartphone facilities brand commitment for the app it is anticipated that the supposed app feature characteristics (hedonic vs functional app characteristics) will affect user's app category connection and app type engagement in turn will expect brand attachment in app and trust on app (Sarkar & Sarkar, 2019). Similar study on tourist perceived values under the behavioral commitment of linked place brands in resort. On developing homogeneous resort station in South East Asia, Malaysia shed the light how individual values of financial, social, hedonic, and considerate characteristics are expressed in tourist insights of the various features of combined place brands (Ahn & Thomas, 2020).

Study conducted in Hong Kong on traveler research effect of celebrity endorsement on resort brand love. Domain of brand love devotion, length of the connection, self-motivation, imaginations, memories, enjoyment, appeal, uniqueness, belief, that make attitude of customer. Consumption experience is a very related and vital source of trust. Trust has been revealed to play a fundamental role in raising loyalty literature display that hedonic value pleasure creates feeling that create attitude of trust of consumer on the brand (Zhang, Xu & Gursoy, 2020). Rich literature available that examine the impact of hedonic value on brand trust and sufficient arguments on hedonic value influence on brand trust. On the basis of above mention arguments. We hypothesized that:

**Hypothesis 3: Hedonic Value Positively Influence on Brand Trust.**

## **2.9 Influence of Brand Trust on Brand Attachment**

According, to trust someone absolutely means that there is a bit high probability that this person will conduct actions that will result in constructive results for

his/her exchange or association partner. If customers keep a positive opinion on a brand, so their propensity to be pleased with the brand turns on the purchase repeated intention (Farida, Ardyan & Nuryakin, 2016). Concerning customer trust, it can also influence the purchase intent significantly, since the absence of consumer trust has a strong negative influence on buying behavior of organic food (Nuttavuthisit & Thøgersen, 2017; Pivato, Misani & Tencati, 2008). Current studies show that brand attachment BA has a positive impact on the excellence of associations among customers and brands, such as brand trust, brand engagement, brand trust and brand loyalty (Assiouras, Liapati, Kouletsis & Koniordos, 2015; Eggers, O'Dwyer, Kraus, Vallaster & Guldenberg, 2013). Trust has been recognized to be a vital element forming utmost of the associations among a product brand and its customers. Trust build over a pattern of beliefs depending basically on morality, benevolence and compassion. As trust has been observed as a main element for a brand to build a long term affiliation with customers, numerous investigation have based on the approaches established by the customers to decrease risk assessment by adopting renowned brands (Mishra, Kesharwani & Das, 2016). Research on brand love and, more commonly, on customer brand associations (e.g. brand trust, brand attachment), indicate that such customer brand affiliation have major results, incurring brand devotion, positive word of mouth and readiness to pay, (Bairrada, Coelho & Coelho, 2018) an extensive insight of how customers perceive, think, and perform can deliver reasonable guidance as the level of intense cognitive engagement of a satisfied customer. Similar as client-based advertisement have been associated to brand trust solid consumer attachment, affiliation, as a measure of indicator of efficiency, leading to relational consequences, of devotion and trust (Busser & Shulga, 2019). Brand trust has been known as an element of loyalty in the online setting. We enhance the effect of the brand by evaluating the variable brand attachment. This has not been recognized before in the multichannel concept, however because of the strong ties with brand attachment includes. Influence of brand trust and brand engagement on loyalty to every medium, such as offline loyalty transport to online loyalty (Frasquet, Descals & Ruiz-Molina, 2017).

Research conducted on consumer connection with hotel brand environment, nutrition quality and facility quality of experimental quality on trustworthiness and happiness of full-facility restaurant to the clients. Also, consumer encouraging experience influence satisfaction and engagement (Erkmen & Hancer, 2019). Study conducted in France on consumer of retailer market on brand, trustworthiness, attachment, the effective engagement and attitude about brands deriving from specific geographical area, and both behavioral variables, namely attachment and buying local brands. The first type of outcome related to the customer brand affiliation concerns trust in brands. Second, customer cognitive attachment (Charton-Vachet & Lombart, 2018).

Investigate how numerous enjoyments attain in the social media context impact brand trust and attachment. Thus, company permanently search for inspiring high degree of trust and engagement to its brands. So as to have positive word of mouth WOM from consumer about brand in company promoted online brand communities in regard of attitude about social media and additional lead to some behavioral consequences such as brand trust, association and word of mouth WOM for social media sites behavioral inspiration (Kamboj, 2019).

Study explore positive impact of affiliation among customers and brands, such as brand trust, brand attachment, brand engagement and brand loyalty. Satisfaction is a central factor in forecasting the customer behavior to attachment. When customers are delighted, there is an increase in confidence and a forgiveness for price increase. Trust perform as controller between brand attitude and attachment behavior (J. Lee & Chung, 2019).

Study conducted on Spanish banking system bank suffered crises and negative effect on bank credibility has eroded customers' trust in their banks. This situation makes bank trust irregular but large number of customers remain faithful. The old age group were more reluctant to change bank than young age consumers. But the majority of customers remain trusted and attached with the bank (Moliner-Tena, Fandos-Roig, Estrada-Guillén & Monferrer-Tirado, 2018).

Research conducted on consumer of smartphone broadcaster network organizations in Ghana brand attachment is encouraging for creating brand loyalty, exploring

that ‘individuals with a solid sensitive attachment to an object also show particular behaviours. Increasing number of researches are examining brand attachment in the service division telecommunication companies explore the connection between experimental value, brand attachment and brand loyalty (Ofori, Boateng, Kosiba, Adam & Okoe, 2020).

Investigation on satisfaction, engagement and trust on customer devotion about four and five-star hotels. Conclusions trust, commitment and satisfaction put a positive influence on attachment. Brand trust is described as confidence in a conversation partner’s trustworthiness and solidarity trust have two elements benevolence and credibility, benevolence is durability, organization good intent goodness and care, credibility express consumer confidence in the company capability that positively effect on attachment (R. A. Rather & Hollebeek, 2019). Investigation conducted in Pun and Mumbai two prominent cities of India evaluating brand equity elements and results was disseminated to the mobile phone users. Given that satisfaction and trust are dependable for making an affiliation. Brand trust is an aspect which has acquire wider care from scholars to evaluate consumer-based brand equity, over-all promise that brand satisfaction is positively influence brand equity. In common commitment that brand satisfaction and trust we have seen in many studies that positively impact brand equity (Raut, Pawar, Brito & Sisodia, 2019).

Research conducted on attachment explain the attitude investigation on user of apple and Samsung consumers emotional brand attachment significantly influence cognitive loyalty, engagement. The concept of cognitive brand attachment has numerus aspects and exhibit socio-sensitive attachments, behavior relation, and encouraging, emotional trust. Since cognitive brand attachment as a developing construct plays a central part in the representation of consumer-brand associations. This arrangement helps venders to entice new customers (Vahdat, Hafezniya, Jabarzadeh & Thaichon, 2020). Research on traveler of Malaysia examine the impact of restaurant brand characteristics evoking brand trust and brand attachment make word of mouth. Which carried into explore the significance of

brand reliability and attachment in traveler hotel choice. Hotel's brand trustworthiness and brand attachment were rarely being investigated experiential. Brand trustworthiness effects customer behavior to attachment consequences in the field of service (Rosli, Ha & Ghazali, 2019).

Study conducted on tourism in Jammu and Kashmir India tourist destination attachment. In India archival and lovely palaces that make traveler attach with the resort. Valuable brand aspect contains of brand practice, brand love, brand character, brand trust, and brand attachment. Attachment theory exposes that the powerful one's attachment in travel (R. A. Rather, Najjar & Jaziri, 2020). For long run brand achievement, trust and brand attachment play significant roles in purchasing behavior that nurtures customer equity and customer lifespan value and attachment. Data on customers' experience with mobile phone brands in social media are collected from two main markets in Asia (South Korea and the People's Republic of China), that recommended that brand trust revolve from past brand experience and previous interactivity and make attach with brand (Yu & Yuan, 2019). Rich literature available that examine the impact of trust on attachment and sufficient arguments on brand trust influence on brand attachment. On the basis of above mention arguments. We hypnotized that:

**Hypothesis 4: Brand Trust Positively Influence on Brand Attachment.**

## **2.10 Mediating role of Brand Trust between Functional Value and Brand Attachment**

When consumers are satisfied with the company, and when association of trust and loyalty has been recognized and customs are persuaded of the value received, they might become additional attach and loyal to the service provider (Petzer & Van Tonder, 2019). Furthermore, evidence to acknowledge the mediating impact of trust, perceived value and emotional attachment assumed Organisational Care on the relationship (Thakur & Srivastava, 2018).

More recently, Hiscock (2001) confirms that the utmost goal of marketing is to make a strong tie among the customer and the brand, and the key element of

this bond is trust. Marketers must be able to make customer trust in a product to generate loyalty, because customer loyalty to a brand cannot be describe without customer's trust in the brand. Depend on the background to the investigate, this study is to explore intervention impact of brand commitment to boost brand practice and brand loyalty (Hidayanti & Nuryakin, 2018). Brand attitude, brand trust and buying intention were determine as deliver important role of customer brand associations that play a significant role in dangers conditions (Fennis & Stroebe, 2014). However, the effect of the interchange among self-exploration and disaster kind on brand attitude, trust on the brand and behavioural intent. Study examine shopper awareness of benefits from clothing brand derive to brand loyalty and compares the procedure between US and India in clothing industry. This study postulates the brand influence and brand trust assist positively as mediator among customers' perceived advantage toward the brand and brand loyalty. Further, brand impact, other than brand trust, effected and intermediated the growth of brand loyalty of clothing brand (Bennur & Jin, 2017). Perceived advantage, brand impact, brand trust, and brand loyalty.

This study explores how tourists' practices with symbolic name restaurant effect their attachment to, information and trust in brand symbol. In travelers several resorts, the domestic hospitality industry (Kang, Manthiou, Sumarjan & Tang, 2017). The results exhibit the significant, positive associations among brand experience and brand-linked variables (brand knowledge, brand trust and brand attachment) how travelers select hotels, previous hotel services, that builds trust and attachment. Level of trust create attachment evaluate influence of need fulfilment on two kinds of consumer brand attachment, namely the rosy and blue-sides. Automation, capability, and affiliation need fulfilment positively and significantly impact rosy and blue-side attachments toward the unified place brands (Ahn, 2019). However, brand attachment derives to repeat visit and positive word-of-mouth WOM this connection show travel attachment. The influence of consumer optimistic experiences with destinations on their mental and emotional attachment has been originate in the travel and hospitality.

Study the context of brand character and feeling, influence of brand connection,

trust, attachment and general engagement with the brand (Valette-Florence & Valette-Florence, 2020). Observed at the impact of brand cognition and brand character on customer engagement through the substantially mediating impact of brand trust and attachment. The role of sentiment in possession a new build flat, originate from its representation over cognitive imagining. Purchaser evaluations are mentally influenced by the valuation of functional value, but sentiment plays an important role between retail consumer as well as wholesaler. The evaluation of supposed values, on purchaser satisfaction evaluate the level of designer working (Andrew & Larceneux, 2019). Apartment pleasure as well as evaluation in trust and quality of customer facilitation and customer attachment explain builder of flat performance.

Study in India focusses major variables of emotional attachment that making brand trust and brand loyalty (Atulkar, 2020). Whereas the brand trust and brand loyalty are evaluator of attachment that a customer has about a specific brand. When the emphasis brand trust and brand loyalty in young customers is more on customer's passionate attachment. The conclusions recommend that destination brand commitment plays a complete mediating role on the association among destination brand legitimacy and revisit intention (R. R. Chen et al., 2020). In the travel industry, that traveler engagement positively impacts brand loyalty perceived utilitarian value to exert significant influence over consumer satisfaction and trust as the main element of attachment. Hotel lobby furniture provide utilitarian value, empirical results explore that connection functional quality has more optimistic impact on customer engagement as contrast to service quality. Research study suggested several marketing tactics for five-star restaurants to rise consumer satisfaction and increase customer loyalty (Lemy, Goh & Ferry, 2019). Investigate the relationship among customer sensation of online sellers' customer service relation CSR and buying intention through the mediating impact of brand recognition and WOM. This research examines the mediating role of brand app trust in the connection among brand app elements and buying intention via a mobile brand app in Iranian mobile commerce industry. Trust plays a principle role in any market and establishing trust with mobile phone business customers

is much more influential in Iran than in other countries. Build mobile app trust lead to attachment, this research investigates which elements of brand apps are fostering enough to produce trust in a brand app toward buying through such app (Movahedisaveji & Shaukat, 2020). Study explore when clients are pleased with the company, and when an association of trust and loyalty has been explored and consumer are influenced of the value acquired, they might become more committed and loyal to the service provider (Petzer & Van Tonder, 2019). The study also proves that consumer engagement might influence customer loyalty and attachment.

The investigation emphasizes on corporate brand and customer relationships in the wake of national Chinese dairy product brand (Ozdemir, Zhang, Gupta & Bebek, 2020). The findings of this study express that mental trust mediates the relationships among specific corporate brand and customer attachment concepts. To build emotional trust to persuade customers that the company is trustworthy has created loyalty. This objective was attained by examining connection among various magnitudes of brand trust and EB emotional branding philosophies. Results recommended gravity of brand loyalty, connotation and perceived quality incorporated by a brand as significant factors in developing of trust (Singla & Gupta, 2019). It further strives to recognize the mediating impacts of trust, mental attachment and assumed organizational support on the relationship (Thakur & Srivastava, 2018).

This study investigates emotional commitment, brand recognition and destination attachment's role in restaurant brand loyalty and consequent behavioral intentions (Konu, Murphy, Komppula & Mikkonen, 2020) choosing a hotel for first time, and for repeat visit intention. For instance, emotional and sensory characteristics such as relaxed feelings and room environment, or mental characteristics such as price, impact hotel selection. Predecessor of attitudinal loyalty contain trust, transferring costs and psychological attachment or commitment (Yeyi Liu, Hultman, Eisingerich & Wei, 2020). The study's academic focus was cognitive commitment, its part in building hotel brand loyalty and possible resort attachment. There is huge literature that build and support the relationship among in functional value

and brand attachment as mediator of trust in smart phone, tourism, hoteling, retail products, and dairy industry in china, India, Taiwan and America that support and prove the relationship of brand trust as mediator between functional value and brand attachment. On the basis of above mention arguments, we hypothesize that:

**Hypothesis 5: Brand Trust Mediates the Relationship between Functional Value and Brand Attachment.**

## **2.11 Mediating Role of Brand Trust between Symbolic Value and Brand Attachment**

Study presenting the mediation impacts of trust and commitment, which is central for the enhancement of the existing knowledge for the service brands, specifically hospitality customers' value satisfaction, trust and hotel brand loyalty that attach the customer (A. R. Rather, 2018). The study conducted on Facebook findings, that relationship among consumers and their preferred brands, which is showed in strong ties and the trust customers have in the brands, has a significant influence on customer attachment (Hinson, Boateng, Renner & Kosiba, 2019). Kohli, Melewar, and Yen (2014) proposed the idea of brand love, a positive feeling that express customers' trust, desire and attachment to the brand.

Study conducted on older people place attachment on urban populated areas. Place attachment depicts people attachment to the place. Place attachment is a pattern of feeling about the geographical location, that emotionally attach the person to specific place, which is core past aspiration that make ideal that place in the future. This aspiration creates symbolic value and trust that attach with the place or any object (Y. Sun, Fang, Yung, Chao & Chan, 2020). Study conducted in USA and Australia confirm that environment effect the aged people place attachment in any geography in where they nested. That have symbolic value made trustworthy that place for them and strong emotional attachment (Gilleard, Hyde & Higgs, 2007; Wiles, Leibing, Guberman, Reeve & Allen, 2012).

Study conducted on youtubers brand connection love trust as mediator and attachment in the investigation. Customers value the symbolic and cognitive feelings of the brand because these feelings help them build their self-cognition and trust that engage the consumers. The degree to which a consumer includes a brand in his own mental representation YouTube brand form his self-connection (Corrêa, Soares, Christino, de Sevilha Gosling & Gonçalves, 2020). Study conducted on store attachment explore cognitive and emotional attachment of the consumer with store also theory of attachment shows that individual attachment with entity make more attract with the entity that influence behavioral intention. Image of store in cognitive of consumer that cognitive image, symbolic value makes behavioral response toward the store. Study findings that store cognitive image create store patronage intention. Study found store quality and image positively influence on attachment (Badrinarayanan & Becerra, 2019).

In online purchasing risk and uncertainty from a absence of face-to-face communication in the online setting can be reduced trust therefore, trust is the foundation of online shopping and one of the utmost critical requirement of social business and success. Trust boosts consumer behavioral intent (Hajli, Sims, Zadeh & Richard, 2017). This study suggests a model, inspired by brand experiences, intervening by brand love and brand trustworthiness and concluded with the consequence of brand loyalty, i.e., behavioral and cognitive. Do both brand trust and brand love apply mediating impact on the associations among brand experience make symbolic value and brand loyalty (Huang, 2017). Brand love may be regulating by brand or product attributes (e.g. symbolic value, brand features) and might impact loyalty toward the brand. Customer brand attachment pattern explore brand love (e.g. commitment, trust, identification) brand trust provides a central element of fortunate marketing relation that attach the customer (Albert & Merunka, 2013).

The study investigates the product attributes of the LES (Limited Edition Shoes) and prove the operational relationship among supposed symbolic value, brand trust, and purchase intention (Chae, Kim, Lee & Park, 2020). The attributes

influenced perceived value, brand trust, and buying intention. There was a significant connection among perceived value, brand trust, and purchase intention. Limited edition shoes LES were narrowly linked to perceived value, brand trust, and purchase intention. Study in US India clothing industry suggested research framework postulates that customers' perception of symbolic and hedonic well-being from a brand enhance loyalty toward the brand through the mediating role of brand trust and brand impact influence the attachment (Bennur & Jin, 2017). The impact of customers' emotional connections on assessment of brand trust and organization credibility as described connection among brand credibility and aspects of customer base brand equity CBBE. Our result of a fully mediated relation among EBA and CBBE is interesting shedding light on how customers' emotional brand attachment with social sites brands regulate to form social media brand equity (Dwivedi, Johnson, Wilkie & De Araujo-Gil, 2019).

Research conducted on Indian customer who aware with product type, consumer approval is significantly linked to cost and lifestyle similarity. Study concluded that satisfaction positive impact on faithfulness (Kataria & Saini, 2019). Moreover, buyer satisfaction partially mediates the link from supposed quality and supposed value to brand loyalty. Investigation on event attachment and examine how it assists as an important predictor of destination attachment and resort engagement. Festival attachment put positive influence on destination attachment (Tsaour, Wang, Liu & Huang, 2019). Which then surges resort loyalty travelers' perceived place attraction denotes the substantially for a resort to spend their special vacations, which has a strong effect for the additional development of travelers' places loyalty, satisfaction and trust with particular destination (Chinomona, 2016), event attachment or festival attachment is the utilitarian, emotional or symbolic connection with festivals or events. Inspiration is one of vital driving force for travelers' behaviors development. Festival provide enjoyment symbolic value, pleasure and attraction, as substantial element of event attachment. The study express emphases on some main concepts of cognitive attachment that support in forming brand trust and brand loyalty (Atulkar, 2020). Results show emotional attachment elements like as perceived superiority, perceived symbolic value,

consumer satisfaction and perceived uniqueness also directly influenced by brand trust. Finding explore purchase intention with any elements that build positive attitudes such as brand trust leads to brand attachment. (Giovanis & Athanaspoulou, 2018). Research originate the impact of brand trust, brand satisfaction and brand engagement on brand loyalty. Explore perceived value and perceived satisfaction, display significant positive connection with brand trust and brand attachment. Study also discover that unique status, symbolic value of brand assist in developing distinctive emotive attachment with brand. Result from perceived value displays significant positive association with brand trust and brand engagement.

Optimistic experience encouraging relationship quality in today's travel and tourism industry (H.-C. Wu, Cheng, Ai & Chen, 2019). In common, when consumer enjoy a positive experience, they boost their connection that, come through trust and feel happy with and committed to an organization. Study confirm place attachment levels effect tourists' satisfaction with a destination. Customers make a buying decision by take in to account different characteristics of products, incurring price, quality, design, and brand image that deliver symbolic value that make mental intention of customer about the brand (Yu & Yuan, 2019). Whereas investigation has described positive effects of product features on buying intention, as well as symbolic values that build trust and make behavior of consumer to attachment. Substantial literature proved this argument and support that brand trust mediates the relationship between symbolic value and brand attachment. On the basis of above mention arguments, we hypothesized that:

**Hypothesis 6: Brand Trust Mediates the Relationship between Symbolic Value Brand Attachment.**

## **2.12 Mediating Role of Brand Trust between Hedonic Value and Brand Attachment**

Hedonic utilitarian attitudes significantly impact on trust that further leads to the brand attachment in the banking sector (Akhgari, Bruning, Finlay & Bruning,

2018). Study conducted in restaurant industry in china reveals that brand trust plays mediating role in nostalgic, hedonic emotions and brand attachment. Study helpful clarifying mediating mechanism nostalgia emotions impact on brand trust in turn positive effect on brand attachment in hotel industry of china (T. Wen, Qin & Liu, 2019). Organizations contest well when their production incorporate both utilitarian and hedonic values for consumers (Izogo, Elom & Mpinganjira, 2020). How buyer participation and worker contribution to service providing simultaneous effect functional and hedonic value aspects and readiness to pay additionally the procedure that bind these connections jointly in build trust in banking industry like Nigeria. Hedonic and functional attitudes and loyalty are affected by perceived financial performance (PFP) and estimate relationships among hedonic and usefulness attitudes, trust, and loyalty. Hedonic cues are also significantly linked to functional cues (Akhgari et al., 2018). Finally, trust mediates the relationship significant and positive among attitudes and loyalty that make the consumer engage with the brand.

Investigation in USA provide many buying opportunities to their consumers, more precisely, sole-brand stores make extra hedonic buying experiences than various-brand stores, that experiences are additional pleasure, enjoyable, and sensory motivating. Luxury brands attempt to provide the more hedonic buying experiences conceivable to their consumers and have conventionally trusted on their own retail store to form the perfect consumer experience (Desmichel & Kocher, 2020). To improve consumer brand insights and eventually sales, it (absence advertising) does so by building customer commitment, trust, and associations. Trust, transform or encourage sales leads, provide improved customer facility, provide the consumer loyalty formation (Hollebeek & Macky, 2019). Study approved that the brand trust established through positive brand practices, boosts loyalty about the online seller. Trust build behavioral intention brand for multichannel sellers, much of them useful to the clothing domain (Frasquet et al., 2017).

Supposed experimental value, connection quality, and behavioral faithfulness. Since the brand engagement context, the central goal of hotel promotion is to build brand loyalty between consumer to distress them from converting to other hotel brands

even if the reveler offers better service e.g., special discount or promotion, (M.-S. Kim & Stepchenkova, 2018). To explore the effects of real values on sentiments and self-involved attachment, to understand the inspirations of feelings and self-associated engagement on brand loyalty. Finally, brand loyalty was significantly affected by positive feeling, positive sentiment, and self-associated attachment of consumer.

Hedonic wellbeing on trust and engagement within the brand follower page, study discloses that trust and commitment established within the brand follower page will be translated into positive word of mouth. We originate that young and women followers with a high degree of attachment, having a durable association with the brand, expand positive WOM (Akrouf & Nagy, 2018).

Study on shopper affiliation with consumer including with environmental, food quality and service quality, claimed that a positive hotel experience also effects trust of hotel visitors, similarly satisfaction of full-facility hotel consumers, satisfaction build optimistic image that engage with the brand. Hence, trust improves the affiliation among the brand and customers, if the brand effectively accomplishes its promise, significantly enlighten consumer satisfaction in a hotel background that form suitable experience on trust that positive impact on attachment (Erkmen & Hancer, 2019).

Results display that perceived mobility services have a significant effect on functional and hedonic aspect, while supposed mobility and functional and hedonic characteristics impact consumer experience, which in turn, impact perceived advantage, kinds of supposed value, and brand fairness. Furthermore, the intervening impact of consumer trust is also proved in this study, that have explained brand trust as the willingness of the ordinary consumer to trust on the capability of the brand to achieve its stated function. Explicitly, brand trust is the connection among what a customer expects, and that brand's loyalty that make attach (Hsu & Chen, 2018).

Consumer with hedonic values will generally seek for enjoyment or pleasure during the purchasing process and imagine a pleasurable buying experience. When customers experience pleasure during the purchasing process, they are possible to

continue creation unplanned buying. Therefore, it is perceived that compelling purchasing behavior is excessive for customers who shape for functional and hedonic values that effect cognitive and make attachment (Lim, Cheah, Cham, Ting & Memon, 2020). Study conducted in Vietnam functional value via mental trust versus hedonic value through affective trust in online buying benefit, the moderating part of extrovert in the associations among buying value and trust (Nghia et al., 2020). It is also challenging that there is no generally recognized explanation for online trustworthiness, which is pounder to be multilevel and includes diverse domains across various investigation domains. Findings of buying situation, this study inspected the impact of purchasing values on trust which, in turn, affected behavior online purchasing benefit (Mohan, Jiménez, Brown & Cantrell, 2017). That generate positive appeal and attach with the brand study in Malaysian tourist impacts of restaurant brand characteristics on customers (sponsors' and visitors') by nurturing brand honesty and brand attachment about the tendency of word-of-mouth (Rosli et al., 2019). First, the research establishes that the association between hotel characteristics and brand attachment might be boost through brand credibility (Khan, Hollebeek, Fatma, Islam & Rahman, 2019). Some previous body of knowledge also confirmed the impact of reliability an aspect in brand reliability, on affecting commitment.

Hedonic buying inspirations and habitual purchasing in both advanced and developing countries and various the findings, our outcomes show that hedonic buying inspirations are significantly linked to compulsive buying (Horváth & Adıgüzel, 2018). Though, dissimilar hedonic inspirations arise to take part to the growth of habitual purchasing in developing and advanced countries. Whereas in advanced countries no significant connection was found among this purchasing inspiration and compulsive purchasing. Investigation display more precisely mental trust and intuitive trust mediate the impact of public identification on the gradual intention to use of community service. Effective trust will completely mediate the direct impact of mental trust on constant use intention (J. C.-A. Tsai & Hung, 2019). Study on nostalgic marketing in china investigation explore that nostalgic emotion

influence on the hotel brand attachment. it is more important to study the impact of NE on brand trust and brand attachment (T. Wen et al., 2019). Whereas investigation has described positive effects of product satisfaction on buying intention, as well as hedonic values that build trust and make behavior of consumer to attachment. Substantial literature proved this argument and support that brand trust mediates the relationship between hedonic value and brand attachment. On the basis of above mention arguments, we hypnotized that:

**Hypothesis 7: Brand Trust Mediates the Relationship between Hedonic Value and Brand Attachment.**

### 2.13 Theoretical Model

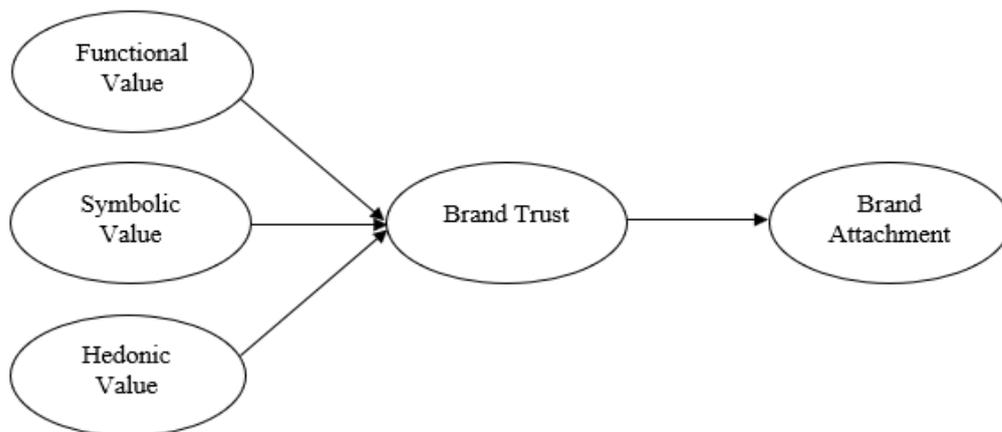


FIGURE 2.1: Research Model

### 2.14 Research Hypotheses

**H<sub>1</sub>:** Functional value positively influence on brand trust.

**H<sub>2</sub>:** Symbolic value positively influence on brand trust.

**H<sub>3</sub>:** Hedonic value positively influence on brand trust.

**H<sub>4</sub>:** Brand trust positively influence on brand attachment.

**H<sub>5</sub>:** Brand trust mediates the relationship between functional value and brand attachment.

**H<sub>6</sub>:** Brand trust mediates the relationship between symbolic value brand attachment.

**H<sub>7</sub>:** Brand trust mediates the relationship between hedonic value and brand attachment.

# Chapter 3

## Research Methodology

It is very important to discriminate between research methodology and research method because the both are very diverse from one and other. Research method includes every techniques/methods that has applied for orchestration of research. Research methods or techniques describe the ways researcher adopt in conducting research. In addition, all these techniques, which has adopted by the researcher during study the research problem, known as research methods. In contrast, research methodology is a process of carrying research problem and finding the solution systematically. The examining of research methodology is wider than that of research methods.

Thus, when we talk about methodology it doesn't mean only the methods but also the reason behind the methods employ in the context of that study and describe the adoption of one technique or method over another, so that research outcomes are capable of being evaluated either by other or researcher himself. This chapter particularly describe the methodology and to investigate impact of functional value, symbolic value and hedonic value on brand attachment with the mediating role of brand trust. The discussion in this chapter is linked to research design, population and sampling techniques, characteristics of the sample and instruments of all the variables and items present in each variable. This chapter focused on the methodology that will be followed the analysis and connection among independent variable, mediator and dependent variable.

### **3.1 Research Design**

A good research design helps researcher to obtain excellent outcomes, furthermore it helps in intensifying utility of the research. Primarily, in social sciences two research approaches are there well known as quantitative approach and qualitative approach. Majority of researchers hold this belief that quantitative research is more consistent and effective in contrast to qualitative (De Vaus, 2001). Researchers can obtain valid and reliable results with the support of quantitative research design (Chase, Teel, Thornton-Chase & Manfreda, 2016). Research design is defined as demonstration of condition for data gathering and analysis in such a way that purpose is to blend pertinence to the investigation objective with budget in process (Al, 1960). For the present study, we are taking assistance of quantitative study design by using standardized tools and techniques. As it provokes reliable data by converting observable fact into figures, which further examined to distinguish relations, associations, causes and effects. It is imperative to note that by quantifiable and observable means that people show their level of acceptance with statement, which show their personality/behavior or disagree from the statement.

### **3.2 Type of Study**

The present study is an explanatory study. According to (Baxter & Jack, 2008), Scholars utilized this term when they explain the objective and answer to questions is to explore the causal relation among the variables. This causal study in which the influence of functional, symbolic, and hedonic values on brand attachment has evaluated depend on respondent self-reported insights about these variables. Survey is a process of gathering quantitative data in pre-determined and developed format to make easier data. Data is collected from a sample and opinion made on whole population (Kerlinger & Lee, 2000). Even though sample should be with according to research method. Surveys has two types; relational and descriptive (Rungtusanatham, Choi, Hollingworth, Wu & Forza, 2003). Relational survey

used to explore the links empirically among independent and dependent variable whereas descriptive surveys used to explore the current state of affairs. For present study, relational survey research design has used, the motive is the scholar plan is to describe the link among functional, symbolic and hedonic value and brand attachment and mediating role of brand trust. In this regard, Rawalpindi and Islamabad luxury hotel have targeted to obtain the required data to acquire the actual results.

### **3.3 Research Philosophy**

Research philosophy was positivism. In this study we follow the positivism philosophy. This philosophy based on particularly scientific evidence, such as statistics experiments not on personal opinion. The researcher choice towards accepting any particular philosophy possibly impact the choice concerning to data collection scales and interpretation (Bazeley, 2003). The research based on hypothetical deductive method which is entirely based on philosophy of determinism which incurred prior research and prevailing theories to determine and support our hypothesis which will then be verified empirically for confirmation of the proposed hypothesis of the study. The hypothetical deductive method is an expected clarification of scientific method. According to this method, as the name indicates there are two parts. In hypothetical part hypothesis is proposed for a test and in deductive part test outcomes are retrieved from hypothesis. Then the results retrieved from hypothesis are equated with visible or tested data to pass or fail the hypothesis.

Moreover, in social sciences the investigators are more pleased to choose positivist research paradigms. Most well-known method of positivist research philosophy in social sciences is quantitative research method. Thus, current research adopting positivist philosophy, as it helpful to identify and verify proposed links. This research philosophy is best matched to our research because it takes excessive focus encouraging that reality is to be proven. Hence, this research has also applied quantitative research method has used to collect quality data for the purpose of

linked the variables to each other and for representing the nature of association between the variables used in specific research.

### **3.4 Study Setting**

The present directly relates to the consumer behavior because respondents that involved from different background different level of understanding who ever book hotel room online for personal use were approached via online survey by using filter question that have this characteristic that ever respondent have online booking of hotel room for personal use and they filled without any pressure or any offer. Variables involved in present study neither manipulated nor controlled and no artificial setting has produced for study.

### **3.5 Unit of Analysis**

In any investigation study, the most essential element is unit of analysis. The unit of analysis means individuals or objects whose attributes and features are to be analyze in the study. The present study is designed to understand the influence of functional, symbolic and hedonic values on brand attachment via brand trust were individual because we are investigating the consumer behavior of attachment with hotel brand. In order to investigate the impact of perceived values functional, symbolic and hedonic value on brand attachment through the mediation of brand trust research explore the perceived values influence the emotion that form attitude which attitude develop the behavior.

### **3.6 Time Horizon**

Different times horizon used in research studies there are few types of research time horizon cross-sectional, multiple cross-sectional and longitudinal studies. If the data collected are specific time period on multiple points in time use of same

sample that is known as longitudinal study. Whereas if the data collected multiple points of time use of different sample that is called as multiple cross-sectional studies. While the data collected in single point of time on same sample declared as cross-sectional studies. Our time horizon was cross-sectional in category. Questionnaire were used for the collection of data. The reason for adopting cross-sectional method was due to time shortage because in thesis, the time was too short and one must have to complete the thesis in required time. The data collection took approximately two months July and August and those responses were compiled at the end of August.

### **3.7 Research Approach**

This study used deductive approach in research methodology. Deductive approach usually begins form reasoning and hypothesis then test the hypothesis by collecting data and analysis of data then results prove the links of hypothesis and make conclusion of the research. Those results decide whether relationship exit or no relation in the variables. In deductive approach scholars follow this sequence to conduct the research.

### **3.8 Population and Sampling**

#### **3.8.1 Population**

Since the present study focused on the consumer behavior relating to the brand attachment, consumers have attachment of many types of brand in different industries like food stuff, apparel, automobile, smartphone, tourism, hoteling etc. Present study focused on consumer attachment with hotel brand. The purpose of study to explore the factors functional, symbolic, hedonic values, impact on brand trust that in turn leads to brand attachment. Consumer of twin cities Rawalpindi and Islamabad was population in the present study. This study comprises on selecting those respondents who have such characteristic consumers who booked

online hotel room for personal use as unit of analysis. Data were collected online from Marriott Hotel, Hotel one, Avari Express Hotel, Serena Hotel, Pearl Continental Hotel, Millennium Hotel, Ramada Hotel, Chalet Hotel, Shelton Hotel, Jasmine Inn, Sarai Boutique Hotel, Hill View Hotel and Other from Rawalpindi and Islamabad. For this particular study consumer of those hotels operating in Rawalpindi and Islamabad select as population. By used filter question that Ever you book hotel room online for personal use? Two option were their yes or no, those who click on yes, they fill the questionnaire in this way respondent were approached.

### **3.8.2 Sampling Technique**

Sample is representative of population. The procedure in which researcher select participants for study from population is called sampling. In social sciences research participants are chosen that are the true representatives of the whole population. Sampling has two types of techniques; one is probability sampling and second is non-probability sampling. In probability sampling everyone has equal chance to choose the sample randomly from population and in non-probability sampling it is decision of observer in which does not choose sample randomly from population having some specific characteristics. Both types have been used in the research studies, both have some advantages, it depends on the objective of the study. Probability sampling is suitable when population is known to the researcher, non-probability sampling suitable when population is unknown. In present study we do not know about the population.

Furthermore, convenience sampling technique which is type of non-probability sampling used to collect data from hotels of the major cities of Pakistan i.e. Rawalpindi and Islamabad. Reason behind that due to limited time and resources convenience technique was used. The aim of the present study is to collect the data from the consumers who book room online for personal use take as sample from the whole population. They are easily and conveniently approachable and available to fill the questionnaire, that is what this study use convenience sampling type of non-probability sampling technique (Sekaran, 2006). To gather the data

from major cities of Pakistan, the study will use the convenience sampling type of non-probability sampling technique. Additionally, the non-probability sampling technique is a type of sampling where the sample subjects i.e. elements do not possess the probability to be chosen.

### **3.8.3 Sample Size**

A sample is the subset of population, it comprises some members selected from it. The sample size for the present study will be 229 determine by taking the population, consumer book hotel for personal use' mainly online booking of hotel, conscious, aware and responsive towards products and customer needs. According to Sekaran (2006), it is noted that the sample size for any particular study to carried on should be greater than 40 but smaller than 500 is termed as appropriate and suitable to give accurate results or outcome for any proposed construct under examination. Due to time and cost constraints, this study will be limited in the twin cities of Pakistan Rawalpindi and Islamabad.

## **3.9 Characteristics of Sample**

For the present study questions were used during the data collection. Sample should be true representative of population. The demographic questions involved questions about their Gender, Age, Experience and Qualification. In the first section, we will discuss the sample characteristics of consumer and in the next; we discussed the consumer behavior in hotel brand. The detailed characteristics of samples are following. Sample characters are mention under table.

### **3.9.1 Gender**

Gender is an element, which is directing to retain gender equality. Therefore, it is also considered as important element of demographics. The motive is to categorize the male and female in a given sample. In present study, it has been tried to ensure

the gender equal participation but still it has been seen that male consumer ratio is much greater than female consumers.

TABLE 3.1: Frequency by Gender

Gender	Frequency	Percentage
Male	200	81.3
Female	46	18.7
Total	246	100

**Table: 3.1**, exhibit the information about gender. Table display that the more respondents were male consumers included 81.3% and the remaining 18.7% were female consumers. The female consumer was hesitation to disclose about the booking on hotel for personal use so we tried best to take information but the we got minimum percentage of female respondents.

### 3.9.2 Age

People mostly don't like to reveal their age, due to some hesitation so that age was categorized in different ranges looking at the ease of the respondent. Those ranges were given on the questionnaire to collect data about the respondent's age during the survey.

TABLE 3.2: Frequency by Age

Age	Frequency	Percentage
18-25	80	32.5
26-33	70	28.5
34-41	57	23.2
42-49	36	14.6
50-above	3	1.2
Total	246	100

The **Table: 3.2**, depicts the maximum range of respondents were between 18-25 as found for 32.5% and 28.5% was in range of 26-33 and 23%, was those respondents their age was among 34-41 and 14.6% were those respondents having in range of 42-49, furthermore 50-above contain 1.2% respondents.

### 3.9.3 Qualification

Qualification is further important aspect that much is involved in the demographic because qualification is the source of knowledge. Qualification must be added in the demographic because It give the information about the respondent. For this motive education is added in the demographic part of the questionnaire and mention in the table. Six different categories express the level of qualification of respondents given below.

TABLE 3.3: Frequency by Qualification

Qualification	Frequency	Percentage
Metric	20	8.1
Inter	30	12.2
Bachelor	73	29.7
MS/M.Phil	115	46.7
PhD	8	3.3
Total	246	100

**Table: 3.3**, display information about qualification of the respondents. Majority of them had an education of MS/M.Phil contained of 46.7% and 29.7% of the respondents having qualification of bachelor and 12.2% of the respondents had qualification of Inter and 8.1% of the respondents were metric and 3.3% those who had qualification of PhD.

### 3.9.4 Experience

This specific comprises information related to respondent's experience. To make it comfortable for respondents so that they can easily respond to the demographic different ranges were given below in the table.

TABLE 3.4: Frequency by Experience

Experience	Frequency	Percentage
0-5	99	40.2
6-10	71	28.9
11-16	34	13.8
17-22	21	8.5
23-28	16	6.5
29-above	5	2
Total	246	100

**Table: 3.4**, shows information about consumers experience of different working fields. Majority of the respondents had an experience of 0-5 contained for 40.2%, 28.9% of the respondents were those having experience of ranging from 06-10 and 8.5% of the respondents were those who had experience between 17-22 and 6.5%, were experience range from 23-28, Moreover, 2.0% had experience of among range of 29-above.

## 3.10 Measurement

### 3.10.1 Measures

The measurement scales were adopted through the different sources. All constructs of study were measured through the scale of multiple items. Functional value, symbolic value, hedonic value, brand trust and brand attachment filled by the consumers of the three-star and four-star hotels who have booking experience in those hotels for personal use. All the items in the questionnaire were measured and analyzed using a five-point Likert-scale ranging from 1 (strongly disagree) to 5 (strongly agree) consequently. The Questionnaires also contains four demographic variables that involve Age, Experience, Gender and Qualification.

Furthermore, questionnaires were addition of one word Hotel with brand in all items. Since the questionnaires which were developed in different context of brand and not for hotel-based brand. Therefore, for the understanding of the respondents we put Hotel with brand without influencing actual construct of a scale. Details

for addition of word Hotel was here. The scale of functional value developed by (Vázquez, Del Rio & Iglesias, 2002) and used by (Yan Liu et al., 2020). This brand is handy and works very well was included as This hotel brand is handy and works very well. Similarly, This brand functions very well was included as This hotel brand functions very well. Like as This brand does what it is supposed to do well was included as This hotel brand does what it is supposed to do well. The scale of symbolic value developed by (MacInnis, Park & Priester, 2014) and adapted by (Yan Liu et al., 2020). This brand is closely related to values that I think are important was included as This hotel brand is closely related to values that I think are important. Similarly, I can identify with this brand was included as I can identify with this hotel brand. Like as This brand suits me well was included as This hotel brand suits me well. And I feel like this brand has the same characteristics that I also have included as I feel like this hotel brand has the same characteristics that I also have.

The scale of hedonic value developed by (MacInnis et al., 2014) and adapted by (Yan Liu et al., 2020). This brand is closely related to values that I think are important was included as This hotel brand is closely related to values that I think are important. Similarly, I can identify with this brand was included as I can identify with this hotel brand. Likewise, This brand suits me well was included as This hotel brand suits me well. Moreover, I feel like this brand has the same characteristics that I also have included as I feel like this hotel brand has the same characteristics that I also have.

The scale of brand trust instrument developed by (Chaudhuri & Holbrook, 2001; Delgado-Ballester, Munuera-Aleman & Yague-Guillen, 2003) and used by (Becerra & Badrinarayanan, 2013). I trust the brand was include as I trust the hotel brand. Similarly, I rely on the brand was included as I rely on the hotel brand. Likewise, The brand is trustworthy was included as The hotel brand is trustworthy. Like as The brand is safe included as The hotel brand is safe. Moreover, The brand is honest was included as The hotel brand is honest.

The scale of brand attachment developed by (Thomson et al., 2005) and used by (Yan Liu et al., 2020). My feelings toward the brand can be characterized by:

Love was included as My feelings toward the hotel brand can be characterized by: Love. Similarly, My feelings toward the brand can be characterized by: Passion was included by My feelings toward the hotel brand can be characterized by: Passion. Moreover, My feelings toward the brand can be characterized by: Connection was included as My feelings toward the hotel brand can be characterized by: Connection.

Questionnaire were distributed to consumer who have booking experience in hotel by online survey. Past researches showed that online data collection has considered as the more beneficial and expedient way. As it is easier to the respondent to fill the questionnaire as compared to filling it paper-pen method. Its considerable was of quality data collection.

To avoid confusion and ambiguity the questionnaires were divided into different sections. Demographics information such as age, gender, qualification and experience were included in the first section. Section 2 was comprised of questions measuring functional value. Sections 3 involved questions evaluating symbolic value. Similarly, section 4 contained of questions evaluating hedonic value. Likewise, Section 5 incorporated brand trust. Moreover, section 6 contained brand attachment.

### **3.10.2 Functional Value**

We measure the functional value 3-items scale developed by (Vázquez et al., 2002) and used by (Yan Liu et al., 2020). The item included in the scale are This hotel brand is handy and works very well. This hotel brand functions very well. This hotel brand does what it is supposed to do well. This measure on five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

### **3.10.3 Symbolic Value**

We measure the symbolic value 4-items scale developed by (MacInnis et al., 2014) and adapted by (Yan Liu et al., 2020). The item included in the scale are This hotel brand is closely related to values that I think are important. I can identify

with this hotel brand. This hotel brand suits me well. I feel like this hotel brand has the same characteristics that I also have. This measure on five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

#### **3.10.4 Hedonic Value**

We measure the hedonic value 4-items scale developed by (MacInnis et al., 2014) and adapted by (Yan Liu et al., 2020). The item included in the scale are I find this hotel brand interesting in a sensory way. This hotel brand makes me feel really good when I use it. This hotel brand is truly enjoyable to use. I really like the positive feelings I get from using this hotel brand. This measure on five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

#### **3.10.5 Brand Trust**

We measure the brand attachment 5-items scale developed by We measure the brand attachment 5-items scale developed by (Chaudhuri & Holbrook, 2001; Delgado-Ballester et al., 2003) and used by (Becerra & Badrinarayanan, 2013). The item included in the scale are I trust the hotel brand. I rely on the hotel brand. The hotel brand is trustworthy. The hotel brand is safe. The hotel brand is honest. This measure on five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

#### **3.10.6 Brand Attachment**

We measure the brand attachment 3-items scale developed by (Thomson et al., 2005) and used by (Yan Liu et al., 2020). The item included in the scale are My feelings toward the hotel brand can be characterized by: Love. My feelings toward the hotel brand can be characterized by: Passion. My feelings toward the hotel brand can be characterized by: Connection. This measure on five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

### 3.11 Data Collection Method

Primary data collection method used in this study. Questionnaire will be used to collect the data from those consumer who booked online hotel room for personal use. Quantitative data collection strategy will be used in this study. There exist minimal interference of the researchers and therefore questionnaire will be personally administered and online to the consumer of hotel. Questionnaire will be distributed some by, google docs to the respondents for online. Along with constructed questionnaire, cover letter also attached to display the purpose of the study. Moreover, respondents were ensured of anonymity of data and were assured the use of data for the research purpose only. The questionnaire was designed in such a way that was easy for the respondents to fill and as a result generate honest and truthful response. According to Sekaran (2006) the questionnaire mode is termed as the most efficient way of collecting data as researcher is well aware about the fact that what is required or demanded actually and how one should measure the construct or variable of interest correctly?

Due to time constraints and to complete the responses, online questionnaire was used for the local area of Rawalpindi and Islamabad the twin cities of Pakistan. Total 400 questionnaire were circulated by using filter question every respondent book hotel room for personal use, sixty were fill with No they were excluded from the survey and seventy-six was not received, 264 questionnaires were received back with the response rate of 66%. Eighteen was incomplete questionnaire were discarded. The remaining 246 responses were used for data analysis. Hence, the useable response rate was 61.5%. To make a quick and appropriate decision, a type of close ended questionnaire was used as it saves respondent as well as researchers' time of obtaining the response by just selecting a particular given option efficiently.

### 3.12 Piolet testing

Pilot testing is considered as very efficient approach before conducting something

broadly. As it would help to avoid from many risks involving the spending of time and other resources. Primarily to manage the pilot study, the scholar of the study should be clear about the topic and about those tools and techniques which are related in order to work understand that how will they go to perform practically. However, to confirm that whether the results confident and in accordance with the proposed hypothesis of the study or not, almost 40 questionnaires were verified through pilot testing. Thus, the results were vailed and not any significant problem was occurred with the variables and all scales were actual and reliable as the threshold of Cronbach is 0.7 and all the scales have matched the threshold value.

### 3.13 Reliability of Pilot Testing

TABLE 3.5: Reliability of Pilot Testing

Variable	Items	Reliability
Functional Value	3	0.801
Symbolic Value	4	0.824
Hedonic Value	4	0.727
Brand Trust	5	0.856
Brand Attachment	3	0.896

### 3.14 Data Analysis

For obtaining statistical results, various statistical methods and tools have been used in social sciences. Further, the selection of reliable and accurate tools and techniques are strongly connected with research model, purposes of study and the study type with the nature of data. To, analyse the relationship between variables researchers use to correlation, to examine impact of independent variables on dependent variables regression is use and process macros to test the links between multiple independent, dependent variables. After required data collection for conducting analysis form 246 respondents, data were analyzed through SPSS.

Following process was carried on during the analysis of the data, those procedure are mention under the following points:

- Initially only quarterly questionnaires that were filled entirely with no double values were entered for the analysis.
- The items of the variables in questionnaire were properly coded and those code variables were used for analysis.
- The frequency tables were used to explain the characteristics of respondents.
- Then descriptive statistics was measured through various numerical values.
- Cronbach alpha was used for entire variables to check the reliability of each variable.
- To test the significant link existing between particular variables, a correlation analysis was conducted in the study.
- Correlation analysis was occurred to measure whether there is a significant relationship exists between those variables.
- Multicollinearity analysis conducted to examine whether the high correlation among variables problematic or not.
- Preacher and Hayes macros was used for conducting mediation test to reveal the role of mediator between Independent and dependent variables.
- Moreover, by using correlation and the Preacher and Hayes model, the proposed hypothesis of this study was analyzed so to check the acceptance, rejection of all the proposed hypothesis of the study.

### **3.15 Research Ethics**

During conducting this research thesis, needed ethics and procedure were followed and more specifically during collecting data. Firstly, the objective of the research

was transported to the respondents and after taking coincidence of the respondent, their response was gained and assimilated for data analysis. The respondents were assured toward the secrecy of the responses. Moreover, data collection ere done in natural setting and the respondents were not enforced for quick response. For the convenience, suitable time was given and respondents were not enforced for some desirable response. Despite of the circumstances that the researcher faced some inappropriate behavior mostly in some situation respondents lost questionnaires, few of them did not return the questionnaires, but still most of them responded with appropriate behavior without any bad comments.

# Chapter 4

## Results

To investigate relationship among all research variables, descriptive statistics, pearson correlation and mediation was conducted by using software such as SPSS.

### 4.1 Descriptive Statistics

Descriptive Statistics table show the basic information about the response that has been collected for the analysis purpose. Descriptive statistics generally contains the statistical demonstration of the data such as sample size, standard deviation, mean value, minimum and maximum values. It also exhibits the large sum of data into the well organized and summarized form. Descriptive statistics is the summary of entire data because it highlights the significant statistic measures.

The mean values describe the average of responses whereas the standard deviation values show the variation of responses from their means. Total of 6 columns has shown in the table 4.1 where first column comprised on names of the variable, second column contained the total sample size of the research, third column consisted the minimum value calculated in the response of the particular variable, fourth column hold maximum value received during the response of that particular variable, fifth and sixth column contains the mean and slandered deviation for the collected data respectively. For all five variables, 5 Likert scale used.

TABLE 4.1: Descriptive Statistics

Variables	Sample	Minimum	Maximum	Mean	Std
Functional Value	246	1	5	3.89	0.72
Symbolic Value	246	1	5	3.94	0.64
Hedonic Value	246	1	5	4.2	0.81
Brand Trust	246	1	5	3.87	0.73
Brand Attachment	246	1	5	3.72	0.86

High mean values are the show the respondent's tendency towards agreement side and lower mean values are the show the respondent's tendency towards disagreement side. As the mean value of functional value in the table 4.1 has 3.89 and standard deviation was 0.72 shows that consumer tendency to agreement side. Symbolic value depict that mean value was 3.94 and standard deviation 0.64 indicate that respondent tendency to agreement side.

Hedonic value exhibit that mean value was 4.20 and standard deviation 0.81 show the tendency of consumer toward agreement side. Similarly, brand trust mean value 3.87 and standard deviation 0.73 indicates consumer propensity toward agreement side. Last one was brand attachment mean 3.72 and standard deviation was 0.86 exhibit consumer propensity to agreement side.

## 4.2 Control Variable

For control variables, one-way ANOVA test was run in SPSS. The purpose of conducting one-way ANOVA is to identify that whether the demographic variables have any influence on dependent variable, which is brand attachment. Hence, our basic motive is to see the relationships, which proposed in the model and their influence.

Similarly, different studies revealed the significance of demographic variables as they possibly influence proposed relationships (Hunter & Hunter, 1984). If any demographic variables effect the dependent variable, its influence will be control.

TABLE 4.2: Control Variables

Control Variables	F-Value	Significance
Gender	1.593	0.208
Age	2.279	0.062
Qualification	1.1	0.357
Experience	0.859	0.51

The **Table: 4.2**, direct that information regarding control variables. All demographics result reveal different values on dependent variable brand attachment like as gender ( $F=1.593$ ,  $p>0.05$ ), age ( $F=2.279$ ,  $p>0.062$ ), qualification ( $F=1.100$ ,  $p>0.357$ ), experience ( $F=0.859$ ,  $p>0.510$ ). All the variables in the table exhibited that significance values greater than 0.05. Therefore, all the values showed insignificant relationships, it means that there is no need of control any demographic variable because no demographic effect the dependent variable.

### 4.3 Reliability Analysis

In psychometrics, consistency of scale is called reliability. According to (Carlson, Grzywacz & Zivnuska, 2009), a scale that gives similar results in different situations is known as reliable scale. The reliability of the scales represents the competence of scale in order to deliver same results whenever being tested for different time periods. So that to ensure reliability we have conducted a test through Cronbach alpha, it presents the internal reliability of the scale. Moreover, this also measures the construct involve in the study.

According to Cronbach (1951) the range from 0 to 1 is significant, high value of Cronbach alpha indicates good reliability and low value of Cronbach value indicates poor reliability and poor scale. Scale is reliable when the values are higher than threshold value 0.7 and if the value is less than 0.7 it means that scale is less reliable or poor reliability. The table given below shows the values of Cronbach alpha of selected scale for the collection of data.

TABLE 4.3: Scale Reliability

Variables	Items	Reliability
Functional Value	3	0.706
Symbolic Value	4	0.753
Hedonic Value	4	0.728
Brand Trust	5	0.849
Brand Attachment	3	0.837

**Table: 4.3**, describes information regarding reliability of the scales. The results revealed that the functional value was 0.706, which is greater than threshold value. The symbolic value was 0.753, also greater than threshold value. Further hedonic value was 0.728, indicated higher than threshold value. Moreover, brand trust was 0.849, expressed greater than threshold value. Last but not least brand attachment was 0.837, indicated higher than threshold value. Overall, all the measures have good reliability and higher than the threshold value.

## 4.4 Correlation Analysis

Correlation analysis is conducted to discern the links among variables. The current research prime objective is to carry out correlation analysis to ascertain the correlation among functional value, symbolic value and hedonic value impact on brand trust and brand trust further impact on brand attachment, the mediating role of brand trust, in order to make proposed hypothesis valid. To know the nature of variation between two variables correlation analysis was carried out to see that the variables vary together or not. Pearson correlation analysis determine the nature and strength of relationship via correlation range that is from -0.1-0.1. Positive sign exhibits that variables are moving in same direction and negative variable depicts that variables are moving in opposite direction. Furthermore, (r) value shows the strength of the association. If the value of Pearson coefficient is between the range of .1-.3 it means weak correlation, the value between .3-.5

signifies moderate correlation and the value greater than .5 mean high correlation. The table below indicates the correlation between hypothesized variables.

TABLE 4.4: Correlation

Variables	1	2	3	4	5
Functional Value	1				
Symbolic Value	.778**	1			
Hedonic Value	0.122	.126*	1		
Brand Trust	.803**	.836**	.190**	1	
Brand Attachment	.811**	.629**	.198**	.761**	1

$p < 0.05^*$ ,  $p < 0.01^{**}$

**Table: 4.4**, indicated functional value positive significant correlation with symbolic value ( $r = .778$ ,  $p < 0.05$ ), with hedonic value no correlation ( $r = .122$ ,  $p > 0.05$ ), with brand trust positive and significant correlation ( $r = .803$ ,  $p < 0.05$ ) and with brand attachment also significant positive correlation ( $r = .811$ ,  $p < 0.05$ ). The correlation of symbolic value with hedonic value is significant positive correlation ( $r = .126$ ,  $p < 0.05$ ), with brand trust positive significant correlation ( $r = .836$ ,  $p < 0.05$ ) and with brand attachment also significant positive correlation ( $r = .629$ ,  $p < 0.05$ ). The correlation of hedonic value shows the positive significant correlation with brand trust ( $r = .190$ ,  $p < 0.05$ ) and with brand attachment also significant positive correlation ( $r = .198$ ,  $p < 0.05$ ). The last one is brand trust significant positive correlation with brand attachment ( $r = .761$ ,  $p < 0.05$ ). Since the correlation values were high as indicated in above-mentioned table. Hence, multicollinearity is being conducted.

## 4.5 Multicollinearity Analysis

Multicollinearity is the condition where very high correlations among the independent variables exist. Since the correlation values were high as indicated in

above-mentioned table, therefore variance inflation factor (VIF) was being conducted for evaluating the chances for multicollinearity.

TABLE 4.5: Multicollinearity Analysis

Variables	Tolerance	VIF
Functional Value	0.317	3.155
Symbolic Value	0.268	3.729
Hedonic Value	0.96	1.042
Brand Trust	0.237	4.221

Dependent variable: Brand Attachment.

**Table: 4.5**, depicted disturbance in the data and if it is existing in the data the statistical interpretations made about the data may not be reliable. Thus, as to realize this condition, multicollinearity test that is variance inflation factor (VIF) was conducted. Hair, Ringle, and Sarstedt (2011) suggested that there exists no collinearity problem if the value for variance inflation factor is less than (5) and tolerance level above then (0).

The results depicted that VIF for functional value is 3.155, symbolic value is 3.729, hedonic value is 1.042, brand trust is 4.221 which display that the maximum value of variance inflation factor was 4.221 and the tolerance level of all variable is above than zero, which confirmed that collinearity was not the problematic for this study.

## 4.6 Regression Analysis

Correlation analysis was conducted to examine the relationship among variables. Correlation test does not exhibit causal relationship among variables it only states association between two variables. For causal relationship between variables, we have done regression analysis to observe and evaluate the relation between the variables. From the value of variable X (represent independent variable) in regression analysis, predict the value of Y (represent dependent variable).

It helps to understand that when one-unit change occurs in independent variable then how much change occurs in the dependent variable. Therefore, we have conducted regression test to obtain accurate the results of dependence among

variables. Regression analysis has two kinds, one is simple/linear regression and the other one is multiple regressions. Simple regression or linear regression when conducted, then there are two variables and the objective is to find relationship. Multiple regression has conducted when more than two variables are involved such as mediator and moderator.

For regression analysis different tools and techniques used (Baron & Kenny, 1986) had used, in previous studies, existing study used the (Hayes, 2013) macro by using SPSS for the analysis of mediation. According to Hayes (2013) mediation can also be occurred even direct relation between independent and dependent variable does not exist rather Baron and Kenny.

As in the social sciences, data remain always problematic because we collect data from different sources and situation of respondents. Furthermore, method bootstrapping techniques was used, in which the data were divided into small samples and bits which enhance the comparative accuracy of the data. In current study, effect of brand trust as a mediator among independent variables and dependent variables.

#### 4.6.1 Simple Regression

TABLE 4.6: Simple Regression

		<b>Brand Trust</b>	
<b>Predictor</b>	$\beta$	$R^2$	Sig
Functional Value	.382***		0.000
Symbolic Value	.597***	0.763	0.000
Hedonic Value	.068*		0.017

Hypothesis 1 states that functional value positively influence on brand trust. For this hypothesis, the results exhibited in the **Table: 4.6**, exhibited strong justification. Results suggested that there was no control variable because there was

no significant impact of demographics on brand attachment. Results shows that functional value has positive and significant influence on brand trust. The value ( $\beta=.382$ , with  $p<0.000$ ) coefficient value is positive, shows positive relationship. Hence, hypothesis H1, is accepted. Hypothesis 2 enunciates that symbolic value positively influence on brand trust. Results shows that symbolic value has positive influence on brand trust. The value ( $\beta=.597$ , with  $p<0.000$ ) coefficient value is positive, shows positive relationship. Hence, hypothesis H2, is accepted. Hypothesis 3 states that hedonic value positively influence on brand trust. Results exhibited that hedonic value has positive influence on brand trust. The value ( $\beta=.068$ , with  $p<0.0$ ) coefficient value is positive, shows positive relationship. Hence, hypothesis H3, is accepted. In addition ( $R^2=.763$ ) shows that independent variables bring 76% change in brand trust. Simultaneously these variables bring this amount of change in dependent variable.

TABLE 4.7: Simple Regression

<b>Brand Attachment</b>			
<b>Predictor</b>	$\beta$	$R^2$	Sig
Brand Trust	.902***	0.58	0.000

Hypothesis 4 enunciates that brand trust positively influence on brand attachment. For this hypothesis, the results exhibited in the **Table: 4.7**, exhibited strong justification. Results suggested that there was no control variable because there was no significant impact of demographics on brand attachment. Results shows that brand trust has positive and significant influence on brand attachment. The value ( $\beta=.902$ , with  $p<0.000$ ) coefficient value is positive, shows positive relationship. In addition ( $R^2=.580$ ) exhibited that brand trust brings 58% change in brand attachment. High beta value ( $\beta=.902$ ) and high ( $R^2=.580$ ) value state that while single link one variable influence on predictor variable then beta value and  $R^2$  accepted high which means that independent variable strongly associated with dependent variable and  $R^2$  value show that how strongly exogenous variable explain the endogenous variable. Hence, hypothesis H4, is accepted.

## 4.6.2 Multiple Regression

Furthermore, in the present study three independent variables effect on dependent variable through mediator which is brand trust, also in this study just mediation analysis has done. While running Preacher and Hayes macros model 4 for mediation analysis, there are possibility of only one independent variable to enter in the option, that is what the existing study has run three mediation tests separately to obtain accurate results.

TABLE 4.8: Mediation Model 1

	Effect	SE	LLCI 95%	ULCI 95%
Indirect Effect of Functional Value on Brand Attachment	0.2973	0.0864	0.133	0.4664

N=246, Bootstrap Sample Size= 5000, LL lower limit, CI confidence interval, UL upper limit.

Hypothesis 5 states that brand trust mediates the relationship between functional value and brand attachment. The results exhibited in the **Table: 4.8**, indicated that indirect effect of functional value on brand attachment has a lower level of confidence interval and upper level of confidence interval, 0.1330 and 0.4664. Both the ULCI and LLCI has same positive sign and there was no zero at any level present among these two limits. Thus, we confirm here that mediation occurs. Thus, hypothesis H5, has accepted, that brand trust mediates the relationship between functional value and brand attachment.

TABLE 4.9: Mediation Model 2

	Effect	SE	LLCI 95%	ULCI 95%
Indirect Effect of Symbolic Value on Brand Attachment	0.8749	0.1388	0.6604	1.1992

N=246, Bootstrap Sample Size= 5000, LL lower limit, CI confidence interval, UL upper limit.

Hypothesis 6 states that brand trust mediate the relationship between symbolic value and brand attachment. The results exhibited in the **Table: 4.9**, indicated that indirect impact of symbolic value on brand attachment has a lower level of confidence interval and upper level of confidence interval, 0.6604 and 1.1992. Both the ULCI and LLCI has same positive sign and there was no zero present among these two limits. Thus, we prove here that mediation exists. Hence, hypothesis H6, has also accepted, that brand trust mediates the relationship between symbolic value and brand attachment.

TABLE 4.10: Mediation Model 3

	<b>Effect</b>	<b>SE</b>	<b>LLCI</b>	<b>ULCI</b>
			<b>95%</b>	<b>95%</b>
Indirect Effect of Hedonic Value on Brand Attachment	0.1513	0.0591	0.0387	0.2721

N=246, Bootstrap Sample Size= 5000, LL lower limit, CI confidence interval, UL upper limit.

Hypothesis 7 indicate that brand trust mediates the relationship between hedonic value and brand attachment. The results shown in the **Table: 4.10**, indicated that indirect effect of hedonic value on brand attachment has a lower level of confidence of interval and upper level of confidence interval, 0.0387 and 0.2721. Both the ULCI and LLCI has same positive sign and there was no zero present between these two limits. Thus, we prove here that mediation exists. Thus, hypothesis H7, has also accepted, that brand trust mediates the relationship between hedonic value and brand attachment.

## 4.7 Summery of Hypotheses

In the below section all the hypothesis has been determined with their supported and not supported status. So in the table all the hypotheses supported in sense of analytical findings.

TABLE 4.11: Hypotheses Summary

Statement	Results
Functional value positively and significantly influence on brand trust.	Supported
Symbolic value positively and significantly influence on brand trust.	Supported
Hedonic value positively and significantly influence on brand trust.	Supported
Brand trust positively and significantly influence on brand attachment.	Supported
Brand trust mediates the relationship between functional value and brand attachment.	Supported
Brand trust mediates the relationship between symbolic value and brand attachment.	Supported
Brand trust mediates the relationship between hedonic value and brand attachment.	Supported

# Chapter 5

## Discussion and Conclusion

This chapter includes overall discussion of the study and relevant questions that were needed to address during the research and also about the outcome of the study. It also involves the discussion about hypothesis and their acceptance and rejection based on the results. Moreover, this chapter will also discuss the theoretical and practical implications, recommendation, limitation and future directions of the study. In this chapter the overall conclusion of the study has been discussed.

### 5.1 Discussion

The main target of the study is to identify the impact of functional value, symbolic value and hedonic value impact on brand attachment the mediating role of brand trust in the light of theory of attachment. Theory of attachment (Bowlby, 1977) support the model and links of the theoretical framework, results depicts that functional value, symbolic value and hedonic value create positive emotions and feelings that positive significant effect on brand trust that in turn leads to brand attachment. Functional value, symbolic value and hedonic value create positive emotions, feeling, pleasure, that create attitude which is brand trust, that attitude is readiness to respond, attitude trigger the consumer behavior to attachment.

For conducting this study, data were collected from the consumer of hotels how

have experience of booking in the hotel for personal use. The findings were supported to the hypothesized model. The first proposed hypothesis was functional value has significant positive impact on brand trust also results recommended that functional value has positive and significant impact on brand trust which shown that results were in support of our hypothesis H1. However, symbolic and hedonic values have positive and significant impact on brand trust also results recommended that symbolic and hedonic values have significant positive impact on brand trust. Hence, hypothesis, H2, H3 were accepted and results were in the support of these hypothesis in the study.

Moreover, brand trust mediates the relationship between functional, symbolic, hedonic value and brand attachment, results revealed that brand trust bring a significant positive relationship between functional, symbolic, hedonic value and brand attachment hypothesis H5, H6 and H7 were accepted, all results were in support of hypothesis. Further discussion on all the hypothesis of study in detail is given following.

### **5.1.1 Research Objective 1: To Examine the Influence of Functional Value on Brand Trust**

The first research objective was achieved on the basis of the statistical results. The finding of the study supported that first hypothesis, proposed that functional value is positive and significantly influence on brand trust. The table 4.6 provide strong justification for the hypothesis H1, of the study, which is supported by the results ( $\beta=.382$ ,  $p=0.000$ ).

The coefficient value .382, which is positive value shows that one-unit change in functional value brings .382 unit positive change in the brand trust. The significance level which denote by p value of 0.000 very high level of significance of positive relation of functional value with brand trust. The results for this particular hypothesis was significant. Hence, hypothesis H1 was accepted as the findings suggested that functional value positively and significantly relate with brand trust. Overview of consumer cognitive emotional and behavioral engagement with consumer interactive experience with any object or brand, that create trust in the

consumer mind. The functional and utilitarian value creates usefulness feelings and positive emotion relating to the brand (Brodie, Hollebeek, Juric & Ilic, 2011). Functional value from any brand delivers the feeling to consumer about what he/she gain or loss from the brand against which he/she pay for that, consumer cognitive and emotional feeling make positive emotions that emotion form the attitude of care and trust in the consumer mind (Harmeling, Moffett, Arnold & Carlson, 2017), also the results of the study was prove that functional value has positive relation with brand trust which is cognitive emotions of the consumer that make the attitude of trust from the value.

Consumer feel more engage with brand when it provide solution of problems to the consumers, they have emotional connection with brand that come from the gradual use of the brand that deliver functional value to the consumers (J. Hwang & Kandampully, 2012). The hotel brand used experience create the utilitarian and functional value how the benefits consumer had received from the particular brand of the hotel that deliver functional value that create trust in the cognitive of the consumer with hotel brand also results of the of study evident to this relationship. In the context of organic food consumes found utility from the organic food and solution of healthiness from organic food that deliver functional value, which create cognitive attitude in the mind of consumer and create trust of consumer on the organic food (Hoppe, Vieira & Barcellos, 2013; Marian & Thøgersen, 2013). Functional value when created then consumer get feeling of utility and usefulness from hotel brand that provide him good solution of consumer needs, when hotel brand delivers functional value to the consumer, then consumer trust on the brand, so functional value influence on the hotel brand attachment. Hence, literature provides sufficient support and results confirm to our hypothesis H1, that functional value significant positive influence on brand trust get acceptance.

### **5.1.2 Research Objective 2: To Examine the Influence of Symbolic Value on Brand Trust**

The research objective second was achieved on the basis of the statistical results.

The finding of the study evident that second hypothesis, proposed that symbolic value is significantly and positively influence on brand trust. The table 4.6 provide strong justification for the hypothesis H2, of the study, which provided by the results ( $\beta=.597$ ,  $p=0.000$ ). The coefficient value .597, which is positive value shows that one-unit change in functional value brings .597 unit positive change in the brand trust. The significance level which indicate by p value of 0.000 very high level of significance of positive relation of symbolic value with brand trust. The results for this particular hypothesis was significant. Hence, hypothesis H2 was accepted as the findings suggested that symbolic value positively and significantly influence brand trust.

Similarly, in previous study brand image deliver symbolic benefits, according to Cretu and Brodie (2007), the brand image involves symbolic sense that associate with particular characteristics of brand, and it is transmitted as the picture in the mind of consumer that associate with some perceptions and image related to status which create trust on the brand. As the results the brand image convey symbolic meaning and usefulness benefit (Park, Jaworski & MacInnis, 1986) the results of study supported that halal brand image, and the perception of brand relate to the faith of muslims, their trust and commitment on halal foods. The results of present study also consistent to these arguments that symbolic value influence on brands trust.

According to P. C. Wu, Yeh, and Hsiao (2011) argued that a premium quality of brand in order to build a positive cognitive image, which, further, influence on consumer trust towards the brand, buying frequency and brand commitment. Nostalgic restaurant service quality brand image creates positive word of mouth, those nostalgic emotions make positive impact on brand trust (T. Wen et al., 2019). In china smartphone industry the iPhone brand creates symbolic value in the consumers that have facilitate the brand to recognize in the china smart phone industry and gain consumer trust for the iPhone brand (Jiao & Wei, 2020). The symbolic image of brand makes feeling of status and brand user especially the consumer of four star and five star hotel that create symbolic value past core aspiration, such value make trust regarding the brand in the mind of consumer, so

consumer trust on the brand. Therefore, results of the study also get support and consistent with previous studies and the results of present study consistent with relationship of symbolic value influence on brand trust. Hence hypothesis H2, get acceptance that symbolic value positive significant impact on brand trust.

### **5.1.3 Research Objective 3: To Examine the Influence of Hedonic Value on Brand Trust**

The research objective third was achieved on the basis of the statistical results. The results of the study indicated that third hypothesis, proposed that hedonic value is significantly and positively influence on brand trust. The table 4.6 provide justification for the hypothesis H3, of the study, which provided by the results ( $\beta=.068$ ,  $p=0.0$ ). The coefficient value .068, which is positive value illustrate that on unit change in hedonic value .068 unit positive change in the brand trust. The significance level which indicate by p value of 0.0 level of significance of positive relation of hedonic value with brand trust. The results for this specific hypothesis was significant. Hence, hypothesis H3 was accepted as the results suggested that hedonic value positively and significantly relation with brand trust.

The hedonic value from the mobile banking and the positive experience of the consumers induce the attitude of trust on mobile baking, hedonic feature enhanced the trust of consumers (Bilgihan, Nusair, Okumus & Cobanoglu, 2015). Our results of the study on the relationship of hedonic value with brand trust consistent with justification by the literature. The study recommends that luxury brands have successful brand management process, such as hedonic value that create feeling of satisfaction and build trust, which excluded them from non-luxury brands (Hur et al., 2014). That also supportive to the finding of the current study that hedonic value impact on brand trust.

Th findings of the study reveal in the wake of airport duty free shopping which creates consumer hedonic value and feelings of pleasure that made traveler satisfied with the store and products which boost the intention and trust level of the consumer and increase repeat patronage behavior (Y. Kim, 2015). Similarly, study

disclosed in the online shopping well-being context that buyer hedonic and utilitarian shopping value are positive determinants that make trust in the cognitive of consumer the online shopping is rarely study (Bilgihan, 2016) results consistent with the previous study. All the above arguments and literature provide strong justification to hypothesis of the study that has been proved in the results of the study that hedonic value has significant and positive impact on brand trust. Therefore, hedonic value create feeling of satisfaction and pleasure about the hotel environment and services and the location infrastructure and services make satisfied to the consumer from hotel brand, such positive feeling, pleasure make trust of consumer relating to the hotel brand. Hence, literature also provides sufficient support to the relationship of hedonic value with brand trust. So, we can say that hypothesis H3 accepted empirically and by getting the satisfactory support of the literature.

#### **5.1.4 Research Objective 4: To Examine the Influence of Brand Trust on Brand Attachment**

The research objective four was achieved the basis of the statistical results. The results of the study exhibited that fourth hypothesis, proposed that brand trust is significantly and positively influence on brand attachment. The table 4.7 and other tables provide strong justification for the hypothesis H4, of the study, which delivered by the results ( $\beta=.902$ ,  $p=0.000$ ). The coefficient value .902 of brand trust, on unit change in brand trust brings .902-unit positive change in the brand attachment. The significance level which indicate by p value of 0.000 very high level of significance of positive relation of brand trust with brand attachment. Hence, hypothesis H4 was accepted as the results proved that brand trust positively and significantly influences on brand attachment.

The findings of the study establish that customer social involvement has a positive and significant impact on brand trust, that leads to brand loyalty and WOM word of mouth. The outcomes are consistent with the earlier investigation which disclose the consumer assessment, consumer trust and commitment relating to brand are essential to successful customer-brand relations (Wright & Grace, 2011). Study also

present that customer get more value that increase trust level in the consumer and that further attach with the brand (C.-T. S. Tsai & Wang, 2017) this provide the support to our hypothesis that brand trust associate with brand attachment.

The brand identification and trust put positive effect on the consumer loyalty with the brand that enhance consumer commitment with the brand in the four and five star hotels and hospitality industry (Kandampully, Zhang & Bilgihan, 2015a). The findings further translate the significance of brand trust and satisfaction that has influence on the brand attachment shows significant positive relationship in the smartphone brand (D. Lee, Moon, Kim & Mun, 2015). The extent to which the association about the consumer consumption pattern that create satisfaction that build the attitude of trust in the consumer that has foster the behavior of the attachment of consumer with brand (Yim, Tse & Chan, 2008). The exiting literature provide strong justification and provide sufficient argument that that hotel brand trust impact on brand attachment. Thus, brand trust is attitude that make reedy the consumer to respond in some way, when consumer trust on hotel brand that ultimately encourage the consumer behavior to attachment with hotel brand on which they trusted.

Hence, the results of present study consistent to the brand trust significant and positive impact on band attachment, result shown high significant positive relation that reveal that brand trust which is attitude strongly forester the behavior of attachment, So, hypothesis H4 get acceptance.

#### **5.1.5 Research Objective 5: To Examine the Mediating Role of Brand Trust between Functional Value and Brand Attachment**

The research objective five was achieved the basis of the statistical results. The results of the study denoted that fifth hypothesis, which proposed that brand trust mediates the relationship between functional value and brand attachment. The table 4.8 provide strong justification for the hypothesis H5, of the study,

which proved by the results, as the upper and lower limits (0.4664, 0.1330). Bootstrapped 95% confidence interval between functional value and brand attachment through brand trust have positive signs, which exhibited no zero prevailing between both values. The coefficient, exhibited Effect 0.2973 was positive for trust, because value of coefficient is positive this specified that brand trust positively mediates the relationship between functional value and brand attachment. Trust plays central role for the consumer attachment with brand. Hence, hypothesis H5 was accepted as the results suggested that brand trust mediates the relationship between the functional value and brand attachment.

The investigation based on the relationships between satisfaction and commitment, we have confirmed the central role of brand trust in influencing consumer commitment, particularly in conditions of high involvement of consumer with brand (Bhakar, Bhakar & Dubey, 2013). Similarly, study conducted on apparel industry that confirmed brand trust mediates between utilitarian value and brand loyalty, also study consistent to the present study and results of brand trust as mediator in the relationship (Bennur & Jin, 2017). Similar study confirm the relationship of brand trust as mediator between brand personality and attachment (Valette-Florence & Valette-Florence, 2020) provide support to the finding of the study trust as mediator in the independent and dependent variable. Moreover, brand trust mediates the relationship between perceived usefulness and attachment behavior (Movahedisaveji & Shaukat, 2020), provide further support and consistent to our results of study that brand trust mediator between functional value and brand attachment.

Tanford, Raab, and Kim (2011) customer group analysis show that committed group of customers have long-term relations rather than negative committed group of customers. One of possible reason was that emotionally committed customers have long term trust with hotel that develop attachment of consumer. Thus, functional value from hotel brand create the positive feelings of utility and usefulness from brand, perceived gain or loss of consumer, functionality of the brand, whether consumer get solution of their problems against which they have paid for hotel brand. Functional value creates positive emotions of utility and usefulness of

hotel brand that develop trust on the hotel brand, brand trust makes the attitude of consumer, which attitude attach the consumers with hotel brand. Hence, literature provides sufficient support to our hypothesis H5, that brand trust mediates the relationship between functional value and brand attachment get acceptance.

### **5.1.6 Research Objective 6: To Examine the Mediating Role of Brand Trust Symbolic Value and Brand Attachment**

The research objective six was achieved the basis of the statistical results. The results of the study exhibited that sixth hypothesis, which proposed that brand trust mediates the relationship between symbolic value and brand attachment. The table 4.9 provide strong justification for the hypothesis H6, of the study, which evidenced by the results, as the upper and lower limits (1.1992, 0.6604). Bootstrapped 95% confidence interval between symbolic value and brand attachment through brand trust have positive signs, which exhibited no zero prevailing between both values. The coefficient, exhibited Effect 0.8749 was positive for trust, because value of coefficient is positive this specified that brand trust positively mediates the relationship between symbolic value and brand attachment. Trust plays central role for the consumer attachment with brand. Hence, hypothesis H6 was accepted as the results suggested that brand trust mediates the relationship between the symbolic value and brand attachment.

The study suggests that symbolic image of brand plays a major role in shaping brand trust and it's aspects such as satisfaction which evoke the consumer behavior to brand loyalty and attachment (Ha & Perks, 2005; Laroche, Habibi, Richard & Sankaranarayanan, 2012) trust has significant role in the symbolic image and attachment behavior of consumer. Similarly, study investigate the influence of limited-edition shoes product features on perceived value, brand trust that leads to buying intention. In addition, the limited-edition products of the fashion market, shoes have numerous product features, and study has based on active response and attachment of consumer (Chae et al., 2020). Brant trust foster the consumer

behavior to attachment.

The consumption pattern of social media transmitted the symbolic value and feelings in communication and technology context. Symbolic meaning translated technical attributes of social media and social interaction on base of trust on platform among people that attach them with each other and with platform (R. R. Chen et al., 2020). Similarly, study also explore the experiential relationship represent symbolic image that impact on restaurant attachment, experiential trust significantly mediates the relationship among them in the hotel attachment.(H.-C. Wu et al., 2019), the literature confirm that brand trust mediates the relationship in symbolic value and attachment. When customer have experience of hotel brand on that create past core aspiration in the consumer the brand image and symbolic value in the cognitive of consumer, once symbolic value in the mind of consumer that create positive feeling in the consumer mind, that make attitude of trust on the basis of symbolic value, trust instigate the behavior, once consumer have positive attitude of hotel brand on previous values that make attach the consumer with hotel brand. Thus, brand trust plays significant role of mediator in the symbolic value and brand attachment, also results of this study prove this relationship. Hence, literature provides sufficient support to our hypothesis H6, that brand trust mediates the relationship between symbolic value and brand attachment get acceptance.

### **5.1.7 Research Objective 7: To Examine the Mediating Role of Brand Trust between Hedonic Value and Brand Attachment**

The research objective seven was achieved the basis of the statistical results. The results of the study stated that seventh hypothesis, which proposed that brand trust mediates the relationship between hedonic value and brand attachment. The table 4.10 provide strong justification for the hypothesis H7, of the study, which verified by the results, as the upper and lower limits (0.2721, 0.0387). Bootstrapped 95% confidence interval between hedonic value and brand attachment

through brand trust have positive signs, which exhibited no zero prevailing between both values. The coefficient, exhibited Effect 0.1513 was positive for trust, because the value of coefficient is positive this specified that brand trust positively mediates the relationship between hedonic value and brand attachment. Trust plays central role for the consumer attachment with brand. Hence, hypothesis H7 was accepted on the basis of results that brand trust mediates the relationship between the hedonic value and brand attachment.

The findings of study reveal that hedonic attitude that create that in turn effect of trust that partially mediate the relationship among the hedonic attitude and loyalty (Akhgari et al., 2018), the framework of the study indicate the trust as the mediator in hedonism and attachment. Similarly, if multichannel sellers try to develop customer loyalty, they would make every effort to form trust and attachment about the brand. This hedonic value develops stronger bonds among the consumer and the seller brand transmit into higher loyalty and attachment, especially for the offline channels (Frasquet et al., 2017).

The effect of brand trust indicated that restaurant offers satisfactory feelings that create confidence and trust of the customers, which come through satisfactory experience about meeting the needs of the customers and attach them with the restaurant (Mattila & Yang, 2015). The aim of the study to explain the part of switching cost in the connection among the hedonic satisfaction leads to brand trust in turn impact on attachment and commitment (Şahin, Kitapçı & Zehir, 2013). This study explains the mediating role of brand trust between hedonic satisfaction and attachment and commitment. The hotel brand characteristics confirm the relationship that create hedonic value create word of mouth that build trust and credibility that compel the consumer behavior to hotel brand attachment (Ewer, Veale & Quester, 2016). When consumer get booking in the hotel the environment of the hotel room create feeling of pleasure and satisfaction, especially those hotel those are located on the beach the environment they provide make the positive consumer attitude of trust and that positively formulate the behavior of attachment with the hotel, consumer attach with the hotel brand. Brand trust mediate in the feeling of hedonic value and attachment behavior also results of

the study prove this relationship. The literature provides sufficient support to our hypothesis H7, that brand trust mediates the relationship between hedonic value and brand attachment get acceptance on the basis of pervious research and results of the study.

## **5.2 Theoretical implication**

The findings of the present study extend previous research in to brand attachment, specifically in the context of hotel industry. Previous studies showed the hotel brand attachment increase the brand equity which leads to love of hotel brand. The present study contributes to the previous studies that explaining the perceived values influence on the brand attachment. Theory of attachment (Bowlby, 1977) explain the relationship of the variables that influence on the brand attachment. Perceived values influence as emotional cues (Park et al., 2013; Park et al., 2006) identify three type of resources functional, symbolic, and hedonic resources that that provide three type of emotions that enticing self, enabling self, and enriching self, and brand possess three type of assets (1) functional usefulness (2) symbolic image (3) hedonic enjoyment (Richins, 1994).

The present study contributes the functional value influence on brand trust that in turn leads to the attachment. The functional value creates the feelings of usefulness like the services of hotel and provide the solution of the consumer needs, consumer feelings of utility and fit with the hotel brand, this functional value impact on the emotional cognitive that build attitude (brand trust) in consumer theory explain the link and confirm the results of the study that influence of functional value on brand trust, that trust compel the consumer behavior (brand attachment) with the brand. The results of the study contribute for hotel brand that utility or usefulness form the hotel brand build the trust in the consumer that make behavior (brand attachment) with hotel brand.

The current study contributes the symbolic value of four-star and five-star hotel that has created by the past core value, self-aspiration, idea self, of consumer with the brand. Theory of attachment explain this relationship of symbolic value

impact on brand trust, consumer symbolic value with hotel brand make the feelings and emotions that build attitude (brand trust) of consumer, results of the study confirm the relationship in the light of theory of attachment in hotel industry this is another contribution of the study in the existence body of knowledge.

Hedonic value also contributes the current literature, that create the feeling of aesthetics pleasure and satisfaction, and enjoyment in hotel environment, room environment also location of the hotel i.e. on the beach or any resort where seen are marvelous which create the feeling of pleasure and satisfaction that develop the attitude of the of consumer and consumer trust on the hotel brand. The relationship of hedonic value with brand trust, consumer satisfied from any brand, he/she would trust on the particular brand. Theory of attachment backed this relationship and the results of the study confirm the relationship of hedonic value create trust in the consumer in hotel brand, this is contribution of the preened study in the light of theory of attachment and addition in the theory to study new link of the hedonic value and brand trust.

The present study as also contribute in the exiting research that brand trust as impact on the brand attachment that has proven in the three time of regression test for mediation results confirm the relationship of brand trust and attachment. Brand trust also mediate the relationship in the three independent variable and dependent variable brand attachment. Theory of attachment reveal that perceived values create emotion, feelings and attitude cues in the consumer that develop attitude in the consumer, (trust), in the present study, suggested by the theory of attachment. Brand trust plays mediating role in the (functional value, symbolic value, hedonic value) and (brand attachment) in the light of theory of attachment. Therefore, the results of the current study confirm the mediating role of (brand trust) on brand attachment in the support of theory of attachment that very less study in previous investigations. The present study has incremental contribution of (brand trust) as mediator in the (functional, symbolic, and hedonic value) and (brand attachment) in accordance with theory of attachment it has also theoretical contribution and extend the previous research.

It would be addition in the exiting research the sense making theory cover the

relationship of the research frame work that set of events of feeling emotions, pleasure observed by consumer, secondly these events deliver the sense of meanings of trust. Whereas these sense of meaning of trust influence on the consumer attachment with the brand. This theory of sense also contributed in the existing body of knowledge.

### **5.2.1 Practical Implication**

Based on results on empirical results, this study offers various practical implications, this study also has important practical implication for hotel market and consumers. It is new insight on the relationship of consumer with hotel, consumer of hotel industry mostly selective to the hotel brand based on previous experience with the hotel brand. In practical implication in Pakistan hotel industry, we have seen serious problem in the hotel industry that consumer ever have trust issues with the hotel brand and concerns about the quality consistency issues. This is common practice in Pakistan hotel industry that hotel managers fail to maintain the same level of quality which attract the consumer on first visit, on the next visit quality level change that annoy the consumer with the brand, ultimately consumer switch to other brand that is serious threat for hotel industry, because the hotel industry all about depend on customer loyalty that based previous experience (Atwal & Williams, 2017) value uniqueness.

Brand attachment new perspective in the hotel brand, the findings of study reveal that those perceived values have positive and significant influence on the consumer attitude. The manager of the hotel industry should be very careful to craft functional value by providing proper services and make them satisfied with the product and services, not only this also attach with the brand of the hotel. A good hotel manager not only provide the quality services also craft long term relationship with customers. When manager craft successful relation with consumers that make symbolic image for the consumer that formulate symbolic value for the consumer personality of the brand. The hotel environment makes some feeling in the consumer like the hotel room environment and location on hotel like on beach and on resort create feeling of enjoyment, pleasure and satisfaction in the

consumer (Park, MacInnis, Priester, Eisingerich & Iacobucci, 2010).

The study shows the mediating variable of brand attachment between the functional value, symbolic value, hedonic value and brand attachment. The results of the study also confirm empirically that brand trust significantly positively mediate the relationship among the functional, symbolic, and hedonic values and brand attachment. Trust is imperative factor in the hotel industry especially in Pakistan hotel industry, where customer ever have trust issues about the hotel quality services whether on next visit the quality level will be same as on the last visit. Thus, results of the study contribute the managers of the hotel industry that, trust is central in the consumer attachment with the hotel brand. The hotel industry totally depends on the trust and attachment with the brand, the findings of present study proved empirically and establish theoretically that trust strongly mediate in the attachment, the hotel industry survival on the consumer trust on the brand. The good hotel managers not only make consistent quality but also build trust of consumer gradually.

The study finding conclude that brand attachment of consumer because of functional value that make trust then attach with the hotel brand. First for the practical implication that manager should provide best services that make trust of the consumer that gradually attach with the hotel brand. Secondly, manger make the symbolic value and brand image for the consumer, such symbolic image develop trust that gradually attach with the brand, study findings, symbolic value impact on brand trust which motivate to attach wit brand. Third, hotel manager must make the satisfaction and pleasure and enjoyment that create trust in the consumer, the level of trust decides the level of attachment with hotel.

### **5.3 Limitation of the Research**

Despite the contributions of this study, but still there are some limitations in the present study, which provide opportunities for further research. One of the main limitations of the research is limited time and resources. First, in this study cross sectional data were collected due to limited time available. The data were collected

from the two-star, three-star and four-star hotels from twin cities of Pakistan for generalizability of the study, data were collected from Rawalpindi and Islamabad were targeted. If the data were obtained from other parts of Pakistan, the results would have more consistent. Because people living in different cities may have diverse personalities and diverse buying behaviors due to the changes in cultures and other geographical gaps. Thus, this flaw may limit the generalizability of this study.

Secondly, the current study used convenience sampling technique for data collection; non probability sampling technique. Data were collected randomly from large population; convenience sampling technique was used because of limited time period. Data should also be collected through other probability sampling technique that population should be properly targeted and required results could be obtained. In addition, sample size was small in the present study. Large sample size increases the generalizability of the results and its applicability in a broader scenario.

Thirdly the limitation of the study, data were collected from male and female respondents, but the female respondents were very few who participated in the survey because female were hesitated to respond about the booking in the hotel for personal use. They were not ready to disclose their personal details for booking in the hotel for personal use. It was much more difficult to convince them for giving their response. This limited the study, generally data were collected from male consumers, this was also flaw in the study. The future researcher can overcome this flaw by collect data from female consumers for more accurate and diverse results. Future researchers should run ONE WAY ANOVA to check either any demographic variable influence on dependent variable. This is another limitation that no variable influence on dependent variable. So future researchers should run ONE WAY ANOVA test.

Four, due to time constraint, only one mediator (brand trust) was tested with dependent variable (brand attachment), that limits the generalizability of the study up till mediating linkage mechanism. In the future researchers should be used moderator with the mediator and independent and dependent and dependent variable

for more accurate results and make generalizability of the study regarding the mediator and moderator for consumers of the hotel brand attachment. Those limitation of the study will be helpful for the future researchers to obtain good results for their study perspective.

## **5.4 Future Research Direction**

There is always some place of perfection, because the perfection is never ending process, which provide us future directions. The current study was conducted to explain the impact of functional, symbolic and hedonic values on brand attachment with mediating role brand trust for creating strong link between perceived values and brand attachment. The present study has done in the luxury hotel brand attachment to understand the consumer behavior about hospitality industry. The future research may study the different grades of the hotel, such as budget hotels and luxury hotels.

Moreover, the present study deals with deals with smaller sample size, however; larger sample size can be used to generalize the results of the current study. Furthermore, current study used theory of attachment; future research would also use other well documented and credible theories in the hypothesized model or explore the mechanism of variables and explain the links between the variables.

The present study tests the impact of functional, symbolic and hedonic value on brand attachment through the brand trust. Future research should check the direct impact of functional, symbolic and hedonic value on brand attachment by using the resource view theory and self-congruity theory. Moreover, the present research deals with a smaller sample size however; a larger sample size can be used to generalize the findings of the current research. The current study utilized cross sectional method for data collection, future research should utilize different research designs like longitudinal designs that could bestow predictive validity to the present study (Shadish, Cook & Campbell, 2002).

Furthermore, current study explains the functional, symbolic, and hedonic values influence on brand attachment brand, trust mediator in the study. There

was no moderator used in the study, future research should use the moderator. Lastly, present study investigated the positive attachment: previous studies have shown that consumers might have various attachment styles, such as anxiety and avoidance attachment styles, that tend to negative brand attachment behaviors (Japutra, Ekinci & Simkin, 2018). The future research could explore those behaviors for attachment in the any industry for generalizability of the research.

## **5.5 Conclusion**

This study has investigated the relationship between perceived values and brand attachment in the hotel industry. Data were collected from the consumer of the hotel industry they have experience of booking in hotel for personal use in the hotel industry of Pakistan, by adopted questionnaire survey, to find the impact on functional, symbolic and hedonic values on brand attachment through the mediating variable of brand trust. For better understanding of this concept the Theory of Attachment was used in order to examine the feeling and emotions that evoke the attitude of consumers relating to hotel brand that attitude foster the consumer behavior to attachment wit hotel brand also sense making theory was used for the research framework.

The findings of the study show that large number of consumers have values and emotions that build trust in the consumer, because of consumer feeling of satisfaction, usefulness and pleasure from hotel environment and the services that build the attitude of trust in the cognitive of consumer, which further formulate the behavior of attachment. The finding of the study shows that trust creates the consumer behavior of attachment with hotel brand. Through the concern toward the hotel brand attachment is growing rapidly in the hotel industry, values and emotions attachment the consumer with the hotel brand. Although for the practical implication manager should create values for the consumer that build trust in the consumer which attach with the consumer with hotels. Total of 400 questionnaires were distributed however only 246 were used for the analysis because those were completely filled and provide all the required information. Statistical

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tool was used for statistical test that indicate the reliability of the model. The hypotheses were supported by theory of attachment and sense making theory. The main contribution of the study was to find the impact of perceived values on brand attachment with mediating role of brand trust. In this study there were 7 hypotheses that are analyzed and tested in the context of hotel industry of Pakistan, out of those 7 hypotheses all were accepted, because the study findings reveal that perceived values strongly influence on the brand trust which further leads to the brand attachment, brand trust has strongly mediate the relationship. Anyway, our research work contributes in the literature of brand attachment in the hotel industry, brand trust less tested in the perceived values and attachment as linkage variable in hotel market, so these findings would further produce the boulevards for the hotel attachment research. Our study gives various practical as well as theoretical implications and also provide new ways to other researchers for future studies.

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# Appendix-A

## Questionnaire

**Dear Respondent**

I am a student of MS Marketing at Capital University of Sciences and Technology, Islamabad, I am collecting data for my research Thesis titled as **“Impact of Functional, Symbolic and Hedonic Values on Brand Trust to Shape Brand Attachment by Considering Brand Trust as Mediator in Hospitality Industry”**. It will hardly take your 10-15 minutes to answer the questions and to providing the valuable information. It will be interesting for you. I appreciate your participation in my study. I assure you that data will be kept confidential and will only be used for academic purposes.

Thanks a lot for your help and support!

Sincerely,

**Muhammad Zohaib Choudary,**

**MS (Marketing) Research Scholar,**

**Faculty of Management and Social Sciences,**

**Capital University Science and Technology, Islamabad.**

## Section 1

Ever you book hotel room online for personal use?

Yes No

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### Hotel Type

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- 1 Marriott Hotel
  - 2 Hotel one
  - 3 Avari express Hotel
  - 4 Serena Hotel Islamabad
  - 5 Pearl continental Hotel Rawalpindi
  - 6 Millennium Hotel Islamabad
  - 7 Ramada Hotel Islamabad
  - 8 Shelton Hotel Islamabad
  - 9 Jasmine Inn
  - 10 Sarai boutique hotel
  - 11 Hill view hotel Islamabad
  - 12 Other
- 

## Section 2: Demographics

Gender	1- Male 2- Female
Age(years)	1 (18-25), 2 (26-33), 3 (34-41), 4 (42-49), 5 (50-above)
Qualification	1 (Matric), 2 (Inter) 3 (Bachelor), 4 (Master), 5 (MS/M.Phil.), 6 (PhD)
Experience(years)	1 (0-5), 2 (6-10), 3 (11-16), 4 (17-22), 5 (23-28), 6 (29 and above)

## Section 3: Functional value (Yan Liu et al., 2020)

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

1	This hotel brand is handy and works very well.	1	2	3	4	5
2	This hotel brand functions very well.	1	2	3	4	5
3	This hotel brand does what it is supposed to do well.	1	2	3	4	5

## Section 4: Symbolic value (Yan Liu et al., 2020)

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

1	This hotel brand is closely related to values that I think are important.	1	2	3	4	5
2	I can identify with this hotel brand.	1	2	3	4	5
3	This hotel brand suits me well.	1	2	3	4	5
4	I feel like this hotel brand has the same characteristics that I also have.	1	2	3	4	5

## Section 5: Hedonic value (Yan Liu et al., 2020)

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

1	I find this hotel brand interesting in a sensory way.	1	2	3	4	5
2	This hotel brand makes me feel really good when I use it.	1	2	3	4	5
3	This hotel brand is truly enjoyable to use.	1	2	3	4	5
4	I really like the positive feelings I get from using this hotel brand.	1	2	3	4	5

## Section 6: Brand Trust (Becerra & Badrinarayanan, 2013)

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

1	I trust the hotel brand.	1	2	3	4	5
2	I rely on the hotel brand.	1	2	3	4	5

3	The hotel brand is trustworthy.	1	2	3	4	5
4	The hotel brand is safe.	1	2	3	4	5
5	The hotel brand is honest.	1	2	3	4	5

## Section 7: Brand Attachment (Yan Liu et al., 2020)

Please tick the relevant choices: 1= strongly disagree, 2= Disagree, 3 = Neutral, 4= Agree, 5= Strongly Agree.

1	My feelings toward the hotel brand can be characterized by: Love	1	2	3	4	5
2	My feelings toward the hotel brand can be characterized by: Passion	1	2	3	4	5
3	My feelings toward the hotel brand can be characterized by: Connection	1	2	3	4	5