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Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops

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ABSTRACT

This research aimed to identify structural associations among image, satisfaction, trust, lovemarks (love and respect for a particular brand) and brand loyalty for name-brand coffee shops. A total of 401 pieces of data were analyzed through the SPSS and AMOS statistical packages. It was found that customers' brand love and respect significantly moderated the relationship between trust and brand loyalty, suggesting that the theory of lovemarks is useful to explore the development of generating brand loyalty. It was also shown that brand image was a helpful originator of satisfaction and trust. Moreover, satisfaction affected trust, and brand loyalty and trust were positively related to brand loyalty. The current research contributed to the literature, empirically theorizing brand loyalty formation in the name-brand coffee shop industry.

1. Introduction

Chiu et al. (2012) emphasized that finding factors influencing brand loyalty is becoming more important in an increasingly competitive business market. In this regard human emotions and feelings as antecedents of brand loyalty have been of greater interests since the core of business has evolved from information-centered to experience-centered businesses (Tandon et al., 2014). As far as the emotional relationship between consumers and brands is concerned, Roberts (2004) introduced a theory about consumers' emotional attachment, called the lovemarks theory including brand love and respect. Interestingly, the theory of lovemarks seems to be easily related in the backdrop of name-brand coffee shops since name-brand coffee shop consumers tend to love, protect, and support a brand based on strong trust, and they develop passionate emotional relationships with a coffee shop brand (Roberts, 2004). Among many name-brand coffee shops, Starbucks has been reported as one of the legendary brands since it has upgraded coffee from a general product to a premium cultural product with successful marketing practices. Although the relationships amongst image, satisfaction, trust, and loyalty have been frequently examined with other variables, there has been no empirical study which has directly applied the lovemarks theory to Starbucks. Moreover, beyond the simple causal relationships among core marketing variables (e.g., image, satisfaction, trust, brand loyalty) which have been mainly verified in prior brand research, the additional consideration of moderator

variables (e.g., lovemarks theory) seems to be a proper approach to more accurately understand the formation process of brand loyalty. This exploration is expected to successfully reveal the complicated relationships among brand image, satisfaction, trust, lovemarks (i.e., brand love and brand respect), and brand loyalty in the name-brand coffee shop background.

Therefore, with a sample of Starbucks visitors in Korea, the present study aimed 1) to test the effect of brand image, satisfaction, and trust on brand loyalty, 2) to identify lovemarks dimensions as a moderator in generating brand loyalty, 3) to examine the influence of satisfaction and trust as mediators, and 4) to unearth the relative significance of present constructs in formatting customers' loyalty for a specific name-brand coffee shop brand. This study will be the first empirical study to apply the lovemarks theory to the field of name-brand coffee shops and as such, the academic contribution is self-evident. In other words, the present study has implications not only for academia but also for the industry. From the perspective of academia, this study could be usefully employed to explain the internal mechanism of brand loyalty with image, satisfaction, and trust by additionally utilizing lovemarks theory (i.e., brand love and brand respect) as a moderating role in the setting of a name brand coffee shop so as to make the impact factor of brand loyalty clearer and more specific. Therefore, this study will distinguish the previous research from making a new theoretical contribution to the formation of brand loyalty. As far as practical implications are concerned, by utilizing the findings of the current study, managers can

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effectively influence their coffee shop brand to create lovemarks along with a high level of brand love and brand respect by maximizing their customers' loyalty.

2. Literature review

2.1. Brand image

According to Paivio (1969) and Lau and Phau (2007), the construct of an image, a process of symbolizing the experience of objects stored in humans' associative memory, tends to be a representative of the significance of consumption and include characteristics of self-expression. Since the 1950s, the importance of brand image has been highlighted in studies of consumer behavior. In terms of brand image, Gardner and Levy (1955) and Zhang (2015) stated the symbolism related to certain companies (e.g, brand image) can successfully make consumers buy their products with functional effects (e.g., brand attributes). Dichter (1985) claimed that brand image refers to the full set of impressions that result when consumers interact with a brand through observation and consumption. Oliver (1997) noted that brand image is a summarized concept to imply consumers buy certain brands by considering their physical features and functions. Bullmore (1984) stated brand image usually includes beliefs, perceptions, feelings, and attitude, which relates to a consumer's psychological picture of the product. Consistent with Bullmore (1984)'s theory, Cretu and Brodie (2007) and Padgett and Allen (1997) detailed that consumers select a brand or product through brand image, which is a kind of brand performance in consumers' minds. Keller (2009) also claimed that brand image is a customer's set of beliefs, ideas, and impressions of a brand; therefore customers' actions and attitudes to a brand are likely to depend on brand image.

In addition Engel et al. (1993) stated that the concept of brand image are types of consumer's intangible and tangible perceptions or links to a brand formed by consumers' cognition, affection, and evaluation processes (Lee et al., 2011; Nyadzayo and Khajehzadeh, 2016; Shabbir et al., 2017). It seems that brand image, crucial to consumer decision making (Oliver, 1997) can be considered as consumers' reasoned or emotional perceptions attached to a specific brand (Low and Lamb, 2000). In terms of market competition, Severi and Ling (2013) asserted that strong brand image can strengthen brand competitiveness. Brand image, as a factor for decision making, tends to be formed by consumers' impressions and experiences, representing their overall knowledge about a certain brand (Budiman, 2015). Based on these previous studies, the present study views brand image as an important factor influencing a customer's satisfaction and trust levels.

2.2. Satisfaction

Over the past few decades, the conceptualization of satisfaction has been gradually refined. Looking through extant types of satisfaction research has shared a core idea for satisfaction: a psychological notion about consumer's emotional evaluation of or the pleasurable degree of the experience associated with specific products or services (Giebelhausen et al., 2016; Mohammed and Rashid, 2018; Oliver, 1999; Saleem and Raja, 2014). Tse and Wilton (1988) claimed that satisfaction is usually related to the emotional response of a consumer to the product or service experience after purchase, as well as the expected and perceived performance after the product has been consumed. Oliver (1997) demonstrated that satisfaction is an emotional response towards specific products, services, and purchasing experiences.

2.3. Trust

Research on trust has lasted for decades and many scholars have well-defined trust in several different ways. Trust has usually been regarded as an intrinsic feature of valuable social interaction which

comes from personal relationships in social psychology. Larzelere and Huston (1980) and Rempel et al. (1985) stated trust in a person is a sense of security, and its' foundation is based on that individual's behavior is motivated and guided by encouraging and optimistic intentions towards the welfare and interests of his/her partner. Moorman et al. (1992) supposed that trust is considered as dependent on the willingness of a confident exchange partner. Hart and Saunders (1997) and Lien et al. (2015) claimed that trust represents the degree of confidence that another party would act as expected. The research of trust has become a hot topic in marketing studies due to the emergence of relationship-oriented marketing activities (e.g. Alhaddad, 2015; Dwyer et al., 1987; Geyskens et al., 1996; Morgan and Hunt, 1994; Upamannyu et al., 2014). Pavlou et al. (2007) also claimed that trust is an effective means to minimize uncertainty or extenuate the sources of uncertainty.

2.4. Brand loyalty

Dick and Basu (1994) and Jacoby and Kyner (1973) defined that loyalty to a brand must include a positive attitude toward the brand and a positive buying behavior. Oliver (1999) asserted that brand loyalty is connected to the consumers' repeated purchase behavior over time with a positively biased emotive, evaluative and/or behavioral tendency for brands, labels, or graded substitutes or product choice. Brand loyalty seems to be interrelated to a commitment to repeat purchase or promote which preferred certain products or service in the future (Dick and Basu, 1994; Fatema et al., 2015; Rahi et al., 2017; Sasmita and Suki, 2015). Brand loyalty often allows consumers to buy a brand and refuse to switch to another brand (Palazón and Delgado, 2009), no matter how the situation changes and how effective the marketing is (Fournier, 1998; Jackson, 2006; Oliver, 1977; Rahi et al., 2017). Keller (2009) stated that consumers are likely to insist to purchase the same brand and refuse to switch to another even though competitors have tempted the customer to switch to their brand. Additionally, brand loyalty which makes consumers have a better impression of a particular brand than other competitors (Hanzaee and Andervazh, 2012) can affect the consumers' decision-making process to purchase the same product (Lam, 2007; Martenson, 2007; Nyadzayo and Khajehzadeh, 2016). Prior research has tested the relationship between satisfaction and brand loyalty. Besides that, Moorman et al. (1992) stated brand loyalty is also the outcome of trust, a key determinant of brand loyalty (Alhaddad, 2015; Flavián et al., 2005; Upamannyu et al., 2014).

2.5. Lovemarks (brand love and brand respect)

The theory of lovemarks can be suggested as a proper theoretical framework to show the relationship between a brand and loyal customers. Even if Kevin Robert is the first scholar who organized the theories of lovemarks, lovemarks is not the only concept firstly conceived by him. Fournier (1998) studied the love relationship among several products and consumers earlier. Since those scholars, Roberts (2004) specifically proposed lovemarks' powerful structure and characteristics to explain the complicated relationship between certain brands and loyal customers. Roberts (2004) claimed that lovemarks can build customer loyalty beyond reason because it can be everything to touch consumers' inner hearts (e.g., an object, a product, a brand, a service, an event, an experience, a person, a company, even a country). According to Roberts (2004), the theory of lovemarks usually indicates strong emotional bonds between products and consumers and makes the brand recognized, owned, loved, respected, defended, forgiven, and not be forgotten, replaced nor abandoned by consumers. Being a lovemarks brand seems to be important for a brand to become powerful. In this regard, Roberts (2004) emphasized that a brand should try to be perceived as a customers' lovemark to take their faithful loyalty in contemporary society. As a brand's deep emotional connection with consumers, the concept of lovemarks usually focuses on customers'

permanent positive emotions to a brand or repetitive purchase (Roberts, 2004).

Since brand love and brand respect are two major pillars of lovemarks, Carroll and Ahuvia (2006) and Roberts (2004) defined brand love as a level to which consumers have solid emotional attachment or affection to a certain brand. Cognitive, emotional, and intimate brand experiences are significant antecedents of brand love. According to Roberts (2004) brand love, a constant process which contacts consumers, convinces them, and is situated on them, is important to build meaningful relationships with consumers. As a significant emotional element with consumers, brand love brings long-term outcomes (e.g., brand loyalty increase) with short-term outcomes (e.g., temporary consumption increase) (Cho and Fiore, 2015). Roberts (2004) also stated that brand respect can be defined as consumers' positive awareness to a certain brand. It is usually accepted by various psychologists and sociologists that brand respect is a core to make a robust interrelationship between consumers and a brand (Frei and Shaver, 2002; Hendrick and Hendrick, 2006). According to the level of love and respect, products or brands can be divided into four types with four different regions. When the level of love and respect is low, it is called a product; when the level of love is high and the level of respect is low, it is called a fad; when the level of love is low and the level of respect is high, it is called a brand. Finally, when the level of love and respect is high, it is called a lovemark (Roberts, 2004, 2006). Besides that, several scholars (e.g., Carroll and Ahuvia, 2006; Pawle and Cooper, 2006) claimed that brand respect is similar with brand affect influenced by brand loyalty. Previous studies have showed that brand loyalty is likely to be brought by brand respect (Carroll and Ahuvia, 2006; Pawle and Cooper, 2006). As a guarantor of profit generation, lovemarks can maximize the customers' loyalty and make the connection between customers and brands more stable and long-term. Therefore, it is vital for a brand to create a lovemark so as to build customers' higher loyalty.

2.6. Theoretical framework and hypotheses development

Considering the criticality of research variables and their possible relationships supported by the extant literature, the present research theorized that customers' loyalty for a certain coffee shop brand is affected by their trust and satisfaction with product/service experiences, which are formed based on their favorable brand image; and the degree of the relationship strength between satisfaction/trust and loyalty are moderated by two lovemarks components (i.e., brand love and respect). According to previous studies, it was found that brand image significantly affected customer satisfaction (Chang and Tu, 2005; Chitty et al., 2007; Giebelhausen et al., 2016; Martenson, 2007; Mohammed and Rashid, 2018). Bird et al. (1970) showed that brand images can have a potential effect on customer's satisfaction comparing the perceptual difference of users and non-users toward a brand. Flavián et al. (2005) stated that brand image can positively reduce the risk so as to develop consumer trust (Chen, 2010; Chiang and Jang, 2007), and the positive brand image can increase the likelihood of consumer purchases when executing transactions. Mukherjee and Nath (2003) noted that brand image usually influences participants' decision-making behavior during the transaction, thus verifying the significant relationship between brand image and customer trust. Lien et al. (2015) confirmed that brand image is an essential predecessor in determining trust indicating that a valuable and attractive brand image can increase consumer's trust in brand-related products/services. Chiu et al. (2012) also showed that customer satisfaction builds strong trust. In detail, excellent products and features are likely to improve customer satisfaction, thereby increasing customer confidence in the reliability and integrity of their suppliers. Lankton et al. (2010) stated that satisfied consumer experience is one of the important factors that determine their purchase again. Furthermore, Fassnacht and Köse (2007) and Garbarino and Johnson (1999) noted that satisfaction is one aspect of

trust assessment and is therefore one of the important prerequisites for the formation of trust. Based on these previous studies, hypotheses were developed as follows:

H1. Brand image is positively related to satisfaction.

H2. Brand image is positively related to trust

H3. Satisfaction is positively related to trust.

Prior studies also demonstrated that satisfaction is a powerful antecedent of brand loyalty (Belaid and Temessek Behi, 2011; Cronin et al., 2000; Rust and Zahorik, 1993; Walter et al., 2013). Bolton (1998) claimed satisfaction is the prerequisite for achieving brand loyalty because increased satisfaction usually leads to increased loyalty (Jones and Suh, 2000). As said by Keller (2009), customer loyalty seems to be extended from customer satisfaction, which is consistent with Lombart and Louis (2012), who demonstrated that the result of customer satisfaction is customer loyalty. In the present study, the mediator role of satisfaction is considered between brand image and brand loyalty, and it is hypothesized as below:

H4. Satisfaction is positively related to brand loyalty.

Alhaddad (2015) and Han and Hyun (2013) claimed that trust is a type of bond that sustains long-term relationships between customers and suppliers, and it indicates a state where the supplier is reliable and they can achieve its promise as customers expect (Chiu et al., 2012; Sirdeshmukh et al., 2002). Sirdeshmukh et al. (2002) also asserted trust plays a crucial role in influencing customers' positive word-of-mouth communication and repurchasing behaviors. Previous studies have argued that trust has a relationship with image, satisfaction and loyalty. The concept of trust derived from satisfactory experiences is an important factor in determining the intention of repeated purchases (Lankton et al., 2010). Agustin and Singh (2005) and Upamannyu et al. (2014) stated trust may lead to loyalty because trust can even arise from customers' satisfaction with the way employees and companies handle complaints. Trust as a core component of maintaining long and stable relationships with customers (Larzelere and Huston, 1980; Morgan and Hunt, 1994) is an important factor in promoting long-term loyalty of emotional customers in the customer-brand context (Hess, 1995). Therefore, it is hypothesized as below:

H5. Trust is positively related to brand loyalty.

Usually, consumers' love towards a brand can contribute to strong brand loyalty as a fundamental form of an emotional relationship between consumers and brands (Roberts, 2006). Roberts (2006) asserted that lovemarks can be formed only when brand love is built based on brand respect. He also emphasized that brand respect is vital to keep a long-term relationship (e.g., brand loyalty) between customers and brands as love without respect does not last in relationships among people. Based on these previous types of research, the current study employed both pillars of lovemarks (i.e., brand love and brand respect) as a moderator to moderate the relationship among satisfaction, and brand loyalty. According to the literature review, this study made the hypotheses below:

H6a. The relationship between satisfaction and brand loyalty is significantly moderated by brand love.

H6b. The relationship between trust and brand loyalty is significantly moderated by brand love.

H7a. The relationship between satisfaction and brand loyalty is significantly moderated by brand respect.

H7b. The relationship between trust and brand loyalty is significantly moderated by brand respect.

Fig. 1 shows the proposed conceptual framework. A total of four study constructs (i.e., brand image, satisfaction, trust, and brand
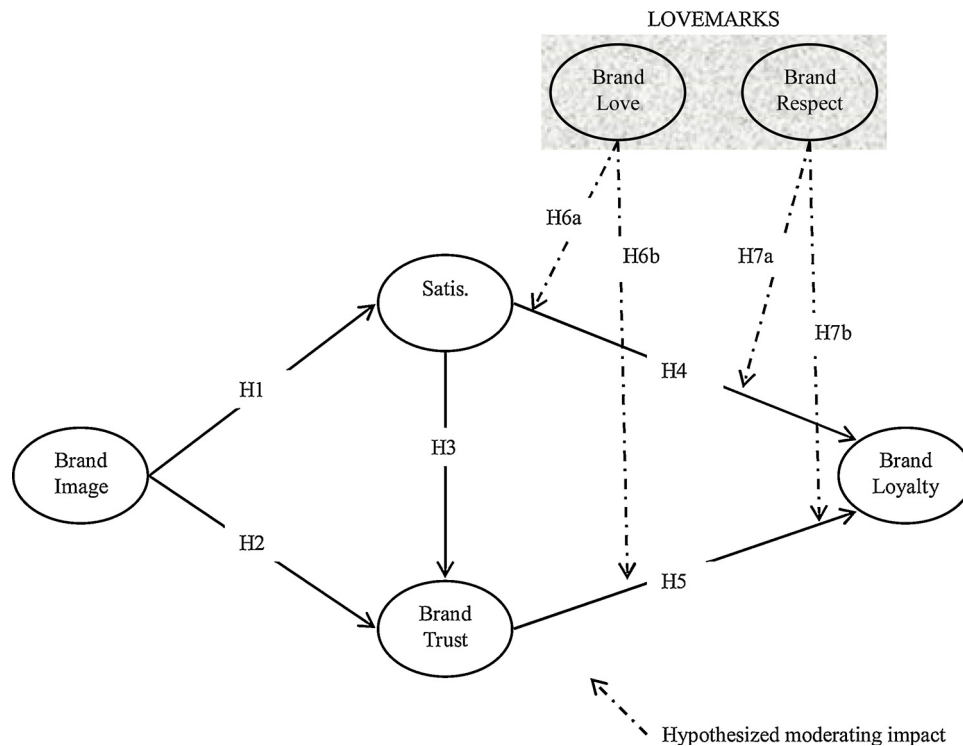
LOVEMARKS

Fig. 1. Research model.

loyalty), two moderator variables (brand love and brand respect), and seven research hypotheses are included in Fig. 1.

3. Method

A preliminary list of measurement items was prepared through a review of the literature related to lovemarks (Cho and Fiore, 2015; Roberts, 2006), brand love (Cho and Fiore, 2015; Escalas and Stern, 2003; Fournier, 1998; Roberts, 2004), brand respect (Cho and Fiore, 2015; Roberts, 2004; Selnes, 1993), and brand loyalty (Han, 2013; Oliver, 1997) (see Table 1). Multi-item and five-point Likert scales from "Extremely disagree" (1) to "Extremely agree" (5) were employed to measure study constructs. Considering the specific survey items, brand image was evaluated with six items (e.g., "Starbucks has an image different from other coffee shops"). Satisfaction is operationalized with six items (e.g., "I am satisfied with the taste of Starbucks coffee").

Meanwhile customer trust was evaluated by five items (e.g., "I trust Starbucks"). In addition, lovemarks theory was operationalized with nine items (5 items on brand love and 4 items on brand respect) (e.g., "I love Starbucks", and "I respect Starbucks"). Lastly, brand loyalty was operationalized with nine items (e.g., "I will continue to visit Starbucks"). A pre-test was performed with five academics, three practitioners, and seven frequent customers in the field of name-brand coffee shops, to improve content and face validity. Based on their feedback, the initial version of the questionnaire was changed and revised.

In the present, people enjoy drinking coffee as they liked soft drinks, such as Coca-Cola, in the past because coffee drinking has been considered a global trend. It would be true that the brand of Starbucks is one of the causes to bring this trend into Korea which is the research place in this study. Among various name-brand coffee shops, the growth of Starbucks is extraordinary in Korea. By 2017, the number of Starbucks stores in the world has reached 27,339 stores. Korea ranks

Table 1
The measurement model results and correlations.

	Brand image	Satisfac-tion	Brand trust	Brand love	Brand respect	Brand loyalty	Mean	SD
Brand image	1.000	–	–	–	–	–	3.599	.639
Satisfac-tion	.599[a]	1.000	–	–	–	–	3.301	.695
	(.359)[b]							
Brand trust	.614	.733	1.000	–	–	–	3.320	.694
	(.377)	(.537)						
Brand love	.455	.613	.559	1.000		–	2.642	.837
	(.207)	(.376)	(.312)					
Brand respect	.442	.665	.584	.778	1.000	–	2.715	.783
	(.195)	(.442)	(.341)	(.605)				
Brand loyalty	.522	.704	.680	.741	.699	1.000	2.945	.804
	(.272)	(.496)	(.462)	(.549)	(.489)			
CR	.860	.867	.942	.921	.824	.928		
AVE	.507	.520	.659	.700	.547	.593		

*Note*1. Goodness-of-fit statistics for the measurement model: $\chi^2 = 1457.278$, *df* = 540, p < .001, $\chi^2/df = 2.699$, RMSEA = .065, CFI = .906, IFI = .906, TLI = .896.
*Note*2. CR = composite reliability, AVE = average variance extracted.
[a] Correlations between research variables are below the diagonal.
[b] Squared correlations between study constructs are within parentheses.

Table 2
The structural model results and hypotheses testing (n = 401).

Hypothesized linkage	Standardized Coefficient	t-value
H1: Brand image – Satisfaction	.723	9.696**
H2: Brand image – Brand trust	.237	3.671**
H3: Satisfaction – Brand trust	.660	8.353**
H4: Satisfaction – Brand loyalty	.617	5.970**
H5: Brand trust – Brand loyalty	.199	2.253*
Explained variance:	Total impact on brand loyalty:	Indirect impact:
R2 (Satisfaction) = .522	Brand trust = .199**	β S-BT-BL = .132*
R2 (Brand trust) = .718	Satisfaction = .748*	β BI-S-BT-BL = .588**
R2 (Brand loyalty) = .624	Brand image = .588**	β BI-S-BT = .477**

*Note*1. BI = brand image, S = satisfaction, BT = brand trust, BL = brand loyalty.
*Note*2. Goodness-of-fit statistics for the structural model: χ^2 = 844.646, *df* = 291, p < .001, χ^2/df = 2.903, RMSEA = .069, CFI = .916, IFI = .916, TLI = .906.
 * p < .05.
 ** p < .01.

fifth with 1108 stores, preceded by the US (13,930), China (2936), Canada (1460) and Japan (1218) (Statista, 2018). It reveals that Starbucks has become an influential brand for Koreans as a representative example of lovemarks in the field of name-brand coffee shops (Pavel, 2013; Sayers and Monin, 2007; Roberts, 2004) because it has several notable features (e.g., unique history and atmosphere, using high-quality coffee beans, environmentally friendly policies, and social responsible activities) which can fully drive the global success of the brand.

The market size of name-brand coffee stores has grown from KRW 2.6 trillion (USD 2.6 billion) in 2014 to 4 KRW trillion (USD 4 billion) in 2016. The market size of Starbucks in 2016 has recorded sales of KRW1.28 trillion (USD 1.28 billion) in 17 years after entering Korea becoming the absolute leader in Korean name-brand coffee shops (Etoday, 2018). After the advent of Starbucks, buying or drinking coffee has been regarded as a unique brand experience and the success of Starbucks has remarkably led to another increase in name-brand coffee shops including Twosome Place, Ediya, Coffee Bean & Tea Leaf, Angelinus, Tom N Toms, and Caffebene.

In this situation, the specific survey place was decided by choosing one that was located in a popular shopping district in Korea because the district has many restaurants and name-brand coffee shops. Moreover, this area would be proper to collect data in that there are many young people whose age ranges between 20 and mid-30 s which is the major consumer group of name-brand coffee shops (Kang et al., 2015). The five trained survey teams were composed of twenty undergraduate students who majored in hospitality management. Through contacting with customers in the coffee shops and asking if they were over 18 years old and available to participate in the survey, a self-administered questionnaire was distributed to qualified individuals who are willing to be investigated. These surveyors explained our research objectives to the participants, requested the participants to fill out the questionnaire in an honest manner, and asked them to complete the questionnaire and return it onsite. After a total of 425 questionnaires were collected during the survey, 404 valid questionnaires were coded as the final data set because 21 incomplete questionnaires were deleted.

4. Results

4.1. Measurement model

Before analyzing the data, a test for multivariate outliers using Mahalanobis distance was conducted. Results showed that there are three extreme cases. These outliers were removed for further analyses. There were 401 responses that remained. The measurement model was first generated to assess the quality of the measurements. A confirmatory factor analysis was utilized. The results of the measurement

model assessment with a maximum likelihood estimation method showed an adequate fit to the data (χ^2 = 1457.278, *df* = 540, p < .001, χ^2/df = 2.699, RMSEA = .065, CFI = .906, IFI = .906, TLI = .896). All standardized loadings were significant at p < .01. A composite reliability was evaluated. As reported in Table 1, the results of our calculation revealed that multiple measurements for each latent construct are internally consistent (brand image = .860; satisfaction = .867; brand trust = .942; brand love = .921; brand respect = .824; brand loyalty = .928). These values exceeded the suggested cutoff of .700 (Hair et al., 2011). The average variance extracted was calculated. The values were all greater than the Hair et al. (2011) minimum threshold of .500. In addition, as shown in Table 1, these values were all greater than the square of correlation between research variables. These types of evidence supported the convergent and discriminant validity of the measurements.

4.2. Structural model

The structural model was generated. Results showed an excellent fit to the data (χ^2 = 844.646, df = 291, p < .001, χ^2/df = 2.903, RMSEA = .069, CFI = .916, IFI = .916, TLI = .906). A maximum likelihood estimation method was used to generate this model. As shown in Table 2 and Fig. 2, the model sufficiently accounted for the total variance in brand loyalty (R^2 = .624). In addition, trust (R^2 = .718) and satisfaction (R^2 = .522) were sufficiently accounted by their predictors.

The proposed associations were then evaluated. First, hypotheses 1 and 2 were tested. Findings from the structural equation modeling revealed that brand image exerted a significant and positive affect on satisfaction (β = .723, p < .01) and trust (β = .237, p < .01). These findings supported hypotheses 1 and 2. The hypothesized impact of satisfaction on trust (H3) and brand loyalty (H4) were assessed. Our results indicated that both trust (β = .660, p < .01) and brand loyalty (β = .617, p < .01) is a positive and significant function of satisfaction. Hence, hypotheses 3 and 4 were wholly supported. The hypothesized relationship between trust and brand loyalty was tested. Results indicated that trust positively and significantly affected brand loyalty (β = .199, p < .05). Therefore, hypothesis 5 was supported.

The indirect impact of research variables was tested. Our close examination of the indirect impact revealed that satisfaction significantly affected brand loyalty indirectly through trust ($_{S-T-BL}$ = .132, p < .05). In addition, as reported in Table 2, brand image was found to include a significant indirect influence on trust (β_{BI-S-T} = .477, p < .01) and brand loyalty ($\beta_{BI-S-T-BL}$ = .588, p < .01). These findings implied that both satisfaction and trust were important mediators in the proposed theoretical framework. Subsequently, the total impact of research constructs was evaluated. The present results indicated that satisfaction (β = .748, p < .01) had the strongest total impact on brand loyalty
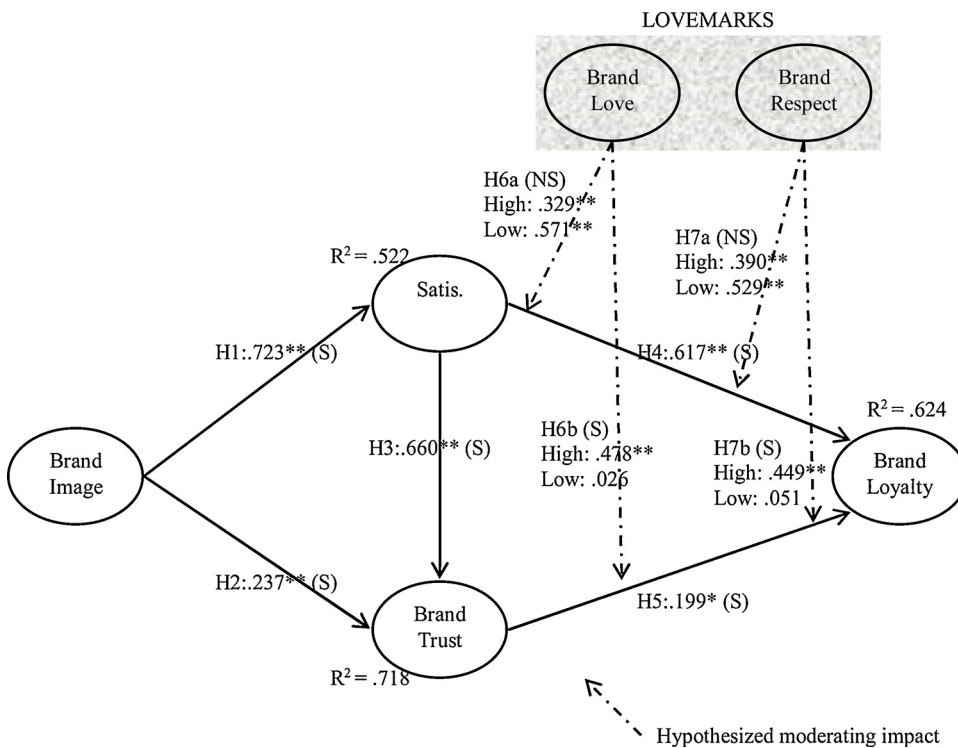
Fig. 2. Results of the structural model and invariance model assessments.
Note1. Goodness-of-fit statistics for the structural model: $\chi^2 = 844.646$, $df = 291$, $p < .001$, $\chi^2/df = 2.903$, RMSEA = .069, CFI = .916, IFI = .916, TLI = .906.
Note2. Goodness-of-fit statistics for the baseline model (Brand love): $\chi^2 = 1262.228$, $df = 604$, $p < .001$, $\chi^2/df = 2.090$, RMSEA = .052, CFI = .870, IFI = .871, TLI = .860.
Note3. Goodness-of-fit statistics for the baseline model (Brand trust): $\chi^2 = 1315.720$, $df = 604$, $p < .001$, $\chi^2/df = 2.178$, RMSEA = .054, CFI = .864, IFI = .865, TLI = .853.
S = supported, NS = not supported.
* $p < .05$, ** $p < .01$.

followed by brand image ($\beta = .588$, $p < .01$) and trust ($\beta = .199$, $p < .01$) (see Table 2).

4.3. Invariance model (brand love)

A grouping was done before evaluating the moderating impact of brand love, which is the first constituent of lovemarks. As reported in Table 3, results of the K-means cluster analysis revealed that the high brand love group includes 193 participants; and the low brand love group is comprised of 208 participants. All responses from these participants were subjected to the structural invariance test. The baseline model where all factor loadings are equally constrained across high and low brand love groups was generated. The model fit to the data acceptably ($\chi^2 = 1262.228$, $df = 604$, $p < .001$, $\chi^2/df = 2.090$, RMSEA = .052, CFI = .870, IFI = .871, TLI = .860). This model was then compared to a series of nested models in which a specific link is equally restricted between groups. A chi-square test was used to identify the statistical difference across groups. As reported in Table 3, the link from satisfaction to brand loyalty was not significantly different across high and low groups ($\Delta\chi^2$ [1] = 1.800, $p > .05$). Thus, hypothesis 6a was not supported. However, it was found that the path from trust to brand loyalty was significantly different between high and low brand love groups ($\Delta\chi^2$ [1] = 6.908, $p < .01$). Thus, hypothesis

6b was supported.

This finding indicated that the trust – brand loyalty relationship is significantly moderated by brand love. Our findings further showed that the trust – brand loyalty association for the high brand love group ($\beta = .478$, $p < .01$) was significantly stronger than that of the low brand love group ($\beta = .026$, $p > .05$). Interestingly, the impact of trust on loyalty was not significant in the low brand love group ($p > .05$). This result implied that trust contributes to generating patrons' loyalty for a particular name-brand coffee shop only when their brand love level is high whereas it does not contribute to building patrons' brand loyalty when the level of their love for the brand is low.

4.4. Invariance model (brand respect)

Next, a grouping was also done prior to assessing the moderating effect of brand respect, which is the second constituent of lovemarks. As indicated in Table 4, results of the K-means cluster analysis showed that the high brand respect group contains 185 respondents; and the low brand respect group includes 216 respondents. The baseline model was then generated. The goodness-of-fit statistics indicated an appropriate fit to the data ($\chi^2 = 1315.720$, $df = 604$, $p < .001$, $\chi^2/df = 2.178$, RMSEA = .054, CFI = .864, IFI = .865, TLI = .853). Afterward, this model was compared to a series of nested models where a particular

Table 3
The structural invariance assessment for brand love.

Paths	High brand love (n = 193)		Low brand love (n = 208)		Baseline model (freely estimated)	Nested model (constrained to be equal)
	β	t-values	β	t-values		
Satisfaction →Brand loyalty	.329	2.658**	.571	4.116**	χ^2 (604) = 1262.228	χ^2 (605) = 1264.028[a]
Brand trust →Brand loyalty	.478	3.882**	.026	.209	χ^2 (604) = 1262.228	χ^2 (605) = 1269.136 [b]

Chi-square difference test:
Goodness-of-fit statistics for the baseline model: $\chi^2 = 1262.228$, $df = 604$, $p < .001$, $\chi^2/df = 2.090$, RMSEA = .052, CFI = .870, IFI = .871, TLI = .860.
[a] $\Delta\chi^2$ (1) = 1.800, $p > .05$ (H6a – not supported).
[b] $\Delta\chi^2$ (1) = 6.908, $p < .01$ (H6b – supported).
** $p < .01$.

Table 4
The structural invariance assessment for brand respect.

Paths	High brand respect (n = 185)		Low brand respect (n = 216)		Baseline model (freely estimated)	Nested model (constrained to be equal)
	β	t-values	β	t-values		
Satisfaction →Brand loyalty	.390	3.213**	.529	3.636**	χ^2 (604) = 1315.720	χ^2 (605) = 1315.878 [a]
Brand trust →Brand loyalty	.449	3.840**	.051	.392	χ^2 (604) = 1315.720	χ^2 (605) = 1321.240 [b]

Chi-square difference test:
Goodness-of-fit statistics for the baseline model: χ^2 = 1315.720, df = 604, p < .001, χ^2/df = 2.178, RMSEA = .054, CFI = .864, IFI = .865, TLI = .853.

[a] $\Delta\chi^2$ (1) = .158, p > .05 (H7a – not supported).
[b] $\Delta\chi^2$ (1) = 5.520, p < .05 (H7b – supported).
** p < .01.

path is equivalently restricted across high and low groups. As shown in Table 4, the difference on the path from satisfaction to brand loyalty between groups was not statistically significant ($\Delta\chi^2$ [1] = .158, p > .05). Hence, hypothesis 7a was not supported. Yet, it was identified that the linkage from trust to brand loyalty was significantly different across high and low brand respect groups ($\Delta\chi^2$ [1] = 5.520, p < .05). Therefore, hypothesis 7b was supported.

This result indicated that the trust – brand loyalty association is significantly moderated by brand respect. Our results further revealed that the trust – brand loyalty relationship for the high brand respect group (β = .449, p < .01) was significantly stronger than that of the low brand respect group (β = .051, p > .05). Interestingly, the influence of trust on loyalty was not statistically significant in the low brand respect group (p > .05). This finding implied that trust effectively generates patrons' loyalty for a specific name-brand coffee shop merely when their respect for the brand is high while trust hardly increases patrons' brand loyalty when their brand respect level is low.

5. Discussion

5.1. Theoretical implications

Kim and Gupta (2009) stated that retaining existing customers is five times more valuable than that of attracting new customers. It indicates that differentiating from other brands has become increasingly difficult because of improved standard product quality. However, emotional attitude on brands has been considered as a key factor to affect consumers' brand choice and loyalty. In this context, the lovemark theory is important because it is a useful theoretical framework to directly associate brand performance, image, and reputation based on customers' emotional attitudes on brands. In this regard, the goal of the current study was to explain the complicated relationships among image, satisfaction, trust, lovemarks and brand loyalty with the sample of Starbucks visitors in Korea. The present study tried to expand the previous research on the formation of brand loyalty with the method of multivariate data analysis (i.e., multi group analysis in the structural equation model.

As expected, the present study made several theoretical implications to enrich the research in the area of customer trust and brand loyalty, and deepened the understanding of brand loyalty formations. Firstly, the results of the current study confirmed the significant positive relationships among brand image, satisfaction, trust, and brand loyalty. It showed that satisfaction and trust are strong mediators consistent with previous studies (e.g., Gallarza et al., 2011; Hess, 1995; Lankton et al., 2010; Lombart and Louis, 2012; Walter et al., 2013). Secondly, it was found that lovemarks components have no significant moderating effect on the relationship between satisfaction and brand loyalty even though satisfaction had the most powerful total effect on brand loyalty. It implied that the significant causal relationship between satisfaction and loyalty tends to be stably maintained as separate from whether or not the brand is perceived as a lovemarks brand by consumers. Thirdly, this

study makes a contribution by confirming that the relationship between trust and brand loyalty is significantly moderated by lovemarks (i.e., brand love and brand respect). It showed that trust contributes to generating patrons' loyalty for a particular name-brand coffee shop when they are considered as lovemarks (Chiu et al., 2012; Lankton et al., 2010).

Overall, in the internal mechanism of trust and loyalty, trust is the source of loyalty when the brand is a lovemark (i.e., in a high level of brand love and high level of brand respect). These findings seems to make a contribution to fill the theoretical gap between customer trust and brand loyalty by emphasizing the positive effect of lovemarks theory, which are different from a large number of prior research results (Chiu et al., 2012; Han and Hyun, 2013; Morgan and Hunt, 1994; Upamannyu et al., 2014).

5.2. Managerial implications

In terms of the managerial implications, some suggestions can be recommended based on the findings of the current research. First of all, the present research represents the holistic state of customer's cognitions about a coffee brand because of the indispensable measure of brand image to predict satisfaction and gain customer trust (Chitty et al., 2007; Lien et al., 2015). It implies that Starbucks managers and practitioners need to emphasize the management of the brand image including the external environment and internal perception because the relationship among brand image, brand love and brand respect makes a significant contribution to improve brand loyalty was verified and is consistent with previous studies (e.g., Cho and Fiore, 2015; Robert 2004, 2006) in the setting of name-brand coffee shops. Therefore, managers should strengthen the publicity of the brand image through advertisements and push media information to deepen a customer's impression and to attract more people at the same time. Meanwhile, they need to be educated to have the ability to deal with the crisis of damaged brand image. Focusing on environmental protections (e.g., advocating green environmental protection, reducing the use of disposable items) and actively taking social responsible behaviors (e.g., donating, supporting the development of social welfare) are also important measures to enhance brand image. Through these methods, a positive corporate image can be widely spread to the public, and then a stable long-term relationship with customers can be created.

Secondly, as the basic condition of forming brand loyalty, satisfaction should be the focus of managers and practitioners all the time. In order to satisfy the customer, managers and practitioners should accurately identify individual customers' preferences and characteristics. To this end, there are some suggestions as follows: 1) conduct a regular survey to hear consumers' opinions to improve and make their products, services, and total experiences as appealing as they can to increase customers' satisfaction; 2) create customer profiles and work logs to keep abreast of customer feedback and suggestions. It will be useful for employees to understand repeat customers' personal preferences so as to provide more comfortable service for them; 3) regularly update the

types of coffee drinks and desserts to keep customers fresh and satisfied; and 4) form special circumstances, such as offering a discount or a complimentary gift when the customer is too full and the waiting time is too long.

Thirdly, the findings of the present study bring the necessity of focusing on the development of lovemarks' nurturing strategy for enhancing brand loyalty because the moderator role of lovemarks theory (i.e., brand love and brand respect) in the relationship between trust and brand loyalty was confirmed in this study indicating that customer trust can be one of the sources of brand loyalty only when the brand is a lovemark. In order to promote brand loyalty, it is important to make their brand as other lovemark brands. To this end, Starbucks managers and practitioners should choose first-class raw materials, and through fine processing and grinding, produce products with superior taste and texture, and absolutely put an end to demanding customers. Through these methods, not only can Starbucks products meet the needs of customers to the greatest extent, but also bring customers a feeling of pleasure and happiness and letting customers fall in love with Starbucks, respect Starbucks, and improve Starbucks' reputation even more. In advertising design and publicity, managers could increase the fun and mystery of the Starbucks brand by shooting a documentary, mv and other types of storytelling, so that customers could like and pay more attention to Starbucks. In the interior decoration design, managers should fully consider the rationality of the layout of furniture and decorations, the softness of the lighting, the smell, the music, the comfort of color and air humidity, etc., to create a warm and intimate store atmosphere, so that customers' experience in Starbucks is more sensual and memorable. In addition, they should strengthen the training of employees in order to provide more professional services and instruct employees to establish friendly and intimate communication with customers to keep abreast of customer preferences and needs in order to make consumers feel as close and trustful as friends at Starbucks. Lastly, it is also necessary for managers and practitioners to improve positive cognitive and emotional associations with the brand

by using big data to find customers' concerns and catch customer's private events (e.g., birthday, wedding anniversary). Managers can apply and provide a free platform for communication with customers directly (e.g., public id of Facebook) by using social media sources, and through these positive performances could make a more stable and long-lasting relationships with consumers.

5.3. Limitations

The findings of this study cannot be widespread to Starbucks in other places and other name-brand coffee shops because the data in the current study is obtained from Starbucks customers in Korea. Therefore, future research using this theory in other countries and cultures needs to be performed through a more systematic sampling process, not a random or convenient sampling. Future studies also may consider the component of lovemarks (i.e., brand love and brand respect) with other related variables (e.g., brand equity, emotional response, and brand experience) for a better understanding of customers' behaviors in name-brand coffee shops. It is also a good academic trial to remove some variables or research hypothesis used in the current study because it (i.e., neglecting relatively unimportant parts in the research model) can sometimes make the research model more obvious and clearer with effectively emphasizing the point which we want to focus on. Furthermore, researchers may focus on how consumers consider a certain brand as a lovemark to influence loyalty from a long-term perspective. Lastly, it can also be a good research topic to perform the research of measurement development for lovemarks because it is a relatively new topic and a measurement study focusing on lovemarks has not been frequently conducted yet.

Acknowledgment

Appendix A

Brand image
- Starbucks has an image different from other coffee shops
- Starbucks gives a clean feeling.
- Starbucks' atmosphere is Western.
- Starbucks' atmosphere is dynamic.
- Starbucks is elegant.
- Starbucks is a first-class coffee shop.

Satisfaction
- I am satisfied with the taste of Starbucks coffee.
- I am satisfied with Starbucks customer (human) service.
- I am satisfied with the store atmosphere of Starbucks.
- I am satisfied with the price of Starbucks.
- I am more satisfied with Starbucks than other customers
- I am satisfied with Starbucks overall service.

Brand trust
- I trust Starbucks (I believe).
- I think Starbucks is a company that strives to keep its promise to customers.
- I think Starbucks is stable for its customers.
- I would like Starbucks to continue to provide quality services to its customers.
- As a coffee shop, Starbucks meets my expectations

Brand love
- I love Starbucks.
- Starbucks is a joy to me.
- Starbucks is really awesome.
- Starbucks makes me feel good.
- Starbucks makes me feel alive.

Brand respect
- I respect Starbucks
- I am hooked on Starbucks
- Starbucks is very sincere
- Starbucks leads the development of coffee shops.

Brand loyalty
- Starbucks provides excellent service quality.
- No coffee shop offers better service than Starbucks.
- Starbucks offers me better benefits than other coffee shops.
- If I could afford good quality coffee at other coffee shops, I would continue to use Starbucks
- I will continue to visit Starbucks
- I think Starbucks is the best coffee shop for me
- I like Starbucks more than other coffee shops
- I recommend Starbucks to others
- I visit Starbucks almost regularly

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