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EXAMINING EFFECTS OF SERVICE QUALITY AND HOTEL IMAGE ON CUSTOMER SATISFACTION FROM THE PERSPECTIVE OF CONSUMPTION MOTIVATIONS¹

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Abstract

Consumption motives are one of important factors affecting consumer behaviors. In reviewing the literature in this context, hedonic and utilitarian motives have come into prominence. These concepts are addressed in many different areas. In tourism, various studies addressing these concepts have been conducted. In these studies, it has been expressed that tourism is closer to hedonism because of its structure. However, tourism is composed of different subtypes such as health and thermal tourism. In various studies, it has been suggested that these types are related to utilitarian motives. Many studies in literature have indicated that quality and image are influential in the formation of customer satisfaction. Homer (2008), who deals with this relationship in the context of consumption motives, has expressed that people who act with hedonic motive care about image and people who

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act with utilitarian motive care about quality. From this point of view, in this study, the idea that hotel image is more effective on formation of satisfaction for consumers acting with hedonic motive and hotel service quality is more effective on formation of satisfaction for consumers acting with utilitarian motive has been addressed. In research stage, primarily, it was determined that which tourism type has associated with hedonic or utilitarian motives for consumers. Therefore, firstly, tourism types that Turkey offers were determined by examining Ministry of Culture and Tourism web site. The obtained information is transferred to a questionnaire form. Then, a survey was conducted with 100 people who purchased a holiday before. The result of this preliminary survey shows that sea-sand-sun tourism is associated with hedonic motive and thermal tourism is associated with utilitarian motive. Secondly, In Turkey, most preferred three destinations for thermal and sea-sand-sun tourisms types was determined with a different survey. As a result of the analysis, respectively, Afyon, Gönen, and Kızılcahamam destinations were determined for thermal tourism. For sea-sand-sun tourism, respectively, Çeşme, Bodrum, and Antalya destinations were selected by respondents. In last stage of the research, the survey was conducted with the customers staying at hotels in the selected destinations. In the destinations for thermal tourism (utilitarian motive) 531 and for the sea-sand-sun tourism destinations (hedonic motive) 676 people were interviewed face to face. People participating in the survey were selected by convenience sampling method. In order to test the hypotheses, various analyses methods were used. Initially, confirmatory factor analysis was used to determine the factor structures of the scales. The analyses revealed that scales of hotel image, hotel service quality, and customer satisfaction variables have one dimension. Reliability and validity of the scales were determined. In order to identify effects of hotel service quality and hotel image on customer satisfaction, path analysis was performed by using AMOS structural equation modeling program. The analysis was performed separately according to the thermal and sea-sand-sun tourism destinations and the results were compared. Results of the analysis have revealed that hotel service quality and hotel image have positive effects on satisfaction in both different destinations. In thermal tourism destinations, with very little difference, hotel service quality has affected satisfaction more than image. Likewise, with very little difference, hotel image has affected satisfaction more than hotel service quality in sea-sand-sun tourism.

Keywords: Consumption motives, hotel service quality, hotel image, customer satisfaction, tourism

Introduction

Contemporary market forces drive companies to differentiate their products and effectively communicate their superiority to consumers. The only way to persuade consumers goes through convincing them on the distinctive features of the products. In order to attain competitive advantage, companies have to improve and diversify their offerings. The critical point is developing genuine products that meet the needs and expectations of consumers, and introducing them in the correct way. To do this, companies have to understand the factors that motive consumers to buy.

Extant literature classifies consumption motives into two broad categories: hedonic and utilitarian motives. Hedonic consumption involves emotional arousal (Hirschman & Holbrook, 1982), while utilitarian consumption is based on whether the particular consumption need stimulating the shopping trip was accomplished (Babin, Darden & Griffin, 1994). Utilitarian consumer behavior has been described as ergic, task-related, and rational; utilitarian consumers care about the benefit they gain as a result of shopping (Babin, Darden & Griffin, 1994). Hedonic value is more subjective and personal than its utilitarian counterpart and results more from fun and playfulness (Hirschman & Holbrook, 1982). In a similar vein; Voss, Spangenberg & Grohmann (2003) argue that hedonic motives result from sensations derived from the experience of using products, and utilitarian motives are

derived from functions performed by products. In addition, according to Babin, Darden & Griffin'e (1994) shopping experiences can produce both utilitarian and hedonic value.

Price, quality and value are the main determinants of consumer's rational shopping behavior and product selection. Under the influence of these determinants, consumers who display shopping and consumption behavior act with the effect of rational factors and move with economic and utilitarian thoughts without getting pleasure (Özdemir and Yaman, 2007). Hedonic consumption behavior is related to non-instrumental and non-invasive properties of products (Ryu, Hang and Yang, 2010). In support of this, Özdemir and Yaman (2007) suggested that hedonistic consumption was related to mental images and fantasies. Based on this information, it can be said that the concept of benefit is more related to quality and the concept of pleasure is more related to image. As a matter of fact, Homer (2008) has demonstrated the connection of hedonistic motives with image and utilitarian motives with quality. In the literature, various studies from different fields documented the relationship of quality with utilitarian motives and image with hedonic motives (Noh and Mosier, 2014; Tse-Wang, 2017; Cheng and Lu, 2013; Çal and Adams, 2014). However, such studies examining these relationships in the field of tourism are lacking.

The main purpose of this study is to examine the effect of perceived service quality on satisfaction of the consumers who are assumed to be acting with the motives of utilitarian consumption in the tourism sector, while examining the effect of hotel image on satisfaction of the consumers who are assumed to be acting with the motives of hedonic consumption. In addition, in this study, effects of quality and image on the satisfaction will be investigated within the tourism context.

Literature Review, Hypothesis Development and Research Model

Consumption Motives

While hedonic consumption is considered primarily based on sensory pleasure, fantasy and entertainment desire (Hirschman and Holbrook, 1982), utilitarian consumption is defined as a target-oriented consumption based on meeting a basic need, achieving a task (Ryu, Hang and Yang, 2010). In another definition, utilitarian consumer behavior is defined as rational and task-related (Babin, Darden and Griffin, 1994).

Goods and services in the tourism sector are primarily consumed by hedonist motives (Hirschman and Holbrook, 1982). However, Babin and Kim (2001) stated that both utilitarian and hedonic motives are important in the tourism experience. Tourists acting with utilitarian motives focus on objective and concrete product characteristics such as price, infrastructure and accommodation (Vinerean, Opreana, Cetina and Dumitrescu, 2015). Tourists who act with hedonistic motives give more importance to subjective, abstract and affective features such as entertainment, experience and image (Ryu, Hang and Yang, 2010).

Quality

Service quality has become an important factor in competition and influencing consumer decisions (Parasuraman, Zeithaml and Berry, 1985). This has also been demonstrated by many studies in the tourism literature. Hotel service quality is an important argument that hotels use to differentiate their service from their competitors. Providing high quality service in hotels, meeting customer demands and needs, is effective in customer satisfaction (Wu & Ko, 2013).

The hotel services consist of two items. They refer to material and service based features. From this point of view, the quality of hotel service is also assessed through these two items. As a result, hotel service quality is divided into technical (material) and functional (process quality). Technical quality is

related to the technical problems and solutions of the customers. It also relates to the physical products offered to customers (such as the dishes in the restaurant) (Jasinskasa, Streimikieneb, Svagzdienea and Simanaviciusa, 2016). In another study (Wu and Ko, 2013), the dimensions of hotel service quality are listed in the form of services, expertise, solving problems, atmosphere, room quality, facility, design, location of the facility, sociability, valency and waiting time.

Hotel Imagery

The image is an important factor affecting the buying decisions of tourists. At the same time, the image for hotel businesses has a positive effect on post-purchase consumer behavior (Backs, 2005). The concept of image refers to the general perception that an enterprise has in society and is called as the corporate image. From this point of view, the image of the hotel expresses the opinions of the society about the hotel. At the same time, the corporate image is related to the previous experiences of the individual (Kennedy, 1977).

The corporate image of an enterprise is composed of functional and affective aspects (Kennedy, 1977). In order to have a good image, the business must have an infrastructure that can sufficiently perform its activities. In addition, it is essential for the enterprise to present intangible values that will appeal to consumers' feelings. For a hotel, the name of the business, architectural structure, employees' communication with consumers and the variety and quality of the services offered are important elements of the hotel image (Kandampully, Juwaheer and Hu, 2011).

Satisfaction

The concept of satisfaction is related to meeting the expectations of consumers (Oliver, 1997). In hotel businesses, customers evaluate the satisfaction of comparing the performance of the products and services with their expectations (Kandampully and Hu, 2007). Consumers' previous experiences are important in establishing their expectations. Therefore, the holiday or accommodation service previously purchased by consumers is decisive in the satisfaction of their subsequent purchases. Satisfaction leads to positive results such as re-purchase behavior, customer loyalty and positive word-of-mouth communication (Oliver, 1997).

Research Hypotheses

H1a: Perceived service quality has a significant and positive effect on satisfaction in destinations visited with utilitarian motives.

H1b: Perceived service quality has a significant and positive effect on satisfaction in destinations visited with hedonic motives.

H2a: Hotel image has a significant and positive effect on satisfaction in destinations visited with utilitarian motives

H2b: Hotel image has a significant and positive effect on satisfaction in destinations visited with hedonic motives.

H3: In the destinations visited with utilitarian motives, the impact of perceived service quality on satisfaction is higher than the impact of hotel image on satisfaction.

H4: In the destinations visited with hedonic motives, the impact of the hotel image on satisfaction is higher than the impact of perceived service quality.

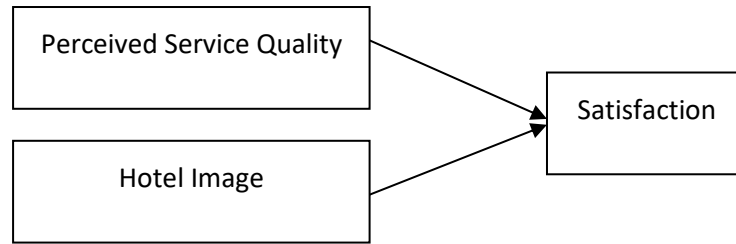


Figure 1. Research Model

Developed in accordance with the objectives of the study, this model will be tested separately for destinations visited with different motivations.

Methodology

This study consists of several sections. The main objective of the study is examining the satisfaction levels of the individuals who act with different motivations (i.e. utilitarian and hedonistic motives). In order to test the research hypotheses, we conducted a pilot study to determine which destinations and which tourism types were chosen by hedonistic and utilitarian motives. A preliminary study was conducted with approximately 100 people who have already purchased and/or are currently considering buying tourism services. In the pilot study, respondents were given the names of the various tourism products and the destinations where these products were presented (this information was taken from the website of the Ministry of Tourism). Then, the meaning of hedonic and utilitarian consumption is explained to them. In the next stage, they were asked to select the types of tourism and destinations offered to them according to the hedonistic and utilitarian motives. In accordance with the definitions regarding the purchase motives given to them, first three tourism types were then asked to identify three destinations where this type of tourism was offered. At the end of this preliminary study, thermal tourism was found to be the most preferred option for utilitarian tourism, whereas for the type of hedonistic tourism, sea-sand-sun tourism type was the most preferred option. In the next stage, the respondents were asked to select the three most preferred destinations by asking where the most popular destinations were presented. According to the results obtained from the pilot study; Afyon, Gönen and Kızılcahamam destinations were determined for thermal tourism (utilitarian motivations) while Çeşme, Bodrum and Antalya destinations were chosen for sea-sand-sun tourism (hedonistic motivations).

In the next step, a field study was conducted in particular hotels in the selected destinations and face to face questionnaires were applied to consumers staying at the hotels. Each destination was visited separately and a questionnaire was applied to hotels and customers who agreed to participate the survey. A total of 1240 people participated the survey. Due to missing and/or inattentive responses, 33 questionnaires were excluded from the data analysis process and a total of 1207 surveys were analyzed. From the utilitarian destinations (Afyon, Gönen and Kızılcahamam), 531 responses were analyzed, and 676 responses were analyzed from hedonistic destinations (Çeşme, Bodrum and Antalya).

Various scales were used to measure the variables used in the questionnaire. The scales are presented in the table below.

Table 1. Scales Used in the Study

No	Scale Name and Items	Source
Hotel Image		
1	Many people have positive ideas about this hotel	Milfelner, Snoj and Korda, 2011
2	This hotel has a unique image	Milfelner, Snoj and Korda, 2011
3	This hotel is a popular hotel	Milfelner, Snoj and Korda, 2011
4	The overall image of this hotel is quite good	Jani and Han, 2014
5	This hotel is good when I compare it to other hotels of a similar type	Jani and Han, 2014
Perceived Service Quality		
1	The atmosphere of this hotel	Wilkins, Merrilees and Herington, 2009
2	Attitude of employees to customers (quality of relationship) (way of providing services)	Wilkins, Merrilees ve Herington, 2009
3	The quality of the hotel's rooms	Wilkins, Merrilees ve Herington, 2009
4	Service of the hotel (room service, food and beverage service)	Wilkins, Merrilees ve Herington, 2009
5	The quality of the hotel's extra services (sports, parking, entertainment facilities, etc.)	Wilkins, Merrilees ve Herington, 2009
6	The quality of the restaurant (food and beverage)	Wilkins, Merrilees ve Herington, 2009
Customer Satisfaction		
1	This hotel met my needs exactly	Williams ve Soutar, 2009
2	I'm glad I decided to stay in this hotel	Williams ve Soutar, 2009
3	This hotel exceeded my expectations	Milfelner, Snoj ve Korda, 2011
4	I think I made a wise choice by staying in this hotel	Williams ve Soutar, 2009
5	Overall, I am pleased with my stay at this hotel	Milfelner, Snoj ve Korda, 2011

In this study, two different consumption motives were taken into consideration and the data were collected from the destinations that were thought to represent these two motives (determined by asking the consumers in the preliminary research). Although destinations to collect data were determined by a preliminary study, several questions were asked to the respondents in order to determine the consumption motives of those who purchased tourism services in two different destinations. The purpose of doing this is to control how the consumers choose those destinations and the type of tourism with the motives that are thought to be used for utilitarian and hedonistic purposes. The participants were asked three questions to determine their utilitarian and hedonic motives. The expressions for determining utilitarian and hedonistic motives are derived from Reynolds, Jones, Musgrove and Gillison (2012). The results are presented in the table below.

Table 2. The Mean Scores of Utilitarian and Hedonic Motives of the Respondents According to the Destinations

Motivation	Utilitarian Destination (Thermal Tourism)	Hedonic Destinations (Sea-Sand-Sun Tourism)
Utilitarian	4,471	4,102
Hedonistic	3,829	4,138

When the average scores presented in Table 2 are analyzed, it is seen that participants behave both with utilitarian and hedonistic motivations in two distinct destinations. However, in utilitarian destinations (Thermal tourism) , the average score of utilitarian motivation is higher than the hedonistic motivation, whereas the opposite is true in hedonistic destinations. This finding shows that the control mechanism verified the expected differences.

In order to test the research hypotheses, several analyses were performed including confirmatory factor analyses, structural equation modeling and t tests. SPSS and AMOS package programs were used for the analyses.

Data Analyses

Respondent Demographics

72% of the participants were married and 25.9% were single. The educational status of the respondents is as follows: 32% has high school degree, 25.3% has undergraduate degree, 19.7% had primary education, 15.9% had associate degree and 5.3% has graduate education. 1.8% of the respondents did not answer this question. The average age of respondents is 43.48 years and average household income is 3502,73 TL.

Validity and Reliability Analysis

The validity and reliability analyzes of the scales used in the study were conducted. Initially, confirmatory factor analysis was performed because the scales were taken from different studies, applied to the tourism field and translated into Turkish. Based on the results of this analysis, the coefficients of CR (composite reliability) and AVE (average extracted variance) for the variables were calculated. Confirmatory factor analysis results are presented in the table below.

Table 4. Confirmatory Factor Analysis

Scales		Factor Load	t value	CR	AVE
ServiceQuality6	<--- Quality	0,813***	*	0,885	0,565
ServiceQuality5	<--- Quality	0,736***	27,253		
ServiceQuality4	<--- Quality	0,832***	31,969		
ServiceQuality3	<--- Quality	0,747***	27,946		
ServiceQuality2	<--- Quality	0,596***	22,963		
ServiceQuality1	<--- Quality	0,762***	30,170		
image5	<--- image	0,812***	*	0,905	0,704
image4	<--- Image	0,832***	33,109		
image3	<--- Image	0,849***	34,014		
image2	<--- Image	0,862***	35,299		
image1**	<--- Image				
Satisfaction2	<--- Satisfaction	0,852***	*	0,900	0693
Satisfaction3	<--- Satisfaction	0,827***	36,706		
Satisfaction4	<--- Satisfaction	0,802***	33,940		
Satisfaction5	<--- Satisfaction	0,848***	36,836		
Satisfaction1**	<--- Satisfaction				

* Regression weight is taken as 1.

** This item is excluded from the scale.

*** Significant at 0,001 level

Confirmatory factor analysis was performed in two stages. In the first stage analysis, model fit values were found as follows: CMIN / DF = 7,170; RMR = 0.026; GFI = 0.925; AGF1 = 0.898; CFI = 0.957; TLI = 0.949; RMSEA = 0,072. According to these results, while rest of the indices were within the acceptable thresholds, CMIN / DF was above the acceptable level (Bayram, 2010; Schermelleh-Engel, Moosbrugger and Müller, 2003; Arbuckle, 2012). After examining the modification indices, items of ServiceQuality1 and ServiceQuality2 were combined and items of image1 and satisfaction1 were

excluded from the relevant scales. After these modifications, model fit values changed as follows: CMIN / DF = 3,857; RMR = 0.018; GFI = 0.968; AGFI = 0.954; CFI = 0.982; TLI = 0.978; RMSEA = 0,049. According to this result, the CMIN / DF model fit values show perfect fit, while the CMIN / DF value is at the acceptable limit (Bayram, 2010; Schermelleh-Engel, Moosbrugger and Müller, 2003; Arbuckle, 2012).

CR (Composite Reliability) coefficients were calculated to determine the reliability levels of the variables in the resulting factor structure. When Table 4 is examined, it is seen that all values are over 0,70, which is accepted as the lower limit (Gaskin, www.statwiki.com; Hair, Black, Babin and Anderson, 2010). In addition, AVE values for convergent validity were examined. These values are desired to be above 0.50 (Gaskin, www.statwiki.com; Hair et al. 2010). When AVE values are examined, it is seen that all values are above 0.50. Correlation analysis was performed to see the relationships between the variables in the model and the results are presented in the table below.

Table5. Bivariate Correlations among Study Variables

Variables	Utilitarian Destination (Thermal Tourism)			Hedonic Destinations (Sea-Sand-Sun Tourism)		
	Satisfaction	Image	Quality	Satisfaction	Image	Quality
Satisfaction	1			1		
Image	,696**	1		,774**	1	
Quality	,712**	,677**	1	,751**	,696**	1

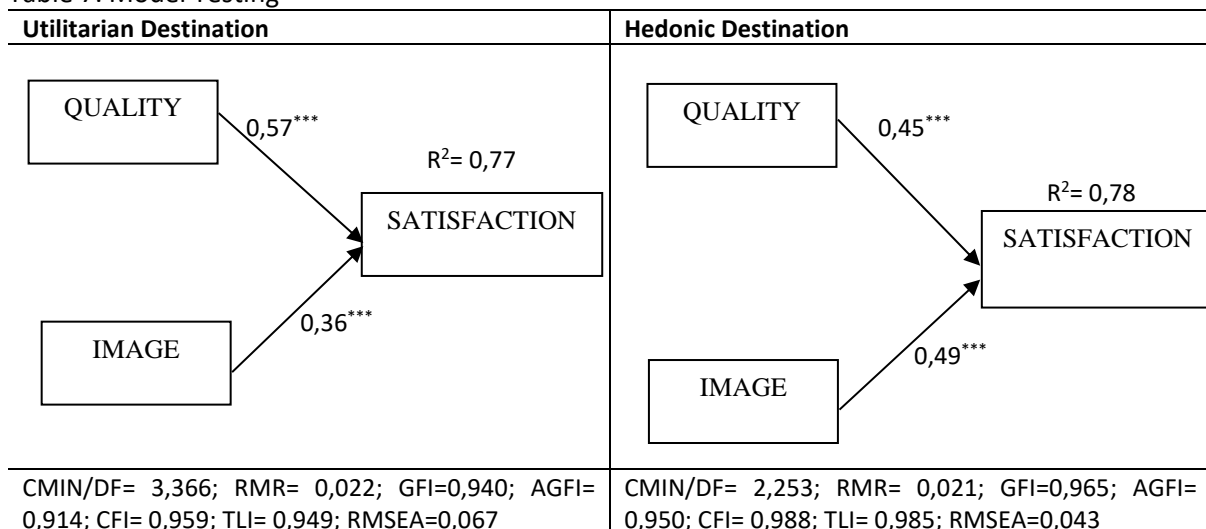
** Correlations were significant at 0,01 level

When Table 5 is examined, the relationship between quality and satisfaction in utilitarian destinations is found to be stronger (quality ↔ satisfaction = 0,712; image ↔ satisfaction = 0,696); than the counterparts in hedonic destinations: the relationship between image and satisfaction is stronger (quality ↔ satisfaction = 0,751; image ↔ satisfaction = 0,774). This finding supports the main proposition of the study.

Hypotheses Testing

Structural equation modeling was used to test the hypotheses. Findings are presented below.

Table 7. Model Testing



*** Significant at 0,001 level.

When Table 7 is examined, it is found that the image in the utilitarian and hedonic destinations (std.regression weight_{utilitarian} = 0.36; std.regression weight_{hedonic} = 0.49) and quality (std.regression weight_{utilitarian} = 0.57; std.regression weight_{hedonic} = 0.45) positively effects satisfaction. According to these results, hypotheses H1a, H1b, H2a and H2b were supported.

In addition to this, it is necessary to compare the magnitude of effects of image and quality on satisfaction in each destination in order to probe the main argument of the study. According to the table above, the effect of perceived service quality (std.regression weight = 0.57) on customer satisfaction in utilitarian destinations is higher than the effect of hotel image (std.regression weight = 0.36). On the other side, the impact of hotel image on satisfaction (std.regression weight= 0.49) is higher than the effect of perceived service quality (std.regression weight = 0.45). According to these findings, hypotheses H3 and H4 were supported.

Conclusion and Discussion

The main purpose of this research is to determine whether service quality or hotel image is more effective in terms of customer satisfaction when considering utilitarian or hedonistic consumption motivations. In order to achieve this goal, a preliminary study was conducted to identify different consumption motivations in different destinations (i.e. utilitarian vs. hedonistic destinations). A pilot study on hotel customers revealed that that thermal tourism is a product primarily purchased for utilitarian purposes and accordingly, it is assumed that the tourism destinations where these products are presented are utilitarian. From this point of view, the destinations of Afyon, Gonen and Kizilcahamam were determined as destinations visited with utilitarian motives. On the other hand, according to the respondents who participated in the preliminary research, sea-sand-sun tourism is a product primarily purchased for hedonistic motivations. Accordingly, Çeşme, Bodrum and Antalya have been identified as destinations visited by consumers with hedonistic motives.

A significant finding of this study is that consumers who buy thermal tourism and sea-sand-sun tourism act both for hedonist and utilitarian purposes. However, in thermal tourism destinations, consumers act with more utilitarian motives (mean = 4,471), whereas in sea-sand-sun destinations, consumers (with little difference) act with more (4,13) hedonist motives. As a result, consumers act with both hedonistic and utilitarian motives in the field of tourism.

When the effects of service quality and image on customer satisfaction are examined, both service quality and image were found to exert significant effects on satisfaction in either destinations (thermal and sea-sand-sun). Regardless of their consumption motivations, consumers' primary concern is service quality. An important implication of this finding is that, businesses operating in both types of destinations should ensure a high quality of service.

Considering the main purpose of this study, it is determined that service quality is more effective than hotel image on customer satisfaction in thermal tourism destinations which are assumed to be visited primarily with utilitarian motives. On the other hand, it was determined that the image of the hotel was more effective than the service quality in the sea-sand-sun tourism destinations which are assumed to be preferred by hedonistic motivations. As a result, in the field of tourism, it can be said that the image is more important for consumers who act with hedonistic motives and quality is more important for consumers who act with utilitarian motives. Thus, it is suggested that marketing strategies should highlight hotel image in hedonistic destinations (sea-sand-sun), while they must highlight service quality in utilitarian destinations (thermal).

This study is based on some assumptions. The first of these and most importantly, as a result of the preliminary study, it is assumed that thermal tourism is purchased primarily with utilitarian motivations while sea-sand-sun tourism is purchased with hedonistic motivations. This assumption is also an important limitation of the study. In similar studies, different types of tourism can be identified as utilitarian and hedonist. As a result, different destinations can be selected. Another limitation of the study is taking service quality and hotel image as sole antecedents of customer satisfaction in the model. Consequences of customer satisfaction (i.e. loyalty, WoM and repurchase intentions) could also be included into the model in future studies. Last, but not the least, the findings of this study is limited with the convenient sample of hotel customers reached during data collection.

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