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RELATION BETWEEN BRAND EXPECTATIONS AND BRAND LOYALTY OF CUSTOMERS: A RESEARCH ON RESTAURANTS IN KUŞADASI

ABSTRACT

Today, brand loyalty is very important for businesses. It is known that restaurant industry, which is one of the basic of tourism, is given utmost importance to their relations with the customers by differentiating services from their competitors. So they are aiming to create a close connection and create brand loyalty by adopting strategies; to understand the expectation as well as the needs of the customers and to increase the service quality and satisfaction of the customers. A restaurant that has loyal customers, have the opportunity decrease the selling and marketing expenses and increase its revenues.

In this study, customers' expectations and perceptions of brand on restaurants in Kuşadası was researched. According to the results, customers' satisfactions after the dinner were compared for behavioral and attitudinal loyalty. As a result, the brand loyalty had differed according to the demographic characteristics of the customers.

Keywords

Brand, Loyalty, Brand Loyalty, Restaurant Management.