Brand Experience and Brand Attachment: The Moderating Effect of Customer Value Co-Creation in Quick Service Restaurants in Bayelsa State

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Abstract: *The bond of attachment and affection for a brand might be likened to an interpersonal relationship. Individuals with a deep attachment to someone are more like to develop romantic feelings, commit, invest, and make sacrifices for that individual. The same can happen with a brand, that is, more intense feelings of connection are associated with stronger feelings of connection, affection, love, and passion. This is very vital because of the intense competition that exist among quick service restaurants in Nigeria generally and Bayelsa specifically. Hence, this study aims to examine the relationship that exists between brand experience and brand attachment in quick service restaurants in Bayelsa state. To achieve this, a cross sectional survey research was adopted and several research questions and hypotheses were developed from the dimensions of the both the dependent and independent variables. Drawing data from a developed structured questionnaires, and using inferential statistics to analyzed the data, it was discovered that there is a strong, positive, and significant relationship between the dimensions of brand experience and brand attachment. Hence, it was suggested, among others, that QSRs in Bayelsa state should enhance brand attachment by creating memorable experiences for their customers. This will have significant implication on the for marketers in QSRs seeking to a strong brand awareness in a dynamic, competitive, and vibrant business environment like Bayelsa state.*
Keywords: behavioural, brand attachment, brand experience, brand loyalty: brand satisfaction, customer value co-creation, intellectual.

INTRODUCTION

In today's highly competitive marketplace, brands play a crucial role not only in influencing consumer decisions but also in shaping long-term relationships with customers. Two key concepts

at the forefront of brand management and consumer behavior research are brand attachment and brand experience. Brand attachment, according to Ramakrishnan and Vohra (2015), refers to the emotional bond that consumers develop with a brand, often rooted in personal relevance, trust, and positive associations. On the other hand, Elder & Krishna, (2022) opined that brand experience encompasses the holistic sensory, emotional, cognitive, and behavioral responses triggered by brand-related stimuli, such as advertising, product usage, or customer service interactions. Consumers in Nigeria are becoming more brand-conscious, digitally connected, and value-driven. Social media, peer influence, and cultural identity also play substantial roles in shaping how Nigerians perceive and interact with brands. This makes it essential for marketers to go beyond transactional relationships and invest in experiences that resonate with consumers' lifestyles and values. Studying the interplay between brand experience and attachment in this context offers valuable insights into consumer loyalty, advocacy, and long-term brand equity.

In the Nigerian context, where consumer markets are rapidly evolving due to economic growth, technological advancements, and increasing brand awareness, understanding the dynamics of brand attachment and experience becomes increasingly significant. Nigeria, Africa's most populous country, presents a diverse and vibrant consumer landscape characterized by a mix of traditional values and modern aspirations. As local and international brands compete for loyalty in sectors like telecommunications, fashion, fast-moving consumer goods (FMCG), and banking, the ability to create meaningful brand experiences and foster strong emotional connections has become a competitive necessity.

Value co-creation refers to co-creation at the time of value formation, when customers use their own resources to participate in the process of corporate value co-creation, and value co-creation for continuous value enhancement, when companies use existing resources to participate in the process of customer value co-creation (Hongsuchon et al., 2023). Auh (2007), Nambisan and Baron (2009), and Chan et al. (2010) verified through empirical analysis that broad value cocreation is an object of study. Using the relationship between stakeholders, Merz et al. (2009) defined value co-creation as the creation of brand value using the network relationships and interactions between all stakeholder ecosystems. Value co-creation allows companies to meet customers' needs better and enhance their market position. Customer participation in value co-creation helps strengthen brand attachment for the brand community, producing good customer-enterprise relationships (Rashid et al., 2019).

Prebensen et al. (2016) examined Cocreation as moderator between the experience value and satisfaction relationship; Yu (2022) investigated the mediating role of customer value co-creation and internal branding between brand orientation and brand performance: moderating effect of enterprise innovative capabilities-evidence from agri product users; Worlu, and Ezirim (2021) evaluated value Co-creation and customer satisfaction in Aviation Industry in Nigeria; Watanabe (2020) assessed value co-creation in Business-to-Business and Business-to-Consumer service relationships; Zheng and Lian (2017) x-rayed brand Value Co-creation and Brand Performance; Moghadamzadeh et al. (2020) investigated the role of customer co-creation behaviour on social

media platforms in rendering innovative services. Given all these, this study intends to contribute to, or to complement, literature by empirically investigating how sensory; affective; intellectual and behavioural affect the pace of brand satisfaction and brand loyalty in the hospitality sector. This research aims to explore how brand experiences influence brand attachment among Nigerian consumers and how these factors impact brand preference and loyalty. Understanding these relationships can help brands in Nigeria design more impactful strategies that foster deeper consumer engagement and sustained competitive advantage.

Statement of the Problem
Nigeria's quick service restaurant industry is growing rapidly, and technology is playing a major role in this growth. The quick service restaurant is estimated at N250 billion and has been growing at a 10 percent annual rate in recent years according to the Association of Fast-Food Confectioners of Nigeria (Ayetoto-Oladehinde, 2023).

The lack of effective business strategies may contribute to the failure of the quick service restaurants in Nigeria (Adisa et al. 2014; Osakwe, 2016). Approximately 80% of quick service restaurants launched in Nigeria in 2014 failed to survive beyond 5 years (Sahagun & Vasquez-Parraga, 2014). Factors ranging from food quality, Service quality, Environment, Price, Quick service (Akbar & Alaudeen, 2012; Tabassum & Rahman, 2012; Tat et al. 2011), Restaurant image (Ling et al. 2011) and fast food store image factors, customers' values of eating-out, customers' opinions about the globalisation (Ibrahim & Vignali, 2005) have been considered to influence customers patronage of fast food restaurants in regions with different cultural, environmental and socioeconomic specifics.Ahmad, Ghazali and Othman (2013) noted that factors vastly found to influence behavior intention in most literature include the physical surrounding, service quality and food quality. Sefian et al. (2013) included food quality, service quality, atmospheric quality and perceived value as factors influencing consumers' re-patronage intention. Nezakati et al. (2011) proposed product quality, customer satisfaction and brand trust as the dominant variable that drives the customer loyalty to preferred fast food restaurants.

Akbar and Alaudeen (2012) investigated determinant of factors that influence customers in choosing normal full-service restaurant in Seri Iskandar, Perak, Malasia. Result showed that, customers put heavy priorities on food quality, followed by trustworthiness, service quality, price, environment, and lastly location in choosing normal full-service restaurant.Sefian et al. (2013) examined determining factors that Influence customers repatronage intention: the case study of Radix Fried Chicken (RFC), the Local home-grown fast food chain restaurant in Malaysia. Results indicate that the customers have passion to revisiting the RFC outlets due to the food quality and perceived value offered by them. It is proven that the customers are concern about the quality of foods in terms of Halal factor, healthy menu and menu appeal served by RFC. The additional value such as reasonable price and positive mood display in RFC restaurant also contribute to the positive experience and indirectly influence the repatronage intention of the customers. In predicting customers patronage behaviour, Ibrahim and Vignali (2005) proposed image factors, consumers' values of eating-out, customers' opinions about the globalisation or localisation of international

fast food chains and customers demographics as determinant factors. Quality, price, quick service, and environment were factors proposed as determinants of consumer attitude towards selective fast food restaurants (Tabassum & Rahman, 2012). This, the present study is inclined that appropriate brand experience as expressed in sensory, affective, intellectual, and behavioural could have positive impact on brand attachment of quick service restaurants in Bayelsa State.

Research Questions

To achieve the aim and objectives of the study, some research-oriented questions would include:
   i.   How does intellectual relates with brand satisfaction amongst quick service restaurants in Bayelsa State, Nigeria?
   ii. What is the relationship between intellectual with brand loyalty amongst quick service restaurants in Bayelsa State, Nigeria?
   iii. What is the relationship between behavioural and brand satisfaction amongst quick service restaurants in Bayelsa State, Nigeria?
   iv. How does behavioural relates with brand loyalty amongst quick service restaurants in Bayelsa State, Nigeria?
   v.   How does customer value creation moderate the relationship between brand experience and brand attachment amongst quick service restaurants in Bayelsa State, Nigeria?

Research Hypotheses

Based on the research questions above, these hypothetical statements were proposed as follows:

Ho1: There is no significant relationship between intellectual and brand satisfaction amongst quick service restaurants in Bayelsa State, Nigeria.

Ho2: There is no significant relationship between intellectual and brand loyalty amongst quick service restaurants in Bayelsa State, Nigeria.

Ho3: There is no significant relationship between behavioural and brand satisfaction amongst quick service restaurants in Bayelsa State, Nigeria.

Ho4: There is no significant relationship between behavioural and brand loyalty amongst quick service restaurants in Bayelsa State, Nigeria.

Ho5: Consumer value creation does not significantly moderate the relationship between brand experience and brand attachment amongst quick service restaurants in Bayelsa State, Nigeria.

Objectives of the Study

The aim of the study is to empirically examine the relationship between brand experience and brand attachment amongst quick service restaurants in Bayelsa State, Nigeria. Some basic and specific objectives will guide the study:
   i. To assess the relationship between intellectual and brand satisfaction amongst quick service restaurants in Bayelsa State, Nigeria.
   ii. To identify the relationship between intellectual and brand loyalty amongst quick service restaurants in Bayelsa State, Nigeria.

iii.   To find out the relationship between behavioural and brand satisfaction amongst quick service restaurants in Bayelsa State, Nigeria.

iv.   To disclose the relationship between behavioural and brand loyalty amongst quick service restaurants in Bayelsa State, Nigeria.

v.   To ascertain how customer value creation moderates the relationship between brand experience and brand attachment amongst quick service restaurants in Bayelsa State, Nigeria.

LITERATURE REVIEW

Theoretical Review

Innovation Diffusion Theory

The innovation Diffusion theory (IDT) was developed by Everette M Rogers in 1962 (Rogers, 1962). In his book: *Diffusion of innovation*, the professor of Sociology and Communication Studies, argued that diffusion is the process by which an innovation is communicated via certain channels overtime amongst participants in a social system (Rogers, & Chaffee, 1983; Mahajan *et al.*, 1990). He explained how overtime an idea or product gains momentum and diffuses or spreads through the mass media and word-of-mouth to specific population or social system. We can deduct from IDT's definition uses four critical points - innovation, communication channels, time, and social system in explaining and predicting when and how innovation is either accepted or rejected in a social system. The author opined that the innovators are usually the rich, educated, risk takers who are ready to give the first try over an innovation while the laggards are the last set of people in the use and spread of an innovation who have low income and are very slow in accepting innovations and social systemmeasures how social structures, agents of change, norms, values, opinion leaders adopts an innovation (Rogers, 2003).   Social system originates from sociology and was applied in marketing in 1960. IDT offers theoretical frameworks such as TAM (Technology Acceptance Model) TRA (Theory of Reasoned Action), TPB (Theory of Planned Behaviour) as the use attitudinal variables to explain acceptance of information technology (Azjen, 1985; Awa et al. 2010).

In relation to current study, customers of banking institutions who possesses laggards' characteristics will likely not respond to service innovation technology. They may find it difficult to apply new and trending technologies to service deliveries and other dealings within the financial service environment. It also follows that individual customers with an innovator's characteristics will respond swiftly and positively towards application of new technologies in adoption of financial products. Thus, the innovation diffusion theory could be used as theoretical baseline that provides explanation for the time and processes it takes individual customers and banking institutions to incorporate service innovation, utilization of new products or new improved technical devices including pursuit for value creation. Hence, the theory serves a theoretical framework for the present study.

Conceptual Review

Intellectual Brand Experience

Intellectual experience is the process of using the ability of the brand to engage customers (Yulianti & Tung, 2013). Iglesiasa et al. (2018) defined intellectual experience as the imaginative and analytical thinking that brands trigger in customers. Intellectual experience shows the extent to which the brand makes customers think and stimulates their curiosity and problem-solving capabilities. Intellectual indicators involve thinking, curiosity and problem solving (Brakus et al. in Wulandari, 2015). Thinking is the ability of an individual to see things from more than one perspective and is able to question the existing working models (Amabile, 1997). Curiosity is an inquisitive thinking such as investigation, exploration and learning which is backed by observation in human beings. It is associated with all aspects of human development, which is derived through the process of learning and the desire to acquire skills and knowledge (Litman, 2005). Problem solving is the process whereby solutions are given to eliminate problem or obstacles that may hinder the achievement of a goal (Novick & Bassok, 2005).

Behavioural Brand Experience

In the marketing literature, consumer behavioural intentions (CBIs) are reported to play a key role in brand outcomes (Anselmsson et al., 2007). In fact, behavioural intentions are normally theorised as a kind of customer loyalty, typically measured by the intent to re-purchase and the intent to WOMWOM (East et al., 2007; Hong and Yang, 2009). Belén del Río et al. (2001) found evidence that brand associations have a positive influence on consumer choice, preferences and intention of purchase, their willingness to pay a price premium for the brand, to accept brand extensions (i.e. marketing strategy in which a firm uses the same brand in a different product category) and to recommend the brand to others. Dwivedi (2015) found that once consumers are engaged with brands, these emotive relationships have a direct impact on behavioural intentions in terms of intent to purchase. Others authors have also considered consumers' willingness to pay a premium price (Kadirov, 2015) as a proxy for brand loyalty.

In the food industry, Anselmsson et al. (2007) have analysed consumers' willingness to pay a price premium, and found a positive relationship with some brand drivers (i.e. perceived brand awareness, perceived quality, perceived social image and perceived uniqueness). In the restaurant context, previous studies (Jan & Han, 2011; Ryu et al. 2012) analysed the role of perceived price as antecedent of customer satisfaction and behavioural intentions. So, in the study presented here, the behavioural intentions are measured not only in terms of intent to buy (IB), but also in terms of willingness to pay a premium price and willingness to accept a brand extension. According to White and Yu (2005), CBI is considered to be a consequence of both brand experience and CBE (Netemeyer et al. 2004; Broyles et al. 2009; Van Vaerenbergh et al. 2012).

Brand Satisfaction

According to Bagozzi et al. (1999), Bennet et al. (2005) and other authors, satisfaction is characterised as an emotional reaction to a purchasing circumstance. According to Ganesan

(1994), satisfaction is a positive affective response to a result of a previous experience. Following a previous experience, the happiness gained and attitude developed have an impact on subsequent purchases (Oliver, 1980), completing a circular pattern (Bennett et al, 2005). According to research on long-term relationships (Anderson & Narus, 1990; Gladstein, 1984), satisfaction is a key factor.

Brand Loyalty

Ali and Muqadas (2015) defined brand loyalty as for a concept related to re-purchase intention and psychological commitment. In the same trend, Dehdashti et al. (2012) defined brand loyalty as a long-term relationship grounded on a customer's re-purchase intention and continuous commitment towards a brand. Wulandari (2016) adopted Oliver's (2010) definition of brand loyalty in which the concept identified as a variable with two sub-factors: a customer commitment to re-purchase and to re-patronize a good or a service. Malik et al. (2013) looked at brand loyalty as a relationship between a customer and a particular brand irrespective of any other competitive brands. Keller (2001) regarded brand loyalty as a subdimension of brand resonance, which represents the psychological relationship with a brand. Ercis et al. (2012) divided loyalty into two types: full loyalty and brand loyalty, they also divided brand loyalty into affective and continuance loyalty. According to them, affective loyalty is more related to the emotional attachment between a customer and a brand; hence, customers do not switch to another company. In contrast, customers with continuance loyalty tend to switch to another competitor.
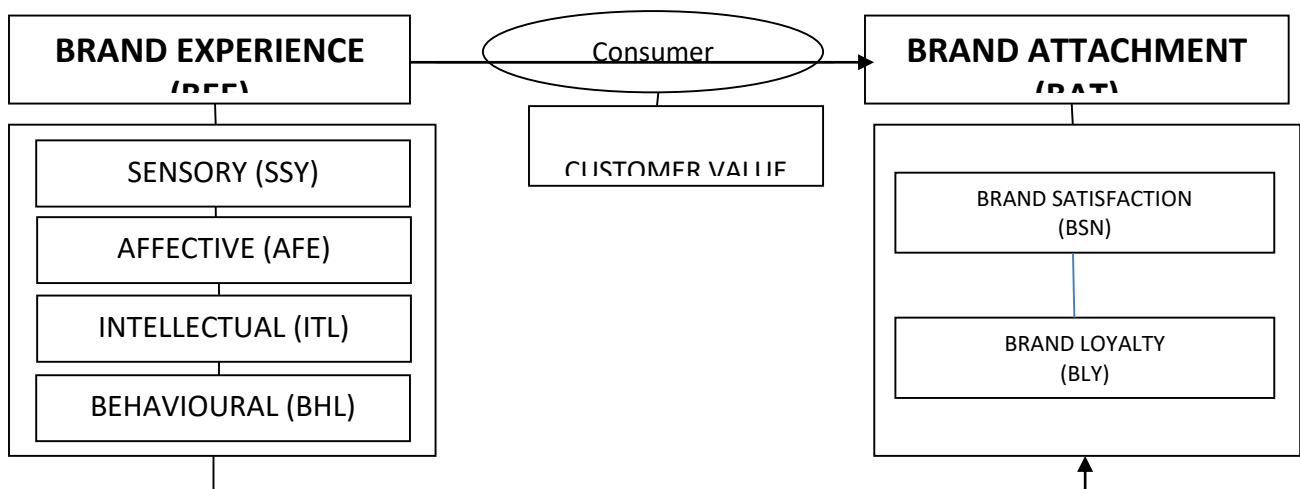
Conceptual Framework

Figure 1: *Conceptual Framework on Brand Experience and Brand Attachment amongst Quick Service restaurants in Bayelsa States, Nigeria.*
Source: *The predictor variable (Brand Experience) and its dimensions (Sensory, Affective, Intellectual and Behavioural) were adapted from Ramakrishnan and Vohra (2015); while the criterion variable (Bran Attachment) and it measures (Brand Satisfaction and Brand Loyalty) were adapted from Shimul, Phau and Lwin (2019); Customer Value Co-Creation was adapted from Yi and Gong (2013).*

The problem of this study is empirically unveil how SSY, AFE, ITL, and BHL relates with BSN and BLY under the moderation of CVC (Customer Value Co-Creation).

Intellectual and Brand Satisfaction
Brand knowledge creates and forms a basis for brand trust (Hsu & Cai, 2009). Customers' knowledge regarding a specific product or brand shows them a certainty about the brand reliability, enhancing the level of brand trust (e.g., Chaudhuri & Holbrook, 2001). Brand knowledge component-brand image and brand awareness has an effect on brand trust (Ledikwe, 2020). The solid image is able to reduce the risk of perception and stimulate more familiarity with brand which, as a result, fosters the customers' trust (Lin & Lee, 2012; Alhaddad, 2015). The result of previous studies revealed that the brand knowledge has a significant impact on brand trust (Chinomona, 2016; Erkmen & Hancer, 2019). Other research also confirmed what positive contribution to brand image strengthened the degree brand trust in the marketplace (Han et al., 2019). For the effect of brand awareness, it was shown that brands with higher level of brand awareness for their customers are able to increase the degree of brand trust (Mishra et al. 2016). Also, empirically a significant relationship has been investigated between brand awareness and brand trust (Mourad et al. 2010).

Intellectual and Brand Loyalty
It has been established that brand identity has significant positive relationship with customer loyalty. This is evidenced in the works of; (Ismeril, & Spinelhi, 2012; Alire, 2007; Beerli et al. 2004; Behabadi, 2009; Gee et al. 2008; Richards & Jones, 2008; McCormack & Cogan, 2004). Similarly, Sweeney and Swait (2008) in their study found negative relationship between brand credibility and customer loyalty. However, contrary to this finding, the studies conducted by Tajzadeh et al. (2010) found no significant relationship between brand commitment and customer loyalty. In the studies carried out by Jahl et al. (2012) and Erik, (2008); it was found that a negative relationship exists between satisfaction and commitment. On the contrary, the studies by Smeeney and Swait (2008); and Jaizadehet al.(2010) revealed that customer's satisfaction has positive relationship with loyalty, which consequently influences profitability. Eriset al.(2012) in their study found evidence that there is a significant relationship between emotional commitment and re-purchase intention and loyalty; while Tayloret. al.(2011) on their part investigated the effects of brand experiences, trust and satisfaction on brand loyalty and came to the conclusion that brand experience, satisfaction and trust were significant determinants of brand loyalty. Therefore, it could be inferred from all these studies that the stronger the brands are perceived by customers in the market, the better the image of the brand, because stronger brands would lead to customer satisfaction which in turn would lead to customer commitment and eventual sustainable loyalty behaviour Musukujjiman and Ali (2023).

Behavioral and Brand Satisfaction
A previous study from Park et al. (2013) showed that customer satisfaction was positively impacted by perceived usefulness. Similarly, Lee and Jun (2007) also found out that satisfaction is positively impacted by perceived usefulness. Further research by Amin et al., (2014) also proved

that the perceived usefulness of a mobile website had a positive and significant impact on customer satisfaction, while other research by Ariff et al. (2014) in Malaysia also found out that perceived usefulness positively affected satisfaction. Further research conducted by Sibona and Choi (2012) among Facebook users found out that perceived usefulness positively affected satisfaction. With regard to all of these previous studies concerning the relationship between perceived usefulness and satisfaction, it is important to note that within the field of technology, consumers' or people's personal perceptions regarding whether or not a certain technology could improve or enhance the quality of their work performance may well play an important role in affecting the consumers' levels of satisfaction with the technology.

Behavioral and Brand Loyalty
In the context of branding, loyalty is one of the most widely defined words in the marketing lexicon. It is interpreted in different ways and can often be approached with greatly differing definitions by different people (Morgan, 2012). One of the oldest and perhaps the most used definition for loyalty comes from Jacoby and Kyner (2011) who described loyalty as "a biased behavioural response expressed over time by a decision making unit with respect to one or more alternative brands out of a set of brands and being a function of psychological processes". Oliver (2011) has developed the definition further by describing loyalty as "a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, causing repetitive same brand or same brand-set purchasing, despite situational influences or marketing efforts."

Customer Value Co-Creation
Customer value co-creation is the moderating variable in this paper. It plays crucial role in building businesses today as the customer value of a brand has become the basic element that determines market share and shareholder value (Shastry, 2017). Thus, customer value creation has the ability to shape the activities of organizations towards service innovation and customer satisfaction. Similarly, Sánchez-Gutiérrez et al. (2019) noted that identifying customer preferences via relationship management and converting it into innovation are two basic processes within the context of customer value creation. Consequently, Kumar and Reinartz (2016) opined that customer value creation is a thought process because which could sustainable business model, allowing value to be created for customers leading to more profits or a long-term customer relationship. Charterina and Landeta (2010) asserted that capabilities towards customer's value creation are key for knowing, understanding and reaching customer desires and enhance dynamic feedback in social exchange. The study implies that customer value creation process enables organizations implement a good service innovation and could lead to customer satisfaction.

Empirical review

Table 1: Tabular presentation 0f empirical review.

Author/Year	Title	Gap
Meirandari et al. (2024)	Social Media, Customer Experience, Product Quality, and Purchase Decisions.	The population in this study are subscribers and/or users of the Netflix application who live in theJabodetabek area.
Rahmasari et al. (2024)	Rahmasari et al. (2024)	This research used quantitative methods with a sample of 199 companies.
Farid and Hammad (2024)	Ethical practices of controversial market strategy, brand reputation, and brand personality: a moderated mediation analysis.	This study utilized a sample of 415 Egyptian consumers, a survey using a standardised questionnaire was undertaken using the electronic survey (google format).
Ryu (2024)	Brand communications during a global crisis: understanding persuasion intent, perceived brand opportunism and message sincerity.	The results revealed a linear decrease in negativity in consumer responses when the brand message offers CRM activity, followed by one that offers a discount.
Desmaryani et al. (2024)	Investigated the role of brand image and halal lables on purchase decisions: An empirical study of rice processing firms.	The research method is quantitative and carried out using an online questionnaire distributed through social media.
Sadeghvaziri and Shafeie (2024)	Investigated nostalgia's influence on brand love.	This study is based on the data collected from 401 citizens of Tehran aged over 18 years old.
Choi (2023)	The effects of brand experience on brand loyalty in luxury brand purchase settings: causal roles of brand image and brand love.	In this study, SPSS 21.0 and AMOS 21.0 statistical packages were used for empirical analysis. Model fit and hypotheses were tested by SEM.

Source: Researcher's Compilation, 2025

There seems to be a lack of research specifically focused on the relationship between brand experience and brand attachment for Quick Service Restaurants (QSRs) in Bayelsa State, Nigeria.

Studies worldwide suggest a positive correlation between brand experience and brand attachment. When customers have positive experiences with a QSR (e.g., friendly staff, fast service, tasty food), they're more likely to develop an emotional connection to the brand. This emotional attachment can lead to increased loyalty and repeat business.

One might find relevant research on brand experience and brand attachment in the service industry or even QSRs, but in a different geographical location (e.g., South Africa) (Chinomona, 2013). This can offer valuable insights and potentially be applicable, with some adjustments, to the Bayelsa State context.

Despite the plethora of studies related to brand experience and brand attachment, very few studies deemed it necessary to empirically investigate the combination of specific proxies of brand experience such as sensory, affective, intellectual, and behavioural in relation to brand satisfaction and brand loyalty. Much more, the fact that very limited studies have considered customer value creation as a moderator factor for brand experience and brand attachment serves as literature gap which is set to be bridged by the present study.

RESEARCH METHODOLOGY

This study utilizes the cross-sectional survey design. The justifications for adopting the cross sectional survey design are: (i) The study will take place at a single point in time (a snap-shot of events) (ii) The study variables cannot be manipulated by the researcher (iii) It allows researchers to look at numerous characteristics at once (age, length of stay, gender, etc.) (iv) It can provide information about what is happening in a current population.

The target population for the study consists of customers of 5 quick service restaurants in Bayelsa State. The elements of the accessible population are made up of 16,906 customers of selected quick service restaurants in Yenagoa (which is the state capital of Bayelsa). These consist of quick service restaurants with Google Maps stars rating of 3.00 and above, in Bayelsa State. The Quick Service Restaurants that met the Google Maps stars rating of 3.00 and above are Chicken Republic, Kilimanjaro, Pepperoni, Dominos/Cold Stone, and Cruchies.

Table 2: Quick Service Restaurants that met the Google Maps stars rating of 3.00 and above

S/N	Name of QSR	Stars on Google Maps
1	Chicken Republic	3.8 stars
2	Kilimanjaro Foods	3.9 stars
3	Pepperoni Foods	3.6 stars
4	Domino's Pizza	4.1 stars
5	Crunchies Fried Chicken	3.7 stars

Source: Individual firm's search on Google

Table 3: Accessible population of Quick Service Restaurants that met the Google Maps stars rating of 3.00 and above in Bayelsa State

S/N	Name of QSR	Number of Branches in Yenogoa	Number of Customers
1	Chicken Republic	1	3,797
2	Kilimanjaro Foods	1	3,438
3	Pepperoni Foods	1	3,221
4	Domino's Pizza	1	3,130
5	Crunchies Fried Chicken	1	3,320
	TOTAL	**5**	**16,906**

Source: Individual firm's search on Google

Krejcie and Morgan (1970) table of sample size determination was used to arrive at the sample size of 377; see appendix IV for Krejcie and Morgan's table of sample size determination; thus the population allocation for each of the restaurants was estimated using Bowley's (1964) proportional allocation formula below:

$$nh = \frac{nNh}{N}$$

where

nh = Number of units allocated to each restaurant to be studied

n = total sample size

Nh = Expected number of employees in each restaurant

N = total population.

For this study, n = 377 and N =16,906. An example of the number of questionnaire that was allocated to each restaurant, based on the estimated number of employees are: using the formula above. E.g. for Chicken Republic, 377(3797) =1,431,469/16906 = 84

Table 4: Proportional sample allocation Quick Service Restaurants (QSR) with Google Maps stars of 3.00 and above in Bayelsa State

S/N	Name of QSR	Number of Branches in Yenagoa	Number of Customers	Proportional Sample allocation
1	Chicken Republic	1	3,797	84
2	Kilimanjaro Foods	1	3,438	77
3	Pepperoni Foods	1	3,221	72
4	Domino's Pizza	1	3,130	70
5	Crunchies Fried Chicken	1	3,320	74
	TOTAL	**5**	**16,906**	**377**

Source: Individual firm's search on Google

Descriptive statistics will involve the use of the mean and standard deviation to capture the characteristics of the variables under study, by means of the Statistical Package for Social Science (SPSS version 25.0). On the other hand, inferential Statistics involved the use of Pearson's Product Moment Correlation Cooefficient (PPMCC) to test the strength of the relationship between independent and dependent variables, by means of Statistical Package for Social Science (SPSS version 25.0).

DATA PRESENTATION AND ANALYSIS

Table: 5: Intellectual and Brand Attachment:

Presented in table **5** below is the result for the tests for the hypotheses of the study. The first set of hypotheses (hypotheses 1 and 2) assessed the extent to which intellectual relates to the measures of brand attachment. They are listed as follows:

HO$_1$:   There is no significant relationship between Intellectual and Brand Satisfaction
HO$_2$:   There is no significant relationship between Intellectual and Brand Loyalty

Table 5: Summary of Result on the Tests of Hypotheses Ho: 1 and Ho:2

S/N	Mediation Stage	Hypothesis	Pearson's Product Moment Correlation	Sig. (2-tailed) (P-values)	Remark
1	ITL→ BSN (Hypothesis 5)	There is no significant relationship between intellectual and brand satisfaction.	0.779	0.000	Not supported
2	ITL→BLY (Hypothesis 6)	There is no significant relationship between intellectual and brand loyalty.	0.775	0.000	Not supported

Source: SPSS 25.0 output on research data, 2025

The first hypothesis (Ho:1), states that there is no significant relationship between intellectual and brand satisfaction. However, table **5** indicates that intellectual has a strong positive and significant relationship with brand satisfaction amongst quick service restaurants in Bayelsa State (Rho= 0.779, p=0.000). Thus, Ho:1 was not supported. The evidence presents intellectual as a strong predictor of brand satisfaction amongst quick service restaurants in Bayelsa State. Statistically, it shows that when intellectual goes up by 1 standard deviation, brand satisfaction goes up by 0.779 standard deviation. The regression weight for outcome focus in the prediction of intellectual is significantly different from zero at the 0.05 level of significance (two-tailed). The results indicate that intellectual ensures that customers prefer QSRs that uses modern interaction media (creative websites, social media, artificial intelligence and chatboxes) in order to engage in brand satisfaction in Bayelsa State.

The sixth hypothesis (Ho:2), states that there is no significant relationship between intellectual and brand loyalty. However, table **5** suggests that intellectual has a strong positive and significant relationship with brand loyalty amongst quick service restaurants in Bayelsa State (Rho= 0.775, p=0.000).Thus, Ho:6 was not supported. This means that the intellectual ability of QSRs in Bayelsa State, will lead to brand loyalty of QSR customers. Statistically, it shows that when intellectual goes up by 1 standard deviation, brand loyalty goes up by 0.775 standard deviation. The regression weight for intellectual in the prediction of brand loyalty is significantly different from zero at the 0.05 level of significance (two-tailed).

The results from these relationships indicate that intellectual is a significant predictor and antecedent of brand loyalty amongst quick service restaurants in Bayelsa State. Thus all two null hypothetical statements of no significant relationships between intellectual and the measures of brand attachment, are rejected based on the lack of statistical evidence to show otherwise. In this vein, the study finds as follows:

i.   Intellectual makes QSRs to offer quick and easy automated service options, which in turn, leads to brand satisfaction amongst quick service restaurants in Bayelsa State.

ii. Intellectual ensures that QSRs emphasize offering new service channels to address service complaints and this ensures brand loyalty amongst quick service restaurants in Bayelsa State.

Behavioural and Brand Attachment

Presented in table **6** below is the result for the tests for the hypotheses of the study. The second set of hypotheses (hypotheses 3and 4) assessed the extent to which behavioural relates to the measures of brand attachment. They are listed as follows:

HO_3:   There is no significant relationship between Behavioural and Brand Satisfaction
HO_4:   There is no significant relationship between Behavioural and Brand Loyalty

Table 6: Summary of Result on the Tests of Hypotheses Ho: 3 and Ho:4

S/N	Mediation Stage	Hypothesis	Pearson's Product Moment Correlation	Sig. (2-tailed) (P-values)	Remark
3	BHL →BSN (Hypothesis 7)	There is no significant relationship behavioural and brand satisfaction	0.774	0.000	Not supported
4	BHL →BLY (Hypothesis 8)	There is no significant relationship between behavioual and brand loyalty	0.785	0.000	Not Supported

Source: SPSS 25.0 output on research data, 2025

The seventh hypothesis (Ho: 3), states that there is no significant relationship between behavioural and brand satisfaction. However, table **6** indicates that behavioual has a moderate positive and

significant relationship with brand satisfaction amongst quick service restaurants in Bayelsa State (Rho= 0.774, p=0.000). Thus, Ho:3was not supported. The evidence presents behavioural as a strongpredictor of brand satisfaction amongst quick service restaurants in Bayelsa State. Statistically, it shows that when behavioural goes up by 1 standard deviation, brand satisfaction goes up by 0.774 standard deviation. The regression weight for behavioural in the prediction of brand satisfaction is significantly different from zero at the 0.05 level of significance (two-tailed). The results indicate that behavioural is implemented by QSR to improve the brand satisfaction of customers in Bayelsa State.

The eight hypothesis (Ho: 4), states that there is no significant relationship between behavioural and brand loyalty. However, table **6** suggests that behavioural has a strong positive and significant relationship with brand loyalty amongst quick service restaurants in Bayelsa State (Rho= 0.785, p=0.000).Thus, Ho: 8 was not supported. This means that the behavioural ability of QSRs in Bayelsa State, will lead to brand loyalty of customers. Statistically, it shows that when behavioural goes up by 1 standard deviation, brand loyalty goes up by 0.785 standard deviationat the 0.05 level of significance (two-tailed).

The results from these relationships indicate that behavioural is a significant predictor and antecedent of brand attachment amongst quick service restaurants in Bayelsa State. Thus, all two null hypothetical statements of no significant relationships between behavioural and the measures of brand attachment are rejected based on the lack of statistical evidence to show otherwise. In this vein, the study finds as follows:

I.   Behavioural gives QSR customers the option of enjoying the latest user friendly services, and ensures brand satisfaction amongst quick service restaurants in Bayelsa State.
II. Behavioural enables QSRs to be provided with support for searching and accessing necessary information in order to make customers to possibly prioritize the QSRs even in the future and ultimately ensure brand loyalty amongst quick service restaurants in Bayelsa State.

Moderating Effect of Customer Value Creation (CVC) on Brand Experience (BEE) and Brand Attachment (BAT)

The result on the test for the moderating effect of customer value creation on the relationship between brand experience and brand attachment is presented in table 7.

HO$_5$:   Customer Value Creation does not significantly moderate the relationship between Brand Experience and Brand Attachment.

Table 7: Moderating Effect of Customer Value Creation on Brand Experience and Brand Attachment:

S/N	Mediation Stage	Hypothesis	Pearson's Product Moment Correlation	Sig. (2-tailed) (P-values)	Remark
5	CVC→BEE CVC→BAT (Hypothesis 9)	Customer value creation does not significantly moderate the relationship between Brand Experience and Brand Attachment.	0.615	0.000	Not supported

Source: SPSS 25.0 output on research data, 2025

The ninth hypothesis (Ho:5), states that customer value creation does not significantly moderate the relationship between brand experience and brand attachment amongst quick service restaurants in Bayelsa State. However, table 4.19 suggests that customer value creation significantly moderates the relationship between brand experience and brand attachment amongst quick service restaurants in Bayelsa State (Rho= 0.615, p=0.000). Therefore, Ho:9 was not supported. The result from the analysis reveals customer value creation as having a strong positive and significant impact on the relationship between brand experience and brand attachment amongst quick service restaurants in Bayelsa State. Statistically, it shows that customer value creation is a good moderator of the relationship between brand experience and brand attachment (Rho= 0.615, p=0.000). The evidence as illustrated in table 7 shows that customer value creation substantially effects and enhance the interaction between brand experience and brand attachment amongst quick service restaurants in Bayelsa State; thus, the null hypothesis is therefore rejected.

The result for the multivariate analysis presents customer value creation as a significant moderator of the relationship between brand experience and brand attachment amongst quick service restaurants in Bayelsa State. The evidence suggests that customer value creation is essential to the extent to which QSRs are able to provide sensory, establish affective, galvanise intellectual and provide distinct behavioural brand experience for QSR customers. The consequential effect is brand satisfaction among the QSR customers, and eventual brand loyalty of potential customers. Thus, it can be stated that: customer value creation enhances the relationship between brand experience and brand attachment amongst quick service restaurants in Bayelsa State.

DISCUSION OF FINDINGS

Positive Relationship between Intellectual and Brand Satisfaction
The fifth specific objective was to ascertain the relationship between intellectual and brand satisfaction and was captured by a research question and expressed under Ho:1. This hypothesis stated there is no significant relationship between intellectual and brand satisfaction. The outcome of the data analysis did not support the hypothesis. The result shows that there is a strongpositive and significant relationship between intellectual and brand satisfaction amongst quick service restaurants in Bayelsa State. This implies increase in intellectual is associated with increase in

brand satisfaction. This position is corroborated by Mugge, Schifferstein and Schoormans (2010) in the study on product attachment and satisfaction: understanding consumers' post-purchase behaviour. Results show that the product's utility and its appearance positively affect both product attachment and satisfaction. For both product attachment and satisfaction, the pleasure elicited mediates the effects of utility and appearance. Only for product attachment, the presence of memories serves as an additional determinant that also moderates the effects of utility and appearance. Importantly, satisfaction has no direct effect on product attachment. Also, Karami (2022) in the study on brand equity, brand loyalty and mediating role of customer satisfaction: Evidence from medical cosmetics brands. The empirical results reveal a significant inter-relationship between dimensions of brand equity-perceived quality, brand knowledge and brand trust. Further, the result remarkably indicates the three dimensions having a positive effect on consumer satisfaction and brand loyalty, and customer satisfaction partially mediates the relationship between brand equity and brand loyalty.

Positive Relationship between Intellectual and Brand Loyalty

One of the specific objectives was to investigate the relationship between intellectual and brand satisfaction and was captured by a research question and expressed under Ho:2. This hypothesis stated there is no significant relationship between intellectual and brand loyalty. The outcome of the data analysis did not support the hypothesis. The result shows that there is a strong positive and significant relationship between intellectual and brand loyalty amongst quick service restaurants in Bayelsa State. This implies that an increase in intellectual is associated with increase in brand loyalty. This finding agrees with Tunahan and Kutlu (2023) in their research on experienced Product Quality and Brand Loyalty: Mediating Role of Customer Satisfaction. The research findings provide evidence that the CEPQ scale is reliable and valid for mobile phone and computer product groups. When the analysis results are examined, it is seen that the product quality experienced in both the computer and mobile phone product groups positively affected customer satisfaction. Customer satisfaction in mobile phone and computer product categories positively affects brand loyalty and mediates the relationship between experienced product quality and brand loyalty. It is observed that the reliability dimension of the CEPQ scale affects customers' quality experience less than other quality dimensions.

In addition, Kataria and Saini (2020) supports this finding in their study on the mediating impact of customer satisfaction in relation of brand equity and brand loyalty: An empirical synthesis and re-examination. – The results indicate that for the oral care segment, customer satisfaction is significantly related to the perceived quality, brand trust, perceived value of cost and lifestyle congruence. Moreover, customer satisfaction partially mediates the relationship of perceived quality and perceived value of cost with brand loyalty, whereas it fully mediates the relationship of lifestyle congruence and brand trust with brand loyalty. Thus, even for low-involvement products, consumer purchases are based on the attributes of the brand rather than being merely habitual.

Positive Relationship between Behavioural and Brand Satisfaction

The seventh specific objective was to examine the relationship between behavioural and brand satisfaction and was captured by a research question and expressed under Ho: 3. This hypothesis stated there is no significant relationship between behavioural and brand satisfaction. The outcome of the data analysis did not support the hypothesis. The result shows that there is a positive and significant relationship between behavioural and brand satisfaction amongst quick service restaurants in Bayelsa State. This implies that an increase in behavioural is associated with increase in brand satisfaction. This finding agrees with Wilson, Keni and Tan (2021) in their study on the role of perceived usefulness and perceived ease-of-use toward satisfaction and trust, which influence computer consumers' loyalty in China. Based on the results obtained through the data's analyses, the authors would like to conclude that both perceived usefulness and perceived ease-of-use had a positive and significant impact on customer satisfaction, trust and customer loyalty within China's computer industry. Furthermore, in this study, both customer satisfaction and trust have been found to positively mediate the impact of perceived usefulness and perceived ease-of-use toward customer loyalty; trust serves as a better mediator compared to satisfaction. Meanwhile, this study contributed to the expansion and the enrichment of the literature in the field of marketing by thoroughly examining the implementation of the technology acceptance model (TAM) in predicting customer loyalty within China's computer industry. Also. Casaló, Flavián and Guinalíu (2008) in their research on the role of satisfaction and website usability in developing customer loyalty and positive word-of-mouth in the e-banking services. The data showed that customer satisfaction with previous interactions with the bank website had a positive effect on both customer loyalty and positive WOM. In addition, website perceived usability was found to have a positive effect on customer satisfaction and, as expected, loyalty was also significantly related to positive WOM. Finally, thanks to these results, several conclusions, managerial implications and possibilities for future research arise.

Positive Relationship between Behavioural and Brand Loyalty

The eight specific objective was to determine the relationship between behavioural and brand loyalty and was captured by a research question and expressed under Ho:4. This hypothesis stated there is no significant relationship between behavioural and brand loyalty. The outcome of the data analysis did not support the hypothesis. The result shows that there is a strong and significant relationship between behavioural and brand loyalty amongst quick service restaurants in Bayelsa State. This implies increase in behavioural is associated with increase in brand loyalty. This finding agrees with Asemah and Nwammuo (2015) in their study on the relationship between Perceived Product Quality and Brand Loyalty: Views from Lokoja, Nigeria. The findings also showed that product quality influences brand loyalty to a great extent; the findings, however, showed that product quality is not the only factor that influences brand loyalty; other factors that may influence brand loyalty are: product design, switching cost, price, customer satisfaction, package, corporate reputation, brand trust, commitment and product availability. Based on the findings, the researchers concluded that perceived product quality goes a long way in promoting brand loyalty and, therefore, among others, recommended that advertisers should pay attention to the quality of their products before advertising them.

Also, supporting this finding, Ibok and Etuk (2015) in their study on Brand identity and customer loyalty: evidence from the Nigeria telecommunication industry. From the regression and results of correlation analysis, we found out that there is a strong positive and significant relationship between brand identity and customer's loyalty. Based on this finding, we recommend among others the need for identity management combined with various promotional packages as a means of enhancing sustainable customer loyalty among consumers in the telecommunication industry.

Presence of Positive Moderating Effect of Customer Value Creation on the Relationship between Brand Experience and Brand Attachment

The final specific objective was to find out if customer value creation, significantly moderates the relationship between brand experience and brand attachment and was captured by a research question and expressed under Ho:5. This hypothesis stated that customer value creation does not significantly moderate the relationship between brand experience and brand attachment. The outcome of the data analysis did not support the hypothesis. The result shows that customer value creation significantly moderates the relationship between brand experience and brand attachmentamongst quick service restaurants in Bayelsa State. This means that the customer value creation in the external business environment, affects the influence of brand experience and brand attachment. This finding agrees with Huaman-Ramirez and Merunka (2019) Abubakar and Bashir (2022) in their study on Brand experience effects on brand attachment: the role of brand trust, age, and income. Brand experience is positively related to brand attachment, more so for younger consumers. This relationship holds for both hedonic and utilitarian brands. Results demonstrate the partial mediation of brand trust in this relationship, especially for utilitarian brands, and with a weaker indirect relationship for high-income consumers.

CONCLUSIONS

Firstly, the study concludes that there is a positive and significant relationship between customer intellectual capacity and brand satisfaction and brand loyalty in the quick service restaurants in Bayelsa state. Also, there is a significant and positive relationship existing between the customer behavioral tendencies and brand satisfaction and brand loyalty in the quick service restaurants in Bayelsa state. As a result of these observations and the empirical evidence, this study concluded that brand experience contributes significantly towards brand attachment. It affirms that dimensions of brand experience play significant and substantial roles in enabling the measures of brand attachment amongst quick service restaurants in Bayelsa State. The results further substantiate the assertion and lend credit to the position that brand experience is a critical and highly imperative factor in sustaining brand attachment.

Recommendations

i.   Quick service restaurants in Bayelsa State should develop loyalty programmes that go beyond just points and rewards. Offer educational content, cooking demonstrations, or behind-the-scenes tours to engage customers intellectually with the brand.

ii. Quick service restaurants should focus on making the customer experience as convenient as possible. This could involve offering online ordering with fast delivery options, mobile payment solutions, or self-service kiosks for quicker order placement.

iii. Quick service restaurants should develop feedback mechanisms specifically designed to capture information on customer habits and preferences. This could involve short surveys after completing online orders or in-app pop-ups encouraging feedback on favourite menu items or preferred ordering methods.

iv. Quick service restaurants should offer value-added services that enhance the experience beyond just food. Consider providing free Wi-Fi, charging stations, or entertainment options for families. These value-added services contribute to a more positive overall experience.

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