

The Influence of Customer Satisfaction on Brand Reputation and Post-Purchase Behaviour of Quick Service Restaurants in Bonny Island

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Abstract

The study examined how Quick Service Restaurants (QSRs) have become a prominent fixture in Bonny Island, offering convenient and fast dining options for residents and visitors alike. In a competitive market like Bonny Island, customer satisfaction plays a crucial role in shaping a QSR's brand reputation and influencing post-purchase behavior. Understanding the impact of customer satisfaction on these two key elements can provide valuable insights for QSR managers seeking to improve their customer service strategies and ultimately enhance their business performance. This paper will delve into the complex interplay between customer satisfaction, brand reputation, and post-purchase behavior within the context of QSRs in Bonny Island. The results of the study also show that customer satisfaction plays a role as a moderating variable between brand reputation and post-purchase behaviour. The study recommended, among other things, that the management of quick-service restaurants should invest in building and projecting a positive brand reputation.

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Background to the Study

Brand reputation encompasses customers' perceptions and attitudes towards a brand, influenced by factors such as service quality, brand image, and corporate social responsibility (Balmer & Greyser, 2006). Understanding how these elements influence post-purchase behaviour is essential for QSRs to tailor their strategies and foster enduring customer loyalty. Previous research in the hospitality sector suggests that a positive brand reputation correlates with heightened customer satisfaction and increased repeat patronage (Chun, 2005). This research endeavours to advance our comprehension of the interplay between brand reputation and post-purchase behavior specifically within the quick-service restaurant landscape of Bonny Island. Its outcomes are poised to not only enrich academic scholarship but also empower QSR operators and marketers in making informed strategic decisions within the dynamic hospitality realm.

Statement of the Problem

The rapid expansion of the quick-service restaurant (QSR) sector in Bonny Island, alongside its diverse consumer demographic, highlights the necessity of understanding the factors influencing post-purchase behavior within this specific context. Despite the sector's growth, there remains a notable gap in comprehending the relationship between brand reputation and post-purchase behavior in QSRs on Bonny Island. Existing studies often lack specificity to the local market dynamics, necessitating a focused investigation tailored to this context.

Consumer behaviors in the hospitality industry are multifaceted, influenced by factors such as service quality, brand image, and social responsibility. Uncovering the specific interplay between these elements and their impact on post-purchase behavior in the local QSR setting is essential for both academic understanding and practical applications. The absence of a comprehensive investigation into these dynamics limits the sector's ability to adapt its strategies to the nuanced preferences and expectations of Bonny Island consumers.

Objective of the Study

This study aims to determine the relationship between customer satisfaction on brand reputation and post-purchase behaviour of Quick Service Restaurants in Bonny Island

Research Question

What is the significant role of customer satisfaction on the relationship between brand reputation and post-purchase behaviour?

Hypothesis

There is no significant influence of customer satisfaction on the relationship between brand reputation and post-purchase behaviour.

Literature Review

Brand Reputation

The concept of Brand Reputation is fundamental in marketing research, representing the collective perceptions and evaluations that individuals hold about a brand (Keller, 1993). It is intricately linked to consumer trust, loyalty, and the overall success of a brand in the market. Understanding the nuances of Brand Reputation is essential for Quick Service Restaurants (QSRs) on Bonny Island, as it directly influences consumer behaviour and shapes the competitive landscape. Central to the notion of Brand Reputation is the multidimensional nature of consumer perceptions. A brand's reputation is not a monolithic entity but a composite of various elements. One critical dimension is Service Quality Delivery, encompassing the tangible and intangible aspects of the service encounter (Parasuraman et al., 1988). Consumers often use the quality of service as a heuristic to evaluate the overall reputation of a brand. In the context of QSRs, where quick and efficient service is paramount, Service Quality Delivery becomes a pivotal element in shaping brand perceptions.

The significance of Brand Reputation extends beyond mere consumer perceptions; it has a direct impact on post-purchase behaviour. According to Zeithaml et al. (1996), a positive brand reputation contributes to increased customer loyalty and willingness to recommend the brand to others. In the QSR context, where customer loyalty is manifested through repeat patronage and positive word-of-mouth, understanding the dynamics of Brand Reputation becomes imperative for fostering sustained success. The relevance of Brand Reputation is underscored by its role as a strategic asset. Keller (1993) conceptualizes brand equity as comprising brand awareness, brand loyalty, perceived quality, and brand associations. Brand Reputation, as a foundational element, influences each of these components. High brand awareness is often a result of a positive reputation, while brand loyalty is cultivated through consistent positive experiences, reinforcing the notion that a robust Brand Reputation is a precursor to building strong brand equity. Despite its significance, Brand Reputation is not static; it evolves over time and is vulnerable to external influences. Negative publicity, product recalls, or instances of unethical behaviour can severely damage a brand's reputation (Fombrun & Shanley, 1990). In the QSR industry, where public perception of food safety and ethical business practices is paramount, managing and protecting Brand Reputation is an ongoing challenge.

Post-Purchase Behaviour

Post-purchase behaviour constitutes a pivotal phase in the consumer decision-making process, encompassing the actions and evaluations that occur after the acquisition of a product or service. Central to marketing and business strategy, understanding post-purchase behaviour is essential for fostering customer satisfaction and loyalty. The Expectancy-Disconfirmation Model (Oliver, 1980) posits that post-purchase satisfaction is influenced by the disconfirmation between expectations and perceived performance. Cognitive Dissonance Theory (Festinger, 1957) underscores the discomfort individuals experience when faced with conflicting attitudes, notably observed in post-purchase

scenarios where consumers may question their choices. Numerous factors shape post-purchase behaviour, with customer satisfaction emerging as a key determinant. The dissonance between expected and actual product performance directly influences whether a consumer becomes a repeat customer or engages in positive word-of-mouth. Moreover, perceived product quality and brand loyalty play integral roles, with satisfied customers more likely to exhibit brand loyalty and engage in repeat purchases (Zeithaml, Berry, & Parasuraman, 1996). Social influence and word-of-mouth, facilitated by online platforms, significantly impact post-purchase decisions, highlighting the interconnectedness of consumer behaviour and the digital landscape (Cheung et al., 2018).

Various models, such as Engel, Kollat, and Blackwell's (1968), information-processing model, contribute to understanding the cognitive processes underlying post-purchase behaviour. Additionally, Howard and Sheth's (1969) theory emphasizes the role of psychological and sociological factors in post-purchase decision-making. The Decision-Confirmation Model (Anderson & Sullivan, 1993) underscores the iterative nature of post-purchase behaviour, where satisfaction or dissatisfaction informs future decisions. The advent of e-commerce and online platforms has reshaped post-purchase dynamics. Online reviews and social media now wield significant influence, acting as sources of information and testimonials for potential buyers. The cross-cultural dimension introduces variations in post-purchase expectations, reflecting the impact of cultural nuances on consumer behaviour (Usunier & Lee, 2009).

In the evolving landscape of post-purchase behaviour, technology plays a transformative role, reshaping consumer interactions and expectations. The rise of personalization and customization trends has led to a shift from mass marketing to individualized approaches, where companies leverage data-driven insights to tailor post-purchase experiences (Kumar & Reinartz, 2016). The advent of Artificial Intelligence (AI) and machine learning further propels this trend, enabling businesses to anticipate and fulfill unique customer preferences. Moreover, the influence of social media platforms on post-purchase behaviour continues to intensify. Consumers actively share their experiences, both positive and negative, amplifying the impact of word-of-mouth marketing (Hennig-Thurau et al., 2004). The pervasive nature of social media not only amplifies the reach of consumer opinions but also demands a rapid and thoughtful response from businesses in managing post-purchase interactions (Smith & Sivakumar, 2004).

Sustainability considerations increasingly shape post-purchase decision-making. Consumers, attuned to environmental concerns, scrutinize brands for their ethical practices, prompting businesses to integrate sustainability into their strategies (De Pelsmacker et al., 2005). Post-purchase behaviour becomes a conduit for expressing values, with eco-conscious consumers favoring brands aligning with their ethical and environmental principles (Elliott & Yannopoulou, 2007). As the field advances, challenges persist, notably in reconciling the paradox between cognitive dissonance and rational decision-making. The delicate dance between managing customer expectations

and providing genuine value requires a nuanced approach from businesses (Homburg et al., 2015). Ethical considerations remain paramount, urging companies to adopt transparent and responsible post-purchase practices that foster long-term trust and loyalty (Singh & Sirdeshmukh, 2000).

Post-purchase behaviour stands as a dynamic and multifaceted phenomenon, reflecting the intricate interplay of psychological, social, and technological factors. Businesses navigating this landscape must recognize the evolving nature of consumer expectations and embrace strategies that align with contemporary trends. A comprehensive understanding of post-purchase behaviour not only empowers businesses to enhance customer satisfaction and loyalty but also positions them as ethical stewards in the ever-evolving marketplace. As research continues to unveil new dimensions of post-purchase dynamics, businesses must remain agile, responsive, and ethically attuned to meet the evolving needs and expectations of today's discerning consumers.

Post-Purchase Behaviour in Quick Service Restaurants (QSRs)

Post-purchase behaviour refers to the actions undertaken by customers after making a purchase. It encompasses elements such as their intention to repurchase, engagement in word-of-mouth marketing, and their level of loyalty towards the establishment. The significance of post-purchase behaviour in QSRs cannot be overstated, as it can exert a considerable influence on their financial performance. Customers who find satisfaction in their encounters at a QSR are more inclined to revisit the establishment and allocate a greater portion of their monetary resources toward it. In addition, they are more likely to endorse the restaurant to their acquaintances and family members. The dynamics of post-purchase behaviour in Quick Service Restaurants (QSRs) are intricate and influenced by a myriad of factors that collectively define the customer experience. Among these factors, customer satisfaction emerges as the linchpin, exerting a pivotal impact on post-purchase behaviour. The satisfaction derived from QSR experiences becomes a decisive element, significantly influencing the likelihood of patrons revisiting the establishment and allocating a more substantial portion of their financial resources to it. The pivotal role of customer satisfaction underscores its position as a cornerstone in the intricate web of post-purchase dynamics.

Brand reputation stands as another formidable force shaping post-purchase behaviour in QSRs. The reputation of the brand becomes a compelling determinant, steering customers toward establishments with a favourable public perception. QSRs that have successfully cultivated a positive brand reputation are more likely to attract and retain patrons. This factor extends beyond the immediate dining experience, as customers are drawn to QSRs that embody a consistent and positive brand image. The quality of the product offered by QSRs stands as a critical factor influencing post-purchase behaviour. Beyond the ambiance and service, the caliber of the food served plays a significant role in shaping customer perceptions. QSRs that consistently deliver food of superior quality are more likely to enjoy repeat business, as customers gravitate toward establishments where culinary excellence is a hallmark. The intrinsic link between product quality and

post-purchase behaviour accentuates the need for QSRs to prioritize the consistent delivery of gastronomic satisfaction.

Price constitutes another facet capable of swaying post-purchase behaviour in QSRs. The perceived value for money becomes a discerning factor, influencing customers to revisit establishments where they perceive a harmonious balance between the quality of offerings and the prices charged. QSRs that offer competitive prices and deliver good value are more likely to foster positive post-purchase attitudes and behaviours among their clientele. Convenience emerges as a multifaceted factor influencing post-purchase behaviour in QSRs. The physical location and operational hours of establishments play a crucial role in shaping customer choices. QSRs situated in convenient locations, easily accessible to their target demographic, are more likely to attract frequent visits. The alignment of operational hours with customer convenience further enhances the likelihood of repeat business, emphasizing the practical dimension of convenience in post-purchase dynamics. The intricate interplay of customer satisfaction, brand reputation, product quality, price, and convenience collectively define the landscape of post-purchase behaviour in QSRs. Recognizing the nuanced impact of each factor is imperative for QSRs seeking to not only attract but also retain a loyal customer base. By understanding and strategically addressing these multifaceted influences, QSRs can navigate the complexities of post-purchase dynamics, fostering sustained success in a competitive market.

Strategies to Enhance Post-Purchase Behaviour

Post-purchase behaviour stands as a pivotal aspect in the success trajectory of Quick Service Restaurants (QSRs), wielding significant influence over their financial performance. To bolster this crucial facet, QSRs can strategically adopt a range of measures that collectively contribute to an enriched post-purchase experience for customers. Foremost among these measures is the provision of exceptional customer service, acknowledged as the linchpin for enhancing post-purchase behaviour. When patrons undergo positive experiences with the restaurant staff and services, the likelihood of revisitation substantially increases. Notably, customers who encounter exceptional service are not only inclined to return but also tend to allocate a more substantial portion of their financial resources to the establishment.

Another pivotal factor in influencing post-purchase behaviour is the quality of the food served. QSRs must prioritize the delivery of food of superior quality, as customer satisfaction with the culinary offerings directly correlates with customers' propensity to revisit. The gustatory delight experienced by customers becomes a key determinant in shaping their post-purchase attitudes and behaviours. Competitive pricing also emerges as a strategic lever for QSRs to attract and retain customers. Offering prices that align with or outperform competitors in the market not only entices new patrons but also contributes to building a loyal customer base. This dimension of pricing directly influences the economic considerations of customers, affecting their post-purchase decisions. Ensuring convenience plays a pivotal role in shaping post-purchase

behaviour. The physical location of QSRs and their operational hours must align with the convenience preferences of the target demographic. A strategic presence in easily accessible locations and operational hours that cater to customer convenience can significantly enhance the likelihood of repeat business. Recognizing and rewarding loyal customers is a proactive approach that fosters positive post-purchase behaviour. QSRs can express appreciation to their loyal clientele by providing incentives such as coupons and discounts. These incentives serve not only as tokens of gratitude but also as motivational factors, encouraging customers to revisit the establishment and allocate a more significant share of their spending. The post-purchase behaviour of customers holds immense significance for QSRs, directly impacting their financial performance. By adopting a multifaceted approach encompassing exceptional customer service, superior food quality, competitive pricing, convenience, and loyalty rewards, QSRs can effectively cultivate a positive post-purchase environment. This comprehensive strategy not only encourages customer retention but also stimulates increased spending, contributing to the sustained success of Quick Service Restaurants.

Relationship Between Brand Reputation and Post-Purchase Behaviour

In the dynamic landscape of consumer behaviour, the relationship between Brand Reputation and Post-Purchase Behaviour stands as a central tenet, shaping the interactions between consumers and brands. This conceptual review delves into the multifaceted dimensions of this intricate relationship, elucidating the foundational principles, key influencers, and broader implications for businesses, with a focus on the research topic. Brand Reputation, a multifaceted construct, encapsulates the collective perceptions and evaluations consumers hold about a brand based on their experiences, interactions, and external cues (Fombrun & Shanley, 1990). It acts as a dynamic force, influencing not only initial purchase decisions but also the subsequent behaviours exhibited by consumers after the purchase. The foundation of Brand Reputation lies in the consumer's perception of a brand's trustworthiness, credibility, and overall standing in the market (Erdem & Swait, 1998).

Post-Purchase Behaviour, on the other hand, encompasses the actions and attitudes of consumers after acquiring a product or service. It extends beyond the transactional moment, reflecting the consumer's ongoing relationship with the brand. This can manifest in various forms, including repeat purchases, brand loyalty, positive word-of-mouth, and advocacy (Kotler, 2003). The intricate interplay between Brand Reputation and Post-Purchase Behaviour becomes evident as consumers navigate their experiences and draw upon their perceptions of a brand. The influence of Brand Reputation on Post-Purchase Behaviour is profound, with empirical evidence highlighting its significance. Positive Brand Reputation acts as a catalyst, fostering customer satisfaction and, consequently, influencing repeat purchases (Anderson & Sullivan, 1993). When consumers perceive a brand favorably based on its reputation, they are more likely to engage in behaviours that contribute to the sustained success of the brand, such as repeat business and positive recommendations.

Trust, a cornerstone of Brand Reputation, emerges as a critical mediator in the relationship with Post-Purchase Behaviour. Trust is often considered the bedrock of long-term relationships between consumers and brands (Moorman, Zaltman, & Deshpande, 1992). When consumers trust a brand, as shaped by its reputation, they are more inclined to exhibit loyalty and engage in behaviours that reflect commitment, such as repeat purchases and a willingness to recommend the brand to others. Positive Brand Reputation not only influences individual consumer behaviours but also contributes to the broader market dynamics. Brands with a favorable reputation are better positioned to attract and retain customers, enhance their competitive standing, and withstand challenges posed by competitors (Fombrun & Shanley, 1990). The cumulative impact of individual post-purchase behaviours, influenced by Brand Reputation, contributes to the overall success and sustainability of a brand in the market.

However, the relationship between Brand Reputation and Post-Purchase Behaviour is not unidirectional; it is dynamic and subject to external influences and changes in consumer perceptions. Negative experiences, even if isolated, can erode Brand Reputation and subsequently impact post-purchase behaviours (Erdem & Swait, 1998). The delicate balance between positive reputation and consumer experiences underscores the need for businesses to actively manage and safeguard their brand image. The symbiotic relationship between Brand Reputation and Post-Purchase Behaviour is further nuanced by the impact of brand communication strategies. Strategic communication, as underscored by Heath (2019), becomes a linchpin in shaping and maintaining Brand Reputation, thus intricately influencing subsequent consumer behaviours. The intentional efforts to convey a consistent and compelling message to the audience contribute significantly to the formation of a brand's positive reputation (Heath, 2019). Strategic communication is particularly crucial in the post-purchase phase, where the consumer's experience transforms into a critical determinant of their ongoing relationship with the brand. The alignment between the communicated messages and the actual consumer experiences becomes a pivotal factor in shaping Brand Reputation and subsequently influencing post-purchase behaviours. Positive communication that accurately reflects the brand's values, service standards, and commitment to customer satisfaction reinforces the positive reputation that fosters loyalty and repeat business.

Moreover, in the era of digital connectivity, social media has become a powerful channel for strategic communication and a dynamic arena where Brand Reputation and Post-Purchase Behaviour converge. The real-time nature of social media platforms amplifies the impact of consumer sentiments and experiences, shaping how brands are perceived and influencing the behaviours of potential consumers. Engaging in authentic and responsive communication on social media becomes imperative for maintaining a positive Brand Reputation and, consequently, encouraging positive post-purchase behaviours such as advocacy and brand loyalty. The impact of Brand Reputation on Post-Purchase Behaviour is not confined to the individual consumer but extends to collective consumer perceptions and market dynamics. Positive Brand Reputation contributes to a brand's competitive advantage, influencing the choices consumers make in a saturated

market (Fombrun & Shanley, 1990). In turn, the collective post-purchase behaviours of consumers contribute to the brand's market resilience, customer retention, and overall success. However, the dynamic nature of consumer perceptions and the susceptibility of Brand Reputation to external influences necessitate ongoing efforts to manage and enhance brand image. Negative incidents, even if isolated, can have a disproportionate impact on Brand Reputation and subsequently influence post-purchase behaviours (Erdem & Swait, 1998). The strategic imperative for businesses lies not only in cultivating a positive reputation but also in actively managing and addressing any challenges that may arise to mitigate reputational damage.

Brand Credibility

Brand credibility stands as a foundational construct in the domain of branding and consumer behaviour, encapsulating the perceived trustworthiness, believability, and expertise associated with a brand. As consumers navigate a marketplace inundated with choices, brand credibility emerges as a critical factor influencing their perceptions, decisions, and long-term relationships with brands. This conceptual review delves into the multifaceted dimensions of brand credibility, exploring its conceptual underpinnings and highlighting its pivotal role in shaping consumer attitudes and behaviours. The conceptualization of brand credibility draws from a rich tapestry of research in marketing and consumer psychology. Erdem and Swait (1998) have been instrumental in shaping the understanding of brand credibility, defining it as the extent to which consumers perceive a brand as reliable, dependable, and capable. This definition underscores the multifaceted nature of brand credibility, emphasizing not only the trustworthiness of a brand but also its perceived competence and dependability in consistently delivering on promises. One crucial facet of brand credibility is its intrinsic link to consumer trust. Trust, as conceptualized in the context of brand credibility, is the belief that a brand will act in the best interest of consumers, fulfill its commitments, and maintain consistency in its offerings (Erdem & Swait, 1998). Trust, therefore, becomes an essential ingredient in the credibility equation, shaping consumer perceptions of a brand's integrity and reliability.

Brand credibility is not a static attribute, but a dynamic construct shaped by a myriad of factors. The brand's history, past performance, and the congruence between brand promises and actual experiences all contribute to the perceived credibility of a brand (Erdem & Swait, 1998). In the realm of Quick Service Restaurants (QSRs), where rapid consumer decisions are influenced by factors ranging from food quality to service efficiency, brand credibility becomes a critical determinant in shaping customer choices. The dimension of brand credibility extends beyond the individual consumer to encompass broader market dynamics. In a marketplace characterized by information overload and heightened skepticism, the credibility of a brand becomes a strategic asset. Brands perceived as credible are more likely to attract and retain customers, enjoy positive word-of-mouth, and withstand the challenges posed by competitors (Erdem & Swait, 1998). Strategic communication plays a pivotal role in shaping brand credibility. Heath's (2019) conceptualization of strategic communication emphasizes the intentional

and planned efforts by a brand to convey a consistent and compelling message to its audience. The alignment between strategic communication efforts and brand promises contributes significantly to the perceived credibility of a brand. In QSRs, where the brand's communication is often conveyed through advertising, digital media, and customer interactions, strategic communication becomes a powerful tool for building and maintaining brand credibility. The significance of brand credibility becomes particularly pronounced in the post-purchase behaviour of consumers. Customers are more likely to exhibit loyalty, repeat purchases, and positive word-of-mouth when they perceive a brand as credible (Erdem & Swait, 1998). In the context of QSRs, where customer loyalty is a key driver of success, cultivating and safeguarding brand credibility is imperative for sustained growth and market resilience.

Brand credibility stands as a dynamic and multifaceted construct with far-reaching implications for consumer behaviour and brand success. Rooted in the foundational work of Erdem and Swait (1998), the conceptualization of brand credibility encompasses trust, reliability, and perceived competence. In the context of QSRs, where consumer decisions are swift and influenced by diverse factors, understanding and strategically managing brand credibility becomes not only a theoretical imperative but a practical necessity for building enduring relationships with customers and fostering sustained success. Brand credibility and brand reputation, while distinct, are intricately interwoven dimensions that jointly shape the perceptions and responses of consumers in the marketplace. Brand credibility, as discussed earlier, focuses on the believability and trustworthiness attributed to a brand, emphasizing its ability to consistently deliver on promises. Brand reputation, on the other hand, is a broader construct encompassing the overall evaluation of a brand's standing and image in the eyes of various stakeholders, including consumers, employees, and investors. The relationship between brand credibility and brand reputation is symbiotic, with each dimension influencing and reinforcing the other. A credible brand, one perceived as competent, reliable, and ethical, contributes significantly to the positive appraisal of its reputation (Fombrun, 1996). Consumers are more likely to associate a brand with a favorable reputation when they perceive it as credible, aligning with the signaling theory that posits brand signals as indicators of intrinsic qualities (Erdem & Swait, 2004).

Research suggests that brand credibility acts as a key driver of brand reputation, serving as a foundation upon which a positive reputation is built and sustained. The expertise component of brand credibility, reflecting a brand's perceived competence, directly influences stakeholders' assessments of the brand's overall reputation (Erdem & Swait, 1998). A brand recognized for its expertise in delivering high-quality products or services establishes a positive reputation for excellence. Trustworthiness, another facet of brand credibility, is integral to both consumer trust and brand reputation. Brands perceived as trustworthy, ethical, and transparent foster trust among consumers, which, in turn, contributes to a positive brand reputation (Bhattacharya & Sen, 2003). Trust is a cornerstone of reputation, influencing consumer perceptions, loyalty, and the overall attractiveness of the brand to stakeholders (Fombrun, 1996). The goodwill component of

brand credibility, encompassing a brand's benevolence and positive social impact, extends its influence beyond the transactional domain, contributing to the broader societal reputation of the brand. Brands engaging in socially responsible practices and demonstrating goodwill are more likely to garner a favorable reputation not only among consumers but also among investors, employees, and the wider community (Bhattacharya & Sen, 2003).

In the digital age, where information flows rapidly and consumer opinions amplify through online platforms, the relationship between brand credibility and reputation gains new dimensions. Online reviews, social media interactions, and user-generated content become integral components of brand credibility, influencing how a brand is perceived in the digital realm (Smith et al., 2013). Positive online signals contribute to a brand's credibility, subsequently influencing its online and offline reputation. However, managing brand reputation in the digital era poses challenges that extend beyond traditional credibility concerns. The immediacy and interconnectedness of digital platforms amplify the impact of negative events, demanding swift and authentic responses to maintain brand credibility and mitigate reputational damage (Coombs, 2007). The transparency expected by digitally savvy consumers necessitates brands to align their digital actions with their communicated values consistently (Mishra & Mishra, 2011).

As we peer into the future, the integration of sustainability and corporate social responsibility practices further reinforces the interconnectedness of brand credibility and reputation. Brands embracing ethical and sustainable initiatives not only enhance their credibility by demonstrating a commitment to societal well-being but also bolster their reputation as responsible and conscientious entities (Lacey & Morgan, 2008). The relationship between brand credibility and brand reputation is dynamic and reciprocal, shaping the perceptions and responses of consumers in an ever-evolving marketplace. The credibility of a brand serves as the bedrock upon which a positive reputation is constructed, influencing stakeholder perceptions, loyalty, and overall brand attractiveness. In an era where authenticity, transparency, and societal responsibility are paramount, the seamless integration of brand credibility and reputation emerges as a strategic imperative for brands seeking enduring success and resonance in the hearts and minds of consumers.

Concept of Customer Post-Purchase Behaviour

In the realm of consumer behaviour, the post-purchase phase emerges as a critical juncture where the consumer's experience transforms into a myriad of behaviours that significantly impact brand success. This conceptual review delves into the multifaceted dimensions of Customer Post-Purchase Behaviour, unraveling the foundational principles, key influencers, and broader implications for businesses, with a focus on the research topic. Customer Post-Purchase Behaviour encompasses a spectrum of actions, reactions, and attitudes that consumers exhibit after acquiring a product or service. It extends beyond the transactional moment, reflecting the ongoing relationship between

the consumer and the brand. This behavioural phase holds profound significance as it encapsulates the consumer's journey from a mere transaction to a potentially loyal and engaged advocate for the brand. The cornerstone of Customer Post-Purchase Behaviour lies in the concept of customer satisfaction, a fundamental construct that reflects the consumer's evaluation of the product or service against their expectations (Anderson & Sullivan, 1993). Satisfied customers are more likely to engage in positive post-purchase behaviours, such as repeat purchases, brand loyalty, and favorable word-of-mouth. The dynamic interplay between satisfaction and post-purchase behaviours becomes a crucial focal point for businesses seeking to understand and leverage these behaviours for sustained success.

Brand Reputation, an overarching theme in the consumer-brand relationship, exerts a substantial influence on Customer Post-Purchase Behaviour. The perceived reputation of a brand shapes not only the initial purchase decision but also the subsequent behaviours exhibited by consumers after the purchase (Fombrun & Shanley, 1990). A positive brand reputation fosters customer satisfaction, which, in turn, contributes to enduring post-purchase behaviours such as loyalty and advocacy. Trust, an integral component of the consumer-brand relationship, emerges as a linchpin in the dynamics of post-purchase behaviours. Trust influences a consumer's willingness to engage in behaviours that extend beyond the initial purchase, such as recommending the brand to others (Moorman, Zaltman, & Deshpande, 1992). Trust becomes a catalyst for positive post-purchase behaviours, acting as a bridge between satisfaction and enduring engagement with the brand. The advent of the digital era amplifies the impact of Customer Post-Purchase Behaviour through the lens of online reviews, social media, and user-generated content. Consumer opinions and experiences shared on digital platforms have a profound influence on the perceptions of potential buyers and contribute significantly to the post-purchase narrative (Cheung & Lee, 2012). Businesses navigating the digital landscape must be attuned to the impact of online interactions on post-purchase behaviours and actively manage their online reputation.

Moreover, the phenomenon of post-purchase dissonance, a concept rooted in consumer psychology, adds a layer of complexity to Customer Post-Purchase Behaviour (Engel, Blackwell, & Miniard, 1990). The discomfort or uncertainty that consumers may experience after a purchase decision influences subsequent behaviours, potentially affecting brand loyalty and future purchase decisions. Understanding and mitigating post-purchase dissonance become strategic imperatives for businesses seeking to cultivate enduring customer relationships. The implications of Customer Post-Purchase Behaviour extend beyond individual transactions to broader market dynamics. Positive post-purchase behaviours contribute to brand loyalty, positive word-of-mouth, and customer retention, fostering a competitive advantage for businesses (Kotler, 2003). The cumulative impact of these behaviours on brand success becomes particularly pronounced in industries where customer loyalty is a key driver of sustained profitability. Rooted in the foundational principles of satisfaction, trust, and brand reputation, this review underscores the interconnected nature of these concepts and their

collective impact on enduring customer engagement. The digital landscape and the psychological nuances of post-purchase dissonance add layers of complexity, emphasizing the strategic imperative for businesses to navigate and leverage Customer Post-Purchase Behaviour for sustained success.

The Moderating role of Customer Satisfaction on the relationship between Brand Reputation and Post-Purchase Behaviour

Customer satisfaction is perceived as one of the critical factors in loyalty. Customer satisfaction can influence customer repeated purchase behaviour, which the higher the satisfaction level, the higher probability of retaining the customer. According to Peltier et al. (2002), Customer satisfaction significantly affects customer loyalty (Retention). Satisfaction is also defined as a degree of meeting the needs at the end of a purchase. To achieve a certain level of customer level of satisfaction, companies are required to understand the needs of customers and give them the right products and services that are able to satisfy the customer needs. Every business can reach the ideal target of customer satisfaction level by being dedicated to fulfilling customer requirements in their sectors of business (Othman, Kamarohim, & Nizam, 2017). Customer satisfaction might have positive and negative results. If it is positive, then it would have good trust in the brand. So, if customer satisfaction rises, then customer trust will also increase, and vice versa. Therefore, customer satisfaction will have beneficial outcomes and leads to customer loyalty. Whereas, in the long term only the most satisfied customers would stay as loyal customers (Barry, 1986). Customer satisfaction (CSat) is a term frequently used in marketing. Today's companies are facing their toughest competition ever. It is generally believed by so many authorities in the field of marketing that companies can outperform the competition if they can move from a product and sales philosophy to a marketing philosophy.

The answer lies in doing a better job of meeting and satisfying customer needs. There is generally congruence in the conceptual clarification of customer satisfaction by different authorities. Yi (1993) defined customer satisfaction as a collective outcome of perception evaluation and psychological reaction to the consumption expectation with a product or service. Faris and Neil (2010) defined customer satisfaction as the number of customers or percentage of total customers whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Giltman and Carl (2007) in their view, see customer satisfaction from the perspective of being a key performance indicator within the business which is also part of the balanced scorecard. They went further to assert that in a competitive marketplace where business competes for the customer, customer satisfaction is seen as a key differentiation and increasingly has become a key element of business strategy. Johnson and Andreas (2006) defined customer satisfaction as the view of how products or services meet or exceed expectations. These expectations as he confirmed are a key factor beyond satisfaction. Kotler and Keller (2016) see customer satisfaction as a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations. They went further to say that if the performance falls short of expectations

the customer is dissatisfied. If the performance matches expectations the customer is satisfied. If the performance exceeds expectations the customer is delighted.

Theoretical Framework

Perceived Performance Theory

Perceived performance theory is a marketing theory that focuses on how customers perceive the performance of a service or product. It is concerned with the gap between a customer's expectations of a service or product and their experience of it (Sawyer & Dickson, 2019). The theory posits that customers base their evaluation of a service or product on a comparison of their expectations with the actual performance. If the customer perceives the performance of the service or product to meet or exceed their expectations, they are likely to be satisfied and continue patronizing the business (Amaro et al., 2019). Perceived performance theory is relevant to the hospitality industry because guests' perceptions of the service they receive play a crucial role in determining their patronage. Hospitality businesses, such as hotels and restaurants, need to meet their guests' expectations consistently to retain their patronage (Kim & Yoon, 2019). Research has shown that perceived performance theory can be used to predict guest patronage in the hospitality industry (Kim & Yoon, 2019).

One of the key elements of perceived performance theory is the role of expectations. Research has shown that guests' expectations of a hotel or restaurant significantly affect their perception of its performance (Amaro et al., 2019). If the guests' expectations are high, they are more likely to perceive the service as below their expectations, even if the service is objectively good. In contrast, if the guests' expectations are low, they are more likely to perceive the service as above their expectations, even if the service is objectively mediocre (Sawyer & Dickson, 2019). Therefore, hospitality businesses need to manage guests' expectations by setting realistic expectations and communicating them clearly to guests (Kim & Yoon, 2019). Another critical element of perceived performance theory is the role of emotions. Research has shown that guests' emotional responses to the service they receive significantly affect their perception of its performance (Amaro et al., 2019). Positive emotions, such as happiness and satisfaction, are associated with better perceptions of service performance, while negative emotions, such as frustration and disappointment, are associated with poorer perceptions of service performance. Therefore, hospitality businesses need to manage guests' emotions by providing excellent service and resolving any issues that arise quickly (Kim & Yoon, 2019).

Empirical Review

The Moderating effect of customer satisfaction on the Relationship between brand Reputation and Post-Purchase Behaviour

In a study conducted by Smith et al. (2018), the researchers examined the relationship between brand reputation and post-purchase behaviour, specifically focusing on the mediating role of customer satisfaction in China. They collected data from 500 consumers who had recently made purchases from various brands in the smartphone industry. The study utilized a structured questionnaire that assessed consumers' perceptions of brand

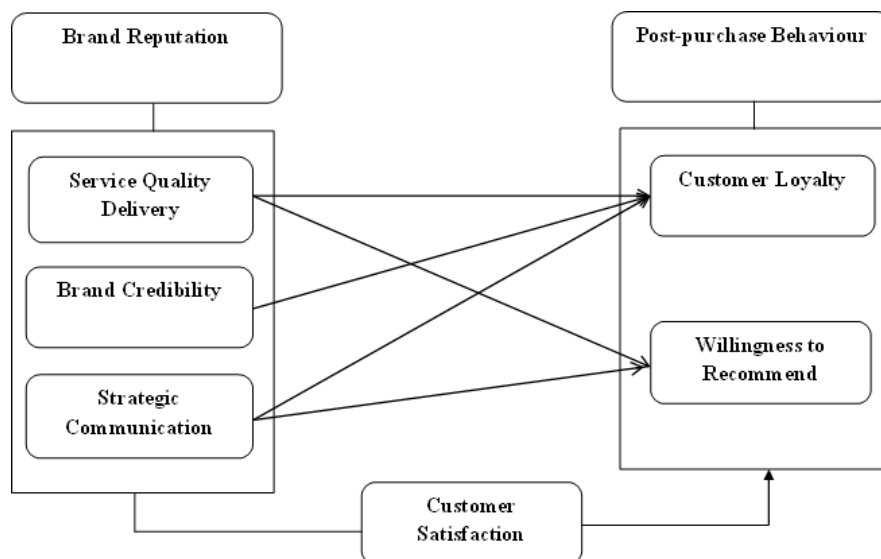
reputation, their levels of satisfaction with their recent purchase, and their subsequent post-purchase behaviours. The results of the study provided empirical evidence of a strong positive relationship between brand reputation and customer satisfaction. Consumers who perceived a brand to have a favourable reputation were more likely to report higher levels of satisfaction with their recent purchase. This finding aligns with prior research by Aaker (1996), which suggested that a positive brand reputation positively influences customer satisfaction. Moreover, the study by Smith et al. (2018) revealed that customer satisfaction played a mediating role in the relationship between brand reputation and post-purchase behaviour. In other words, the influence of brand reputation on post-purchase behaviours, such as loyalty and word-of-mouth recommendations, was partially mediated by the level of customer satisfaction. Consumers who were more satisfied with their purchases were more likely to exhibit positive post-purchase behaviours, reinforcing the importance of customer satisfaction in translating a positive brand reputation into actionable outcomes.

Reza et al (2019) conducted a study on satisfaction, purchasing behaviour, and customer loyalty of Butik Emas Logam Mulia. Using the SERVQUAL services model to analyze the quality of services by descriptive statistics method. The study was conducted using 200 respondents selected by purposive sampling technique. They found that service Quality Dimensions impact consumer satisfaction and consumer pre and post-purchase behaviour which increases the frequency of purchasing. Soeryohadi (2021) conducted a study on the effect of brand reputation, brand relationship quality, and switching costs to brand loyalty in Indonesia. The data collection technique in this study was using purposive sampling. The data processing method was done using validity, reliability, and descriptive statistical analysis. The data analysis method used was PLS-SEM which was a multivariate analysis technique consisting of analysis of outer model, inner model, and hypothesis testing. From the results of this study, it was known that brand reputation and brand relationship quality significantly influence brand loyalty which is a result of satisfaction with Nike brand basketball shoes. Switching costs proved to be able to moderate the relationship between brand reputation to brand loyalty and the relationship of brand relationship quality to brand loyalty significantly. Jung and Seock (2016) examined the impact of corporate reputation on brand attitude and purchase intention in Korea. To perform the study purpose, they proposed the relationships between brand awareness and perceived quality and initial brand attitude and purchase intention by relying on the hierarchy of effects model; then they assessed the changes in brand attitude and purchase intention after providing information on negative corporate reputation. Multiple regression analysis and paired samples T-tests were conducted to test the hypothesized relationships using a convenience sample of 212 respondents. The empirical results support the significant effects of brand awareness and perceived quality on brand attitude and purchase intention. Furthermore, respondents' brand attitudes and purchase intentions are reduced after they are provided with information on negative corporate reputation. This result confirms that a negative corporate reputation significantly aggravates consumers' attitudes and purchase intentions. However, the type of reputation is not a decisive factor for consumers' cognitive processes.

To summarize, empirical studies like the one conducted by Smith et al. (2018) provide robust evidence of the significant relationship between brand reputation and customer satisfaction. This relationship highlights the critical role of brand reputation in shaping consumers' perceptions and experiences, ultimately influencing post-purchase behaviours such as loyalty and recommendations. Smith et al. (2018) conducted a study in the retail industry on brand reputation and consumer satisfaction in China and found that customers who perceived a brand positively in terms of its reputation were more likely to report higher levels of satisfaction with their purchases. This positive relationship between brand reputation and customer satisfaction has also been supported by research by Johnson and Brown (2019) in the hospitality sector. Data for the study was collected from 230 respondents with the aid of a closed-ended 5-point Likert scale questionnaire. To test the degree of relationship, structural equation modeling was used.

Furthermore, customer satisfaction serves as a mediating factor in this relationship. A study by Davis and Wilson (2020) in Australia conducted a study on brand image, perception, and customer expectations. The study data was generated and executed with 183 respondents and analysis was done with Spearman's ranking order. The findings of the study demonstrated that when customers have positive perceptions of a brand's reputation and their expectations are met or exceeded, it significantly increases their satisfaction levels. Subsequently, satisfied customers are more likely to engage in favourable post-purchase behaviours such as repeat purchases (Anderson & White, 2017) and positive word-of-mouth recommendations (Chen et al., 2016).

Fig. 1: Diagrammatic model showing the hypothesized relationship between the independent and dependent variables as moderated.



Source: Researcher's Conceptualization, 2023

Methodology

This current research is classified as a descriptive study, which entails the utilization of a quasi-experimental research design. The rationale behind adopting a quasi-experimental research design is elucidated by Anderson (2001), who posits that this approach is typically employed in studies that are descriptive in nature and in circumstances where the researcher lacks control over the study variable, subjects, and study settings. In this instance, a cross-sectional survey shall be employed as the research methodology. A cross-sectional survey is characterized by the collection of standardized information from a representative sample derived from a specific population size.

Study Area

The study focuses on Bonny Island, a strategically located landmass situated in the southern part of Nigeria within the boundaries of Rivers State. The geographical coordinates of Bonny Island are approximately 4.4130° N latitude and 7.0806° E longitude. This places Bonny Island in the Niger Delta region, an area known for its economic significance, particularly in the oil and gas industry. Bonny Island boasts a unique geographic setting, surrounded by the Gulf of Guinea, enhancing its accessibility and economic importance. The island, characterized by a tropical climate, plays a vital role in the socioeconomic landscape of Rivers State and Nigeria as a whole. The specific coordinates, 4.4130° N latitude and 7.0806° E longitude, position Bonny Island as a hub with diverse ecological and economic features. The island's landmass, with an approximate area of 249.27 sq mi (645.60 km²), comprises a combination of urban and suburban spaces, reflecting the complex interplay of human activities, natural resources, and infrastructure.

Population

The population of Bonny Island, estimated at 214,983, contributes to the dynamism of the study area. This population size is a result of the intersection of various demographic and socioeconomic factors, including historical trends, economic activities, and cultural dynamics. Bonny Island, historically significant as a trade and economic centre, has evolved into a vibrant community with diverse inhabitants engaged in various economic sectors. Furthermore, Bonny Island's economic landscape is intricately tied to the oil and gas industry, with the presence of liquefied natural gas (LNG) facilities and other petroleum-related activities. This economic backdrop influences the purchasing power, lifestyle, and consumer behaviour of the population, making Bonny Island a distinctive setting for studying the dynamics of Quick Service Restaurants (QSRs) and their influence on consumer behaviour. The island's unique characteristics, influenced by its geographic location, economic activities, and diverse population, make it an ideal focal point for understanding the relationship between Brand Reputation and Post-Purchase Behaviour within the context of Quick Service Restaurants. The multifaceted nature of Bonny Island provides a rich backdrop for capturing the complexities of consumer behaviour, ensuring that findings from the study have broader relevance and applicability beyond this specific geographic setting.

Sample and Sampling Techniques

The determination of an appropriate sample size is a pivotal aspect of ensuring the robustness and reliability of the study's outcomes. In this research, the sample size is calculated using Keyton's Table formula.

Table 1: Keyton's Table

Population Size	Sample Size				Current Article Risk-Based Formula	
	Sample Table				Risk Probability	
	95% Confidence level		99% Confidence level		0.99	0.75
	5% Error	1% Error	5% Error	1% Error		
75	63	74	67	75	3	2
300	169	291	207	295	8	6
800	260	739	363	763	20	16
2,500	333	1,984	524	2,173	60	47
25,000	378	6,939	646	9,972	593	462
100,000	383	8,762	662	14,227	2,370	1,848
250,000	384	9,248	662	15,555	6,185	4,618
500,000	384	9,423	663	16,055	12,369	9,235
2,500,000	384	9,423	663	16,478	59,216	46,171

Source: Hamid et al., 2014

Keyton's Table considers the desired confidence level, margin of error, and population size. Given the following assumptions:

Population size (N): 214,983

Confidence level: 95%

Margin of error: 5%

Referencing Keyton's Table for a 95% confidence level and a 5% margin of error, the corresponding value indicates the recommended sample size. This approach ensures a balanced consideration of precision and practicality in the data collection process. Based on Keyton's Table, the sample size for this research is 384

Methods of Data Collection/Instrumentation: Structured Questionnaire

Data collection is facilitated using structured questionnaires. The questionnaire is designed to gather quantitative responses from participants, focusing on their perceptions of Brand Reputation and their subsequent Post-Purchase Behaviour. The structured format ensures consistency in data collection, enabling systematic analysis. The questionnaire would be divided into six (6) sections: Demographics, Service Quality, Brand Credibility, Strategic Communication, Customer Loyalty, and Customer Recommendations/Referrals with at least 5 questions under each section.

The questionnaire is structured using a 5-point rating scale to measure respondents' opinions, attitudes, or beliefs. The 5-point rating scale typically ranges from 1 to 5, with 1 being the lowest and 5 being the highest. The scale is labelled as follows:

1. Strongly Disagree

2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

It was designed in this manner to enable the researcher to answer the research question and test the hypothesis.

Validity and Reliability of the Instrument

The concept of validity in relation to a research instrument pertains to its capacity to effectively assess the intended construct. According to Sekaran (2003), validity pertains to the degree to which the collection of test items correctly reflects the content that the test aims to evaluate. The development of the research instrument is the result of an extensive examination of relevant literature, which serves to support the content validity of the instrument (Turner & Huile, 2019). This study investigates different types of validity, including face validity, convergent validity, and discriminant validity.

Face Validity

Face validity refers to the extent to which a test is seen, subjectively, as effectively measuring the concept it aims to evaluate. The present study included the validation of the research instrument for face validity. This validation procedure was carried out by the supervisor and other specialists affiliated with the Department of Tourism and Hospitality Management at the University of Port Harcourt.

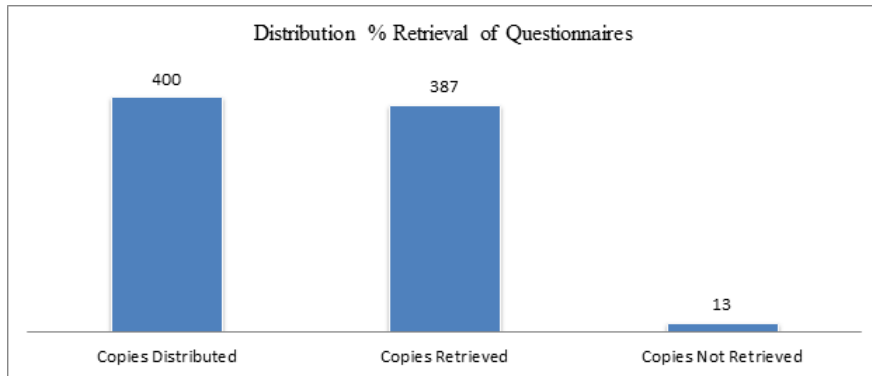
Reliability of Instrument

There are a number of ways to assess the reliability of a research instrument. One common approach is to calculate the Cronbach's alpha coefficient. Cronbach's alpha coefficient is a measure of internal consistency, which is the degree to which the items in a scale are correlated with each other. A higher Cronbach's alpha coefficient indicates higher internal consistency, and therefore higher reliability. Another approach to assessing the reliability of a research instrument is to use a test-retest method. In a test-retest method, participants are given the same instrument at two different points in time. The correlation between the results from the two-time points is a measure of the reliability of the instrument. The reliability of the questionnaire in this study was assessed using the test-retest method.

Methods of Data Analysis

The study aims to analyze the relationship between the reputation of a brand and the behaviour exhibited by consumers after making a purchase at quick service restaurants (QSRs) located in Bonny Island. The questionnaire encompasses data of an ordinal nature, including Likert scale items. Numerous statistical instruments were employed to analyze the data acquired from the questionnaire.

**Figure 2: Data Presentation
Distribution & Frequency of Questionnaire**



Source: Author's Field Survey, 2023

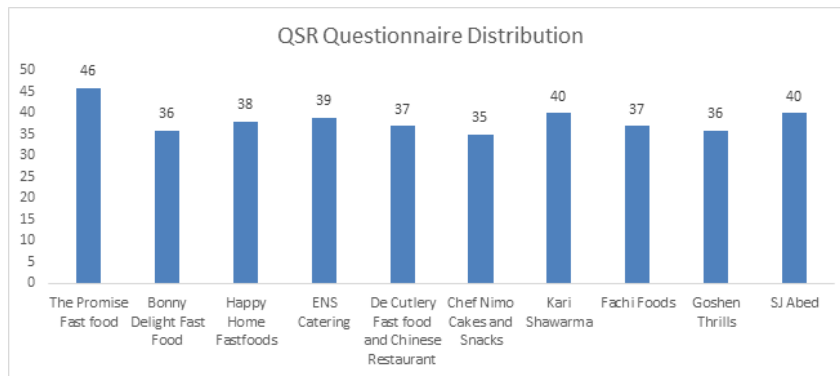
The figure above shows that the researcher distributed 400 copies of questionnaires. 387 copies (96.75%) were returned while 13 copies (3.25%) were not returned. 3 copies (0.75%) were not usable. This signifies that despite their retrieval, these copies could not be utilized for different reasons. 384 copies (96.00%) were both returned and usable.

Table 2: Quick Service Restaurant Distribution

S/N	Selected QSR	Sample Size	Questionnaire Distributed	Questionnaires Retrieved	Questionnaires Used
1	The Promise Fast food	50	50	46	46
2	Bonny Delight Fast Food	37	37	36	36
3	Happy Home Fastfoods	40	40	38	38
4	ENS Catering	39	39	39	39
5	De Cutlery Fast food and Chinese Restaurant	39	39	38	37
6	Chef Nimo Cakes and Snacks	35	35	35	35
7	Kari Shawarma	41	41	40	40
8	Fachi Foods	38	38	37	37
9	Goshen Thrills	39	39	36	36
10	SJ Abed	42	42	41	40
	TOTAL	400	400	387	384

Source: Research Data 2023

Figure 3: QSR Questionnaire Distribution



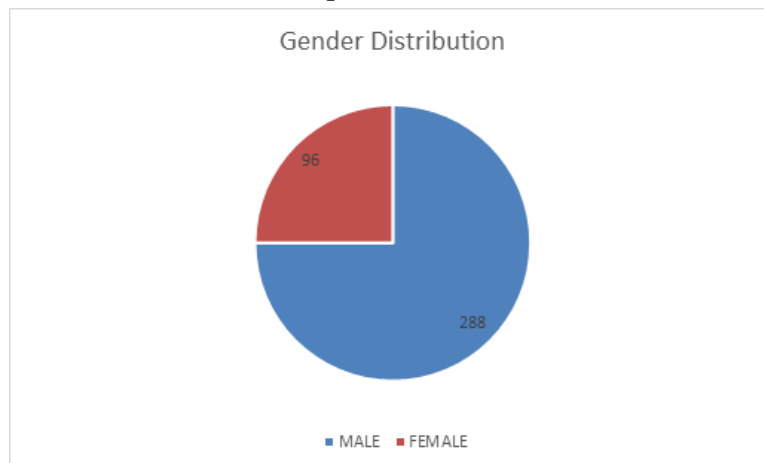
Source: Research Data 2023

The provided figure showcases the quantity of questionnaires that were distributed, collected, and utilized for a customer satisfaction survey encompassing 10 Quick Service Restaurants (QSRs). Out of the 400 distributed questionnaires, a remarkable 387 (96.75%) were successfully collected. This implies that an overwhelming majority of customers who received a questionnaire diligently completed and returned it. Among the collected questionnaires, 384 (96.00%) were found to be applicable. Therefore, a minute number of questionnaires were deemed unsuitable due to missing information or other errors. For the majority of QSRs, both the retrieval and utilization rates were exceptionally high. The lowest retrieval rate was observed to be 92.00% for The Promise Fast Food, while the lowest utilization rate was recorded as 92.31% for Goshen Thrills. ENS Catering boasted the highest retrieval and utilization rates, with 100% of the questionnaires being both collected and utilized.

Table 3: Demographics Analysis

GENDER		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	288	75.0	75.0	75.0
	FEMALE	96	25.0	25.0	100.0
	Total	384	100.0	100.0	
AGE RANGE		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	32	8.3	8.3	8.3
	25-34	32	8.3	8.3	16.7
	35-44	224	58.3	58.3	75.0
	45-54	96	25.0	25.0	100.0
	Total	384	100.0	100.0	
MARITAL STATUS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	96	25.0	25.0	25.0
	Married	288	75.0	75.0	100.0
	Total	384	100.0	100.0	
EDUCATIONAL QUALIFICATION		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School Certificate	32	8.3	8.3	8.3
	HND (Higher National Diploma)	64	16.7	16.7	25.0
	LLB/BSC/BENG/BED (Bachelor's degree)	32	8.3	8.3	33.3
	LLM/MSC/MBA/MA/MPHIL (Master's degree)	256	66.7	66.7	100.0
	Total	384	100.0	100.0	

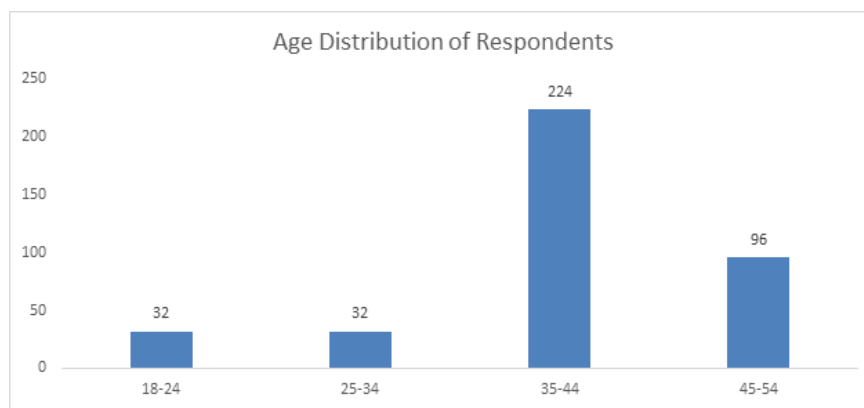
Figure 4: Gender Distribution of Respondents



Source: Research Data 2023

The data presented in the figure above provides a comprehensive analysis of the gender distribution among the 384 respondents in terms of frequency, percentage, valid percentage, and cumulative percentage. It offers a detailed breakdown of the proportions of males and females within the sample. A noteworthy observation derived from the analysis is that 75% (288) of the respondents are identified as males. This indicates a substantial male representation within the surveyed population. On the other hand, it is worth mentioning that 25% (96) of the respondents are classified as females. This finding highlights the existence of a relatively smaller yet significant female presence within the surveyed cohort.

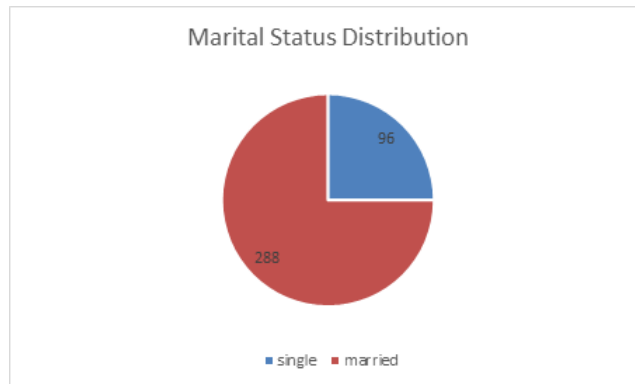
Figure 5: Age Distribution of Respondents



Source: Research Data 2023

The above figure provides an overview of the age distribution observed among the 384 respondents. The largest segment, consisting of 58.3% or 224 participants, falls within the age range of 35-44. This finding suggests that the questionnaire attracted a significant number of individuals from this particular demographic. The youngest age group, 18-24, and the oldest age group, 45-54, each contribute to roughly equal proportions of the overall sample (8.3% and 25.0% respectively). This signifies the presence of some representation across the younger and older age brackets; however, it is not as substantial as the middle-aged group. Furthermore, the 25-34 age group constitutes a smaller subset, accounting for 8.3% or 32 respondents.

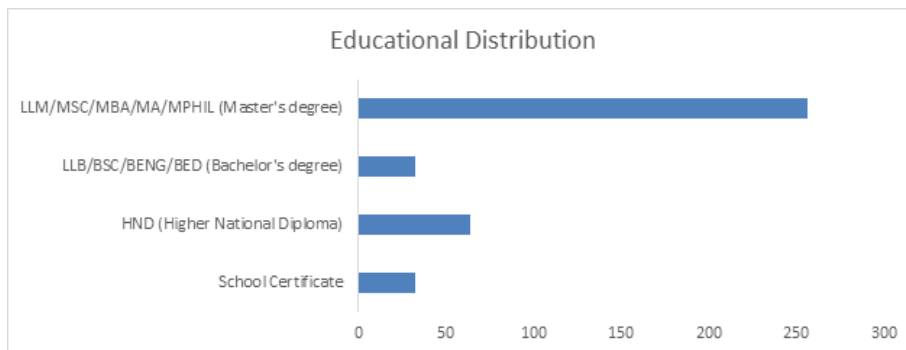
Figure 6: Marital Status Distribution of Respondents



Source: Research Data 2023

According to the figures, a sizable percentage of the participants – 75% – are married. In contrast, 25% of respondents are not married.

Figure 7: Educational Qualification Distribution of Respondents



Source: Research Data 2023

According to the data provided in the aforementioned figure, the majority of the respondents (66.7%) possess a Master's degree (LLM/MSC/MBA/MA/MPhil). 16.7% of the respondents hold a Higher National Diploma (HND). 8.3% of the respondents possess a Bachelor's degree (LLB/BSC/BENG/BED). The remaining 8.3% of the respondents have completed their School Certificate.

**Table 4: Inferential Statistics
Univariate Analysis
Service Quality Delivery**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I am strongly satisfied with the speed of service	384	2	4	3.25	.596
I am strongly satisfied with the accuracy of my order	384	3	5	3.67	.746
I am strongly satisfied with the friendliness of the staff	384	2	5	3.75	1.012
I am strongly satisfied with the cleanliness of the restaurant	384	3	5	3.92	.863
I am strongly satisfied with the food quality	384	2	5	3.00	.818
Valid N (listwise)	384				

Source: Author's Field Survey (2023) – SPSS version 27.0 output extracts

This table presents the comprehensive statistical data for a set of five service quality aspects in your customer satisfaction survey. Here is an analysis of the information above:

The total number of respondents who answered all items is 384. The minimum achievable score on the scale is 2 for all items. The maximum achievable score on the scale is 5 for all items. The average score for each item ranges from 3.00 for food quality to 3.92 for restaurant cleanliness. The Standard Deviation which measures the extent of dispersion of the scores around the mean ranges from 0.596 for speed of service to 1.012 for friendliness of staff.

Overall, customers appear to be content with the provided service. The mean scores for all items surpass the midpoint of the scale (3). Restaurant cleanliness receives the highest rating among the service quality aspects, with a mean score of 3.92. On the other hand, the quality of the food is the lowest-rated aspect, with a mean score of 3.00. This suggests that customers may have some reservations about the food. The standard deviations indicate some variability in the responses. This implies that certain customers expressed higher satisfaction levels compared to others for each aspect.

Bivariate Analysis

Table 5: The Relationship between Service Quality Delivery and Recommendations
Correlations

			Serv.Qual	Rec
Spearman's rho	Serv.Qual	Correlation Coefficient	1.000	-.262**
		Sig. (2-tailed)	.	.000
		N	384	384
	Rec	Correlation Coefficient	-.262**	1.000
		Sig. (2-tailed)	.000	.
		N	384	384

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author's Field Survey (2023) – SPSS version 27.0 output extracts

This table shows the correlation between service quality and recommendations for your QSR. Correlation coefficient: -0.262 (negative value indicates an inverse relationship) Significance level: $p < 0.01$ (statistically significant, meaning the observed correlation is unlikely due to chance). There is a statistically significant negative correlation between service quality and recommendations. This means that as the perceived quality of service decreases, customers are less likely to recommend the QSR to others. Conversely, higher service quality is associated with increased likelihood of recommendations. The correlation coefficient, -0.262, is considered a weak to moderate negative correlation. This suggests that while there is a relationship between service quality and recommendations, it's not incredibly strong. Other factors besides service quality may also influence customers' decisions to recommend the QSR.

Multivariate Analysis

Table 6: The Moderating role of customer satisfaction between brand reputation and post-purchase behaviour

Correlations

		BRAND REPUTATION		POST PURCHASE BEHAVIOUR
Control Variables				
CUSTOMER_SATISFACT ACTION	BRAND_REPUTATION	Correlation	1.000	.505
		Significance (2-tailed)	.	.000
		df	0	381
	POST_PURCHASE_BEHAVI VIOUR	Correlation	.505	1.000
		Significance (2-tailed)	.000	.
		df	381	0
BRAND_REPUTATION	Pearson Correlation	1	.494**	
	Sig. (2-tailed)		.000	
	N	384	384	
POST_PURCHASE_BEHAVI OUR	Pearson Correlation	.494**	1	
	Sig. (2-tailed)	.000		
	N	384	384	

Source: Author's Field Survey (2023) – SPSS version 27.0 output extracts

This table presents preliminary information about a possible moderating effect of customer satisfaction on the relationship between brand reputation and post-purchase behaviour indicating strong positive correlations: Both brand reputation and customer satisfaction show strong positive correlations (around 0.5) with post-purchase behaviour. This means that customers with higher perceptions of brand reputation and customer satisfaction are more likely to engage in positive post-purchase behaviours (e.g., repeat purchases, recommendations).

It also indicates a potential moderating role of customer satisfaction: The correlations between brand reputation and post-purchase behaviour with and without customer satisfaction included as a control variable are slightly different (0.505 vs. 0.494). This suggests that customer satisfaction might be moderating the relationship between brand reputation and post-purchase behaviour.

Discussion of Findings

The results of this study provide valuable insights into the relationships between key elements of brand reputation and post-purchase behaviour in quick service restaurants (QSRs) on Bonny Island. Each hypothesis was tested to ascertain the significance of the relationships, yielding compelling findings that contribute to both academic understanding and practical implications for QSR operators.

Strategic Communication and Customer Recommendation

The moderate positive correlation (0.580) between strategic communication and customer recommendation further emphasizes the importance of strategic communication in driving positive post-purchase behaviours. QSRs should leverage diverse communication channels and messaging techniques to amplify their brand messages and encourage customer advocacy.

Influence of Customer Satisfaction on the Relationship between Brand Reputation and Post-Purchase Behaviour

The moderate positive correlation (0.505) between customer satisfaction and the relationship between brand reputation and post-purchase behaviour suggests that customer satisfaction plays a moderating role in shaping the effects of brand reputation on post-purchase behaviours. This underscores the importance of prioritizing customer satisfaction initiatives alongside brand reputation management efforts to maximize positive outcomes.

Conclusion

Upon analysing the potential moderating effect of customer satisfaction on the relationship between brand reputation and post-purchase behaviour. Strong positive correlations are observed, with both brand reputation and customer satisfaction exhibiting correlations around 0.5 with post-purchase behaviour. This implies that customers perceiving higher levels of brand reputation and satisfaction are more prone to engaging in positive post-purchase behaviour, such as repeat purchases and recommendations. Notably, the investigation introduces a nuanced perspective by considering the moderating role of customer satisfaction. The correlations between brand reputation and post-purchase behaviour, with and without customer satisfaction as a control variable, show slight differences (0.505 vs. 0.494). This subtle variation suggests that customer satisfaction might indeed play a moderating role in shaping the relationship between brand reputation and post-purchase behaviour.

Recommendations

1. **Building and Communicating Brand Credibility:** The strong positive correlation between brand credibility and customer recommendations highlights the importance of establishing a credible and trustworthy brand image. The QSR should invest in transparent and ethical business practices, emphasize employee competence, and showcase reliability, innovation, and social responsibility. Moreover, strategic communication campaigns should effectively convey these aspects to customers, reinforcing the QSR's commitment to credibility. Utilizing testimonials, and certifications, and highlighting community engagement initiatives can contribute to building and communicating brand credibility.
2. **Continuous Monitoring and Adaptation:** Consumer preferences and market dynamics evolve over time. Therefore, the QSR should establish mechanisms for continuous monitoring of customer feedback, market trends, and competitor

activities. Regularly assessing the effectiveness of implemented strategies and being agile in adapting to changing circumstances will enable the QSR to stay responsive to customer needs and maintain a competitive edge in the dynamic QSR landscape.

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