Effect of Food Festival Events in UK on Brand Image, Awareness and Loyalty

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Abstract

Aim: This research study aims to identify the effect of food festivals events in UK on brand image, awareness and loyalty.

Method: The research study is done by conducting the surveys with the help of the questionnaire. The context area was UK for this research study and with the help of online survey the data was collected from the region of UK.

Discussion: The results of the proposed stated the involvement of the customer towards the brand while making the buying decision deals with the loyalty of the customer

towards the brand. In addition, the events and festivals of food are now subject to the overall attachment and the loyalty of the customer.

Conclusion: By concluding this research study, it has also been stated that the loyalty towards brands to a food festival is more likely to provide help in the determination of festival perceived quality, brand awareness and also the brand image of festivals. While the brand image was also found as the strongly and positively related the loyalty towards the brand and the attachment to the destination of the festival, moreover, customer satisfaction will strongly increase with brand awareness, because awareness is referred to as the capacity of a possible buyer to recall or recognise that a brand belongs to a certain category of the product range.

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Chapter One: Introduction

1.1 Introduction

This chapter is the first chapter of this research study, and it provides a brief overview related to the main topic of this research study. Along with this, this chapter briefly defines the main background of this research study and provide information related to food festivals and how the different events of food festivals in UK are organised and arranged by event organisers. Along with this, in background researcher also elaborated how these food festivals create their strong effect on awareness, loyalty and brand images of UK. Moreover, this chapter of the research study also covers the aim and different objectives of the research study and also highlight all the research questions related to a topic that strongly help the researcher in further chapters. Furthermore, the rationale and significances of the study are also identified by the researcher in this chapter, along with the problem statement (Baan et al., 2017).

1.2 Background of the Study

The main background of this research study is related to events of food festival that are arranged in UK and affect the brand image, brand loyalty and brand awareness of different brands. In American society, impact and effects of food festivals have been considering as the main focus of American people. Food festival events are considered as the events, which involve many different food brands of UK and sometimes international brands too. UK is a place where people love to eat, and food business is one of the most common and leading business in UK that helps people in generating a great amount of revenue in less time. Moreover, sometimes some people wanted to start their new food business, so in the start, food festival events are considered as the great source of brand promotion in between people. This research study highlights the effects of food festival events in UK. Along with this, it

has been observed that different areas of festivals are considered as the agents for changing the behaviour of different brands and people of UK (Zarei and Mahmoodi Pachal, 2019).

Moreover, according to the research study of Naqvi et al., (2018), it has been observed that food festival events also generate the customer and brand engagement on the bases of brand loyalty and awareness and it also increase the brand image in front of the visitors. Furthermore, according to the research study of Arshad et al., (2018), it has been analysed that food festivals provide the enjoyment platform to their visitors. Food festivals give a chance to their visitors for exploring different taste and quality of different brands. Food festivals provide a chance to its visitors for making the celebration with different people, but from apart from this food, festival events increase the customer and brand engagement by providing satisfaction to the customer. These events of food festivals also increase the tourism rate in the country because every people want to explore the new taste of food-related to a different culture. Moreover, these events strongly boost the economy of UK as many people ready to spend their money on food but only want the food with better taste and quality. So, in this case, people spend their lot of money on food festivals on a different brand, and this thing boosts the economy of UK (Ahmad et al., 2016).

1.3 Aim of the Study

This research study aims to identify the effect of food festivals events in UK on brand image, awareness and loyalty.

1.4 Objectives of the Study

1. This research study identifies the strong effect of food festival events in UK.

2. This research study identifies the different areas of festivals that are considered as an agent for changing the behaviour of different brands and people of UK.

3. This research study identifies the effect on brand awareness, image and loyalty.

4. This research study identifies the level of engagement with the strong image of a brand.

5. This research study identifies the increase in brand awareness and loyalty with the help of food festivals events.

6. This research study also identifies the level of customer satisfaction that leads towards the brand image, awareness and loyalty.

1.5 Research Questions

1. How different events of food festivals create their effect on brand, image, loyalty and awareness in UK?

2. How different festival agents provide their involvement in changing the behaviour of different brands of UK?

3. How food festivals create a significant effect on brand awareness, image and loyalty?

4. How great level of food festival events builds its engagement with a brand image.

5. How food festival events increase brand awareness and loyalty?

6. How food festival events identifies the level of customer satisfaction that leads towards the brand image, awareness and loyalty?

1.6 The rationale of the study

The rationale of this study is linked with the identification of strong effects of food festivals in UK on brand image, awareness and loyalty. In American society, impact and effects of food festivals have been considering as the main focus of American people. Food festival events are considered as the events, which involve many different food brands of UK and sometimes international brands too. The rationale of this study is that these food festivals, which are linked with the different national and international brand, provide a strong and positive impact on the economy of UK. UK is a place where people love to eat, and food business is one of the most common and leading business in UK that helps people in

generating a great amount of revenue in less time. Moreover, sometimes some people wanted to start their new food business, so in the start, food festival events are considered as the great source of brand promotion in between people (Naqvi et al., 2018).

Along with this, many people in UK prefer to visit food festivals as they find these events as their source of enjoyment. Food festival events create a brand image in mind and the eye of visitors. If the food business is new, then it will help the business owner in maintaining their brand image in the mind of people, and if the food business is old and holds the great history, then it clears the image of the brand in the mind of the visitors (Wong, 2018).

1.7 Significances of the Study

There are multiple significances of this research study as food festivals provide the enjoyment platform to their visitors. Food festivals give a chance to its visitors for exploring different taste and quality of different brands. Food festivals provide a chance to its visitors for making the celebration with different people, but from apart from this significance, there are two main significances of this study that highlight the effect of food festival events. The first one is the food festivals increase the rate of tourism visitors if international brands also become the part of the food festival events and the second one is that food festival events boost up the economy of UK as well. First significance is related to the increase of tourism, and this affects the brand image, brand awareness and brand loyalty of different brands. It has been observed from the research study of Zhang et al., (2019), that different food brands are the main reason for food festival events (Stalmirska et al., 2019).

Moreover, food festival events promote in UK on the basis of different food brands and at this point, loyalty, awareness and image of a brand play their vital role. Let's suppose if no brand does not want to make their contribution in food festival events then how it would be possible for event organisers of food festivals to arrange and organise their events as no brand

is ready to make its contribution. Food festivals events and food brands have hold vice versa effects on each other. Like food brands make their involvement in food festivals events for promoting their self and their brand, food brands make their involvement in food festivals for making their brand popular in between people in order to generate more revenue. Moreover, food brands make their involvement in food festivals for identifying the tendency of consumers who buy their product. Moreover, food festivals are conducted in UK just because of the involvement of different food brands (Zhang et al., 2019).

Furthermore, another significance of this research study is that food festival events strongly boost the economy of UK as many people ready to spend their money on food but only want the food with better taste and quality. So, in this case, people spend their lot of money on food festivals on a different brand, and this thing boosts the economy of UK (Arshad et al., 2018).

1.8 Problem Statement

It has been observed by the researcher that there are so many local brands in UK that are running by their owners from years, but still, these brands are not popular in between American people, in the cases of these restaurants food festival events provide a platform to these restaurants where they can make their engagement with customers. Moreover, through this platform, it will be easy for local brands to clear their image in the eye and mind of customers by clearing their brand image and increase the awareness of their brand in front of visitors (Saleem et al., 2015).

Chapter Two: Literature Review

2.1 Introduction

The following chapter of the proposed study will be discussing and reviewing the literature from the past studies that taken from the secondary sources such as research journals, articles, books and research reports that have academic relevance and related to the study topic, aims and objectives. The literature will be focus on to explain the contribution of past studies regarding the impact of food festivals in the effect on brand awareness, image and loyalty and also identifies the different areas of festivals that are consider as an agent for changing the behavior of different brands and people of UK (Boesen, Sundbo and Sundbo, 2017). It has been observed that food festival events also generate the customer and brand engagement on the bases of brand loyalty and awareness and it also increase the brand image in front of the visitors. Furthermore, according to the research study of Arshad et al., (2018), it has been analysed that food festivals provide the enjoyment platform to their visitors. Food festivals give a chance to their visitors for exploring different taste and quality of different brands. Moreover, it has also been analysed by the research study of Kim et al., (2018), that this brand and customer engagement on the platform of food festival events increase the brand awareness as well and people got an extent on, which they remember, recognise and recall the brand. Moreover, brand awareness and brand image also linked with the behaviours of different customers, and on this basis, consumers or visitors become able to give reviews related to the local brand (Timothy, and Pena, 2015). These reviews may be positive or negative because this thing totally depends on the customer. Sometimes the food is good, but the

customer does not like it, and sometimes the food holds such a bad taste and quality but customer like it so this thing totally depend on the behaviour of the customer (Organ et al., 2015).

In addition, Food festivals provide various opportunities for consumers that creates awareness among the visitors regarding cleanliness and effects of health. These events result in awareness opportunity for the ecological as well as economic environment. Engagement and attendance at food festivals involve experiences and activities that exceed the situations encountered normally. Food festivals result in awareness of consumers in terms of cost, purchasing awareness, convenience and availability. Interest and involvement with local food cannot change the consumption behaviours of food. Extra measures and pieces of evidence need to be presented to the customers to change the perspectives that might take them to the verge of losing something they value such as health or currency etc. (Arshad, Iqbal and Shahbaz, 2018). It is also observed that at food festivals, the cost of locally produced foods is kept very high, wanting the consumers to argue about the prices. This is regarded as a method to increase preference and awareness of people regarding the food products. Moreover, after analysing the brand awareness and customer satisfaction in UK from the multiple informative sources it has been analysed that H5 and H5 is strongly followed and fulfilled over here and both of these hypothesis highlight the "Impact of food festival on the economy of the UK" and "negative and positive impact om the brand image".

Based in the above discussion the following hypothesis has been proposed;

H1: A greater level of engagement will lead to strong brand image

Brand image is the perception of the brand, which reflects the association of consumer in the mind of consumers. While the brand image has also been suggested as the cultural and organisational activity, which sets apart the brand from others. In addition, many of the local festivals of brand particular attempt to develop the distinguished and unique image of the brand which will encourage the visitors of the festival to visits events and festival with the intention to try new taste and flavours of new local food producers (Lai, Khoo-Lattimore and

Wang, 2018).

The study of Choe and Kim, (2018), also observed the experimental values of the festivals of food and suggested that the different local food has the ability for providing the relevant experience by the association places and foods. Furthermore, the study of Lee et al. (2017), also stated that with the increasing trend of food festival in UK visitors are now being able to taste and try the flavours of local food which promote the local food industry. Moreover, the study also stated the festivals of the food is one of the effective opportunity for the local brands for being recognised in the people by providing their best services to the visitors. In addition, the study of Jung et al. (2015), also stated the food festivals are the platform where many of the food brands are united together to share their experiences and gain knowledge how other food brands provide their services and information regarding how they can improve their facilities by adapting effective services of another brand thus, this will also lead in the development of brand image among consumers and visitors. Furthermore, the study of Turenko and Russell, (2019), investigate the how the satisfaction and engagement of customer can be an increase within the festivals of food which lead to

the change in longer tern in the buying behaviour of food of visitors. In addition, The study by Lai, KhooLattimore and Wang, (2018), shows that the branding of food has now increasingly being recognised due to the increasing trend of festivals as this is the essential part of the market and specifically the important region of the rural regions. The overall number of festivals of food has now emerged around the whole world with the increasing growth of interest, engagement and brand. Base on the discussion of above hypothesis following it was hypothesize that;

H2: A greater level of engagement will increase Brand Awareness

The food festivals generally carry together the producers, brands and consumers in the environment which is multi stimulus with the help of provided samples while, two different methods of reassurance and production of the authenticity among the overall atmosphere of exploration, curiosity and also entertainment (Boesen, Sundbo and Sundbo, 2017). Moreover, the study of Boesen, Sundbo and Sundbo, (2017), stated the food festivals permit the visitors in engaging the with the local producers of food and effectively learn related to the food industry they also offer with the help of providing the opportunity in engaging in hedonistic and holistic experience with the food through affective, sensory, cognitive, social and behavioural stimuli and permit the attendees for the experiments with different tastes and flavours in the pleasing environment (Vajirakachorn and Chongwatpol, 2017).

The study of Tsai, (2016), also stated that the with the help stimulate the visitors for trying new tastes and foods while the food festival will also evoke the emotions that are remembered while making the decision related to food in future, therefore, breaking of the routine and habitual behaviour in the consumption of food choices. Furthermore, the study

of Vajirakachorn and Chongwatpol, (2017), also stated the hedonic values of the conventional food retailing, comparatively lower has been reported by the experiential buying aspects from the festivals of food, whose overall role might not only for making the food availability effectively and efficiently but also for providing the hedonistic experience.

In recent year UK has experienced and witnessed the increasing number of the festivals of food that vary in the form of food from the local collection of food which supplier which serve the pure local group of food to customers, while to the major events that are conducted on annually that attract the national and regional audiences (Vajirakachorn and Chongwatpol, 2017). The festivals of foods in UK has now run throughout the year with most of the events took place between the falls season such as from October till the March and also in the leading weeks till the traditional festivals (Vajirakachorn and Chongwatpol, 2017).

According to Organ et al. (2015), food festivals generally provide higher-level engagement and interaction between producers and customers. At the different stalls, food producers provide the visitors with an opportunity to the taste the sample which they have produced and also allow them for experiencing the flavours and taste of food. In addition, at the same time, they will be able to discuss the food origin and processes of production, food purchasing, sample. The study of Akhoondnejad, (2016), stated that purchasing of food and sampling are the primary aspect of the majority of the festivals of food thus, supplemented with the demonstration of cookery and various workshops. This also allows the visitors in observing the celebrity chefs demonstrate will inspire them with different and innovative ideas of a recipe and inform the visitors related to the issues of foo such

local sourcing, seasonality and the traceability. The study of Lee et al. (2017), stated the workshops of food offer the cookery hands-on and the experiences of food for the visitors. Furthermore, being family festivals and events, many of the festivals of food also provide the sources of entertainment, particularly for children and teenagers (Lai, Khoo-Lattimore and Wang, 2018). In addition, these festivals encourage engagement of children by permitting them to take part in the preparation of food and dishes and also in the decoration of their own apron of cooking and utensils (Lai, Khoo-Lattimore and Wang, 2018). The festivals of foods are more likely to provide the living environment with the dance and music that are being famous addition to the complemented the available activities that are related to food (Lai, Khoo-Lattimore and Wang, 2018).

Moreover, after analysing the food festival from UK from the multiple informative sources it has been analysed that H1 and H2 is strongly followed and fulfilled over here and both of these hypothesis highlight the "Impact of food festival on the economy of the UK" and "negative and positive impact om the brand image". In response to the Hypothesis 2, further H3 was hypothesized;

H3: A greater level of engagement will increase Brand Loyalty

According to the research study of Younas, (2017), it has been analysed that brand and customer engagement is a very important part in promoting brands because if the brand is running by the owners and still after applying so many tricks of marketing if no one knows about the brand in the market then it would not be possible for the brand to make the success. For this reason, brand and customer engagement are considered as a very

important part of any business, especially in the food business. According to the research study of Organ et al., (2015), it has been analysed that UK is a country where people love food, and they are ready to spend their lot of money on food, but they only want the best quality with good taste of food. Along with this, so many local brands of food are also running in UK who sell good and tasty food, but still, no one knows them in the market (Kim et al., 2018).

However, in this situation, food festivals events play their vital role by giving a platform to local brands on, which they can market and sell their product by making engagement with a customer. This employee and brand engagement gives the boost to customer satisfaction, and this thing helps the local brands to make their image in the eye and mind of people. In addition to this, it is necessary for the food brands to sell their good and tasty food because this is the only way that they can build their engagement with customers in food festival events. Moreover, brand and customer engagement also boost the economy of UK and also help the food festival event to generate the great review and this generated review will help the government in boosting up the economy pf country (Timothy, and Pena, 2015). Moreover, food festival events also increase brand loyalty among people by generating engagement. Food festival events provide the platform to local and international brands on, which they can sell their product by making their engagement with customers and this engagement help the local brand in analysing the brand loyalty through the tendency of customers who buy the food again and again from the local brands (Timothy, and Pena, 2015). Moreover, customer and brand engagement strongly impacts the atmosphere of food festival events in a positive way because it indirectly provides a way to food festival events in generating their great revenue and profit (Younas, 2017).

Moreover, after analysing the brand and customer engagement from the multiple informative sources it has been analysed that H5 and H6 is strongly followed and fulfilled over here and both of these hypothesis highlight the "greater level of customer satisfaction will increase brand awareness" and "greater level of customer satisfaction will increase brand Loyalty"

Moreover, after analysing the Brand and Customer engagement in UK from the multiple informative sources it has been analysed that H4 and H5 is strongly followed and fulfilled over here and both of these hypothesis highlight the "Impact of food festival on the economy of the UK" and "negative and positive impact om the brand image". In response to the Hypothesis 3, further H4 was hypothesized;

H4: A greater level of customer satisfaction will lead to strong brand image

In addition, the study of Tsai and Wang, (2017), also stated the loyalty towards brands to a food festival is more likely to provide help in the determination of festival perceived quality, brand awareness and also the brand image of festivals. While, the brand image was also found as the strongly and positively related the loyalty towards the brand and the attachment to the destination of the festival (Timothy, and Pena, 2015). The study also suggested that this is essential for the marketers of festivals for promoting the positive image of brands while promoting festivals. The discussion of the study also shows that this is only be done by demonstrating and highlighting the distinctive attributes which lead to the success of festivals. Such as promotion of festivals through websites and this should also portray the positive image of the brand to the visitors which describe the distinctive impression (Timothy, and Pena, 2015).

The study of Folgado-Fernández, Hernández-Mogollón and Duarte, (2017), identifies the impact of festivals of food in a specific destination to the brand image; thus, it is comparatively scarce. The festivals of foods can also be used for the promotion of local food industry while increasing number of the festivals of food that vary in the form of food from the local collection of food which supplier which serve the pure local group of food to customers, while to the major events that are conducted on annually that attract the national and regional audiences.

Moreover, after analysing the food festival and brand image in UK from the multiple informative sources it has been analysed that H2 and H3 is strongly followed and fulfilled over here and both of these hypothesis highlight the "Impact of food festival on the economy of the UK" and "negative and positive impact om the brand image". In response to the

Hypothesis 4, further H5 was hypothesized;

H5: A greater level of customer satisfaction will increase brand awareness

Awareness is referred to as the capacity of a possible buyer to recall or recognise that a brand belongs to a certain category of product range (Saleem, 2017). Brand awareness is considered as an initial step concerned brand to consumer commitment. This commitment is closely linked with the loyalty of a customer towards a brand. Food festivals increase awareness of consumers towards choices of food and are appreciated generally among the public, especially in places where diversity of taste exists. Countries of the subcontinent are rich in spices, and people have different tastes. Therefore, these individuals look for such festivals to increase their awareness regarding choices of food.

UK is also an example of such country where people belonging from diverse backgrounds reside and possess different tastes.

Food festivals provide an opportunity to sample and attend different flavours provides an opportunity for visitors to explore the choices of food prepared locally as well as internationally.

Brand awareness can also be increased through the engagement of consumers and directing their interests towards the event. Measures can be taken to direct the attention of consumers towards the event by engagement activities such as the promotion of the event on platforms that interact with people frequently. The commonly used and most effective platforms include social sites such as Instagram, Facebook, WhatsApp, Snapchat and many others that increase awareness through engagement activities with consumers. Further, blogs and famous profiles can be involved to increase awareness of consumers and catch their attention. Engagement activities that grab the attention of consumers need to be carried out to catch the consumer's attention. The most basic act of engagement is to communicate with interested individuals and to convince them to attend the event with their friends and family. Group engagement fastens the pace of consumer awareness exponentially rather than grabbing individual attention (Naqvi et al., 2018).

Press campaign is also helpful in creating awareness among consumers such as advertising the event. According to Zhang, Chen and Hu (2019), the editorial is authentic and provide the greater reach that attracts selected consumers, including national as well as international brand loyal. P.R. campaigns can be run through radio, televisions, print or local media that creates awareness among the targeted audience. Cooperating with other businesses that are looking for the same opportunity boosts the awareness of event like a

food festival. Joining forces with other businesses will enable partners to progress through

multiple strategies and could target more audience, which will result in increased

awareness among the locals. Sponsor technique can also prove helpful in increasing

engagement with consumers. This can enable event managers to sponsor a product that is

consumed by the target audience. This method of engagement enables event managers to

target appropriate and most relevant audience (Mahmood, 2018). Customer satisfaction

plays a vital role in the event that takes announce schedules yearly (Saleem, Rahman &

Umar, 2015).

Increased customer satisfaction decreases the struggle of event managers or brands

to grab the attention of consumers as these events have already made their mark through

satisfied customers. These satisfied customers are a source of marketing of their event and

promote the event among their contacts. It is important for customer satisfaction to be

employed without the barrier that is the consumer can reach the product whenever they

wish to do so. The distribution of product needs to be uniform so that it could be provided

to the consumer without a struggle. Moreover, accessibility is a parameter that greatly

affects the satisfaction of the customer. Also, awareness is the probability that users

identify the existence, accessibility of a service or product (Çevik, Şimşek and Yılmaz,

2017). The generation of this awareness the key phase to promote their event or product.

Brand awareness includes both brand recall performance and brand recognition. Brand

recognition is regarded as the capability of a customer to identify the brand as one used

previously. Product promotion by means of brand awareness is simplest and where

customers tend to make decisions swiftly regarding attending the event. Base on the

discussion of above hypothesis following it was hypothesize that;

H6: A greater level of customer satisfaction will increase brand Loyalty

Loyalty to a food festival is subject of attachment to food and is also related to destination attachment and brand equity, which is the case when public events take place. Festival brand loyalty faces a positive impact as a result of festival brand awareness. Numerous researches have been conducted that revealed the link between behavioural outcomes and prior involvement of the consumer (Zhang, Chen & Hu, 2019). The study of Mahmood (2018), related to the involvement of consumers while buying food revealed that food is considered as a low involvement product where individuals carry out repetitive patterns of purchases that display decreased levels of interests, ease of switching brand, slight deliberation related to the choice of brand, and insignificant survey information. These studies revealed that consumers of food products have a natural instinct that confines their freedom of choice and restricts them to stay loyal. However recent studies have revealed that due provenance of ingredients and globalised food outlets now food can be regarded as a high involvement product that is driven by essential motivations that increases the chances of brands to create consumer loyalty (Çevik, Şimşek & Yılmaz, 2017).

Higher levels of involvement of food in situations where food is the centre of attention it is observed that consumers incline towards alternatives and try new tastes from their routine choices of shopping food (Aslam, 2018). According to Saleem (2017), involvement plays a role of a mediator between repurchase loyalty and attitude, especially when shopping for seafood. Moreover, the increased involvement of local food increases actual future behaviour and behavioural intention of visitors at a food festival. Increased levels of engagement lead to behavioural intention and customer loyalty that is achieved in

food festivals where individuals are gathered and engaged effectively (Setyowardhani, 2019). The most effective measure of customer engagement is through communication with consumers and involving them through word-of-mouth interactions. Arshad, Iqbal and Shahbaz (2018), found that making the consumers survey local food through engaging activities motivated them to purchase food by showing loyalty towards the event. Therefore loyalty among the consumers can be fostered through engaging activities with consumers.

While analysing customer-based destination brand equity, it is observed that the structure comprising of brand loyalty, brand image, perceived quality and awareness of the brand is most famous. Moreover, brand awareness is considered as an initial phase in order to develop consumer commitment towards a brand and creates a consistency that develops into loyalty with the brand. For international brands at a food festival, it is necessary to observe the customs and traditions related to the locals to understand the products that could be revealed to get the attention of customers. This attention can be converted into brand loyalty through appropriate engagement activities (Naqvi et al., 2018). Loyalty is referred to as a strong commitment from consumers that forces them to purchase the service or product repeatedly until the brand is able to engage customers. For this strong commitment brands undergo intense efforts so that the relationships built between the brand and customer is not compromised and is irrevocable.

The efforts of the brand at a food festival are focussed on maintaining their loyalty with existing customers and also to develop loyalty among new consumers. Brand loyal consumers help them to attract consumers through recommendations of a brand and with an intention to return or revisit the stall. However, loyalty has been regarded as a significant objective, especially with the increased competition in the food market where fresh

graduates of UK are attracted towards this field (Saleem, Rahman & Umar, 2015). The reason for this attraction is mainly low defection rate concerned with profit and high customer retention. For short term events such as food festivals that take place for 3 to 4 days normally measures behavioural intention and loyalty through high acceptance for prices, repurchase intention, recommendation and Optimistic word-of-mouth (Aslam, 2018). Analysing festival loyalty is an important factor in order to make the visitor revisit especially related to food festivals along with special consideration to four parameters including brand loyalty, brand image, perceived quality and awareness of the festival.

Moreover, after analysing the brand and festival loyalty in UK from the multiple informative sources it has been analysed that H5and H6 is strongly followed and fulfilled over here and both of these hypothesis highlight the "Impact of food festival on the economy of the UK" and "negative and positive impact om the brand image".

2.2 Hypothesis

H1: There is a significant level of engagement will lead to strong brand image

H_0: There is an in-significant level of engagement will lead to strong brand image

H2: There is a significant level of engagement will increase Brand Awareness

H_0: There is an in-significant level of engagement will increase Brand Awareness

H3: There is a significant level of engagement will increase Brand Loyalty

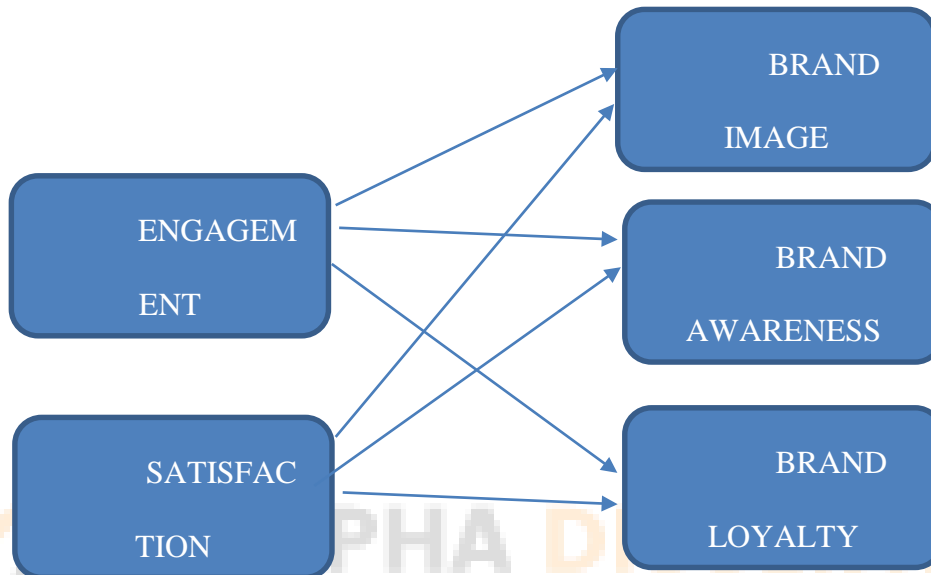H_0: There is an in-significant level of engagement will increase Brand Loyalty

H4: There is a significant level of customer satisfaction will lead to strong brand

H6: There is a significant level of customer satisfaction will increase brand Loyalty

H_0: There is an in-significant level of customer satisfaction will increase brand

Loyalty

2.3 Conceptual Model

Chapter 3: Methodology

3.1 Introduction

This chapter is the common and significant episode of the conducted research because it gives the shape to the whole research study by identifying the different research methods and approaches. Moreover, this section of research study does not only identify the research approaches and methods but also use of the research methods and approaches for carrying out the effective primary study with the help of surveys and questioners. Moreover, this chapter of research study includes many different sections, which are known as research justification, research design, research philosophy, research methods, different methods for collecting the data, data analysis, search strategy, judgement criteria, inclusion and exclusion and criteria, limitations, ethical considerations and summary.

3.2 Research Philosophy

Research philosophy is painstaking as an approach or method that firmly and significantly benefits the investigator in examining the data. Researcher philosophy not only helps the investigator in analysing the data is also helps the researcher in the application of right data according to the situation and according to the right data collection method. Moreover, an efficient approach of research philosophy also helps the researcher in the evaluation of data through the right method and approach that strongly helps the investigator in directing the research study. Researchers commonly use three approaches in conducting a research study, and these approaches are positivism, interpretivism and pragmatism (Kumar, 2019). Positivism is a common approach in research philosophy that is efficiently used by researchers in conducting their research study. Positivism is used by the researcher when the researcher intends to collect the data from the secondary method of data collection that means from newspaper, journals, articles and books (Antwi and Hamza, 2015).

The approach of interpretivism is used by researchers when the researcher intends to wrinkle the data from the means of the data collection of primary method. In the primary technique of data collection, all the data is gathered by conducting interviews and surveys. Therefore, for interpreting the responses for the respondent's researcher used the research philosophy of interpretivism (Antwi and Hamza, 2015). In the last, the third commonly used approach is pragmatism, and this approach is usually used by the researchers when they need to analyse the real-life situation of the people and the societies (Creswell and Poth, 2017). Furthermore, after analysing all three commonly used research approaches of research philosophy, it has been analysed by the researcher that for this research study, the

research philosophy of "*Interpretivism*" is used. The reason for using interpretivism is that the researcher interprets all the data of the respondents that were gathered by conducting surveys

(Creswell and Poth, 2017).

3.3 Research Methods

For conducting the outstanding and extensive research study, the researcher used the three different research methods for their research studies. The first research method is qualitative, the second research method is quantitative, and the third and last research method is mix-method research approach. Above-mentioned were the three different research methods that are effectively used by the researchers in conducting their research studies. Moreover, in a qualitative research method, the investigator amasses the data for the exploration study based on past studies and the basis of the interviews as well. With the combination of both interviews and past studies effectively gives ways to the researcher so they can use the qualitative research design in their research studies. Nevertheless, in quantitative research design, the researcher collects all the data by conducting surveys and based on questionnaires (Creswell and Poth, 2017).

After that in the last research design, which is known as a mix-method approach, all the data is composed by following the approach of both "qualitative and quantitative research design" and gathers all the data from the surveys, interviews and past studies as well.

Moreover, for this research study, all the data is collected by following the "*Quantitative Research Design Approach*" because all the data for this research study is carried out by conducting surveys based on questionnaires (Creswell and Poth, 2017).

3.4 Research Design

Research design strongly helps the investigator in conducting extensive and outstanding research. The researcher must apply the right research design on the research study because the application of research design strongly affects the final result of the investigation study. Moreover, it has also been pragmatic that research design helps the researcher in conducting the right, accurate, validate and authentic research that highlights all the true points of the research study. There are commonly two categories of research designs that are widely and generally used by the researchers in their research study for carrying out outstanding and extensive research. The primary one is the deductive research approach, and the additional one is the inductive research approach, and the researchers use both for conducting researches. However, it has been revealed by many of the researchers that exact and right application of research design strongly helps the research study in moving towards the right point or result (Antwi and Hamza 2015).

Moreover, the primary type of research design is a deductive research approach, and deductive investigation approach develops a hypothesis, which is founded on current literature that was assimilated in the study. After developing the hypothesis, the researcher develops all of their hypothesis by linking it with the past research studies of different researchers and make a personal evaluation based on all the hypothesis and past research studies. Moreover, the deductive research approach is based on deductive reasoning and allows the researcher to grow and test the hypothesis. Nevertheless, another one is the inductive research approach that is strongly based on inductive reasoning. The inductive research approach is applied by the researcher when they collect the data for their research studies on the bases of interviews and surveys. The reason for this is that the data which, is

collected by conducting interviews and surveys are considered as the first-hand data.

Firsthand data always analysed with the help of inductive reasoning because it strongly

helps the researcher in making the interpretations on the responses of different respondents

(Antwi and

Hamza 2015).

Moreover, for this research study, deductive reasoning was used by investigator

because data for the research study is gathered with the help of surveys. Moreover, along

with this, deductive approach is used by the researcher because the questionnaire was

developed on the bases of the hypothesis and deductive approach follow the concept of

hypothesis. So, for this research study, deductive research approach strongly helps the

researcher in interpreting the different responses of the respondents (Antwi and Hamza

2015).

3.5 Data Collection Method

Two methods are widely recycled by the researcher for collecting the data for their

investigation study, the primary one is a "secondary method", and the additional one is the

primary method. In a secondary method gathering data, all the data is composed by the

researcher by exploring the past research studies, which includes, newspapers, books,

journals and articles (Johnston, 2017). Nevertheless, another method of data collection is

the primary method, and the researcher uses this method when they want to carry out the

data with the help of interviews and surveys (Ridder, 2017). Moreover, it has been analysed

that secondary method of data collection is one of the easiest methods of collecting data as

compare to the primary method because the data in a secondary method is gathered from

past research studies. In a secondary method of gathering data, the researcher does not want

to go anywhere they collect all the data by exploring the past studies from different resources (Johnston, 2017).

Moreover, the primary method of gathering data is considered as the first-hand method for collecting data because in this method researcher collects all the data directly from respondents (Ridder, 2017). Whereas, the secondary method of data assortment is considered as the second-hand method of gathering data because all the data is collected from the research study of other researchers (Johnston, 2017). Moreover, for this research study, the researcher collects all the data from the primary method of data collection because researcher used the approach of the survey and collect all the data with the help of questionnaire (Ridder, 2017).

3.6 Search Strategy

The researcher uses the keyword search strategy for conducting the literature section of this research study based on past studies. The keyword, which was used by the researcher is "Food Festivals", "UK", "Food", "Food Festivals in UK", "Food Events", "Brand Imaging", "Effects of Food Festivals". Moreover, the reason for using this keyword search strategy is that this strongly benefits the investigator in collecting the most relevant data according to the topic (Vom Brocke et al., 2015). The researcher only searches the relevant data according to the topic and neglect all the other things, which is not important for the research study. Moreover, the researcher only analyses and consider those people in the surveys that contain any knowledge and experience related to the topic, so it helps the reader in future for staying on the topic and build their interest level as well according to the topic (Bryman, 2016).

3.7 Data Analysis

So, it has been analysed from the above the data is composed by conducting survey forms, so the records for this investigation study is analysed founded on the responses that were carried out by exploring different respondents. Moreover, for analysing the data, the researcher uses SPSS, and the researcher used it because the study includes questionnaire conducted from study respondents. It has been observed that statistical analysis is the most appropriate method for analysing questionnaire, and the most common method is the use of SPSS tool. SPSS allows the researcher to analyse study variables to obtain mean, correlation, mode, variance and standard deviation of the responses obtained from the questionnaire. The SPSS tool was thereby used in the study in order to analyse the study variables as the study gathers information with the help of a questionnaire with a sample size of 50 defendants. In addition to this, the following research study uses regression analysis as it allows the researcher to explore trends in the data obtained from questionnaires. Moreover, regression analysis allows the researcher to analyse the study variables that were based on research objectives. In addition to this, regression analysis was used in the study as it allows the researcher to scatter plots with the help of linear regression as well as it allows the researcher to identify p-value and correlation coefficient. The regression analysis was used in the study because the study gathers data from conducting a questionnaire where 50 respondents were included in the research study.

3.8 Sample Size

The researcher surveys with the help of a questionnaire that was around 5 minutes long and the study included 50 respondents that took part in the research.

3.9 Sampling Procedure

Two types of sampling procedures are frequently recycled by the investigators in conducting the surveys. The primary one is the probability sampling and the succeeding one is the non-probability sampling. In probability sampling researcher conduct the survey on a random basis and in this every person got an equal chance to become the part of the survey. However, in non-probability sampling is recycled by the scholar when the population is not well defined. Moreover, for this research study, researcher used the probability technique of sampling procedure because every person got an equal chance to become the respondent of the conducted survey with the help of questionnaire (Etikan et al., 2016).

3.10 UK as a Context of Study

For conducting this research study survey was conducted by the researcher with the help of questionnaire. Moreover, the conducted survey was taken in between the people who are from UK with the help of online survey. The reason behind selecting the people from UK is that the context area for this research study is UK and this research study is interpreting the people of UK with the help of surveys that how the American food festivals effects the image of the brand along with the awareness and loyalty of the brand.

3.11 Inclusion and Exclusion Criteria

It has been analysed from the initial instructions of this research reading that the complete data is carried out by scholar for this research study by the help of surveys and for conducting the surveys, the researcher used the questionnaires. So, in this scenario, research ensures that the collected data from the different people should be authentic and

true because the information from the end of people strongly affects the final result of the research study. Moreover, the researcher used the interpretivism philosophy, which means that the researcher interprets data of different people in a different manner. So after interpreting the data of different people, the researcher only includes the relevant information in this research study and excludes all the irrelevant information. Furthermore, for conducting the chapter of literature section, the researcher only includes the data, which have been released after the year of 2010 and excludes all the data that have come into consideration before the year of 2011. Moreover, the main reason for analysing only the recent research studies is that the researcher only wants to include the updated and most relevant research studies. After that, researcher only includes the answer of those people in the research study that have been collected only in the English language and excludes all the answers that have been collected in other languages because researcher believes that English is the only language that has been understood by every person in this world (Miracle, 2016).

3.12 Ethical consideration

Complete data for this investigation study is gathered with the help of questionnaires, so it is a strong belief of the researcher that the complete data for this investigation study is authentic and true and does not contain any fake and false assumptions. Moreover, by following the strict route of ethics it has been restricted by the researcher that none of the respondents faces any sort of harassment and miss behave during the survey and if any of the respondents face any sort of wrong actions then the respondent has a complete right to raise the voice against the wrong deed or action. Moreover, by following the strict route of ethical considerations, the researcher also

revealed that respondents have a complete right to leave the survey whenever they want. If the respondent leaves the question/answer session in between no one, have a right to ask any question from the respondent, and no one forces the respondents for the continuation.

Moreover, the researcher also revealed that the information, which has been carried out from the end of the respondents would get complete confidentiality in the future. However, after analysing the strict route of ethical consideration, researcher also revealed that only the authentic and validate responses and information becomes the part of the research study that strongly highlights the relevant point according to the research study because it provides with easiness to the readers and stay them exactly on the topic (Harriss and Atkinson, 2015).

3.13 Summary

So, it has been analysed that the information for this research study is based on Quantitative approach of research because the complete data for this examination study is approved out by conducting the surveys on the basis of questionnaires. So, the data for this research study is carried out on the basis of surveys so, in this thing, this research study follows the research philosophy approach of interpretivism that strongly helps the researcher in the interpretation of different responses of data. Along, with this, this research study uses the approach of deductive reasoning because all the data is gathered by the researcher by conducting surveys and the questionnaire for the survey was totally based on the hypothesis. Moreover, the data for this examination study is collected by conducting the surveys, so this highlights that this research study is considered as primary research study and all the data is collected from the different primary sources like different people of the society. Moreover, this research study follows the strict ethical route and make sure that all

the collected data for this research study should be authentic and real and avoid all the fake and false assumptions

Chapter Four: Data Analysis

4.1 Introduction

In the chapter of data analysis the complete data will be structured in the particular order. Moreover, the data will be examined with the help various test of the statistical SPSS software. In addition, data analysis is the overall process of the data evaluation by using the statistical and analytical tools for discovers useful data and information aid in the decision making of regarding the results of the study.

4.2 Demographics

Table 1: of Demographics (N=195)

Variables	Frequency	Percentile
Gender		
Male	88	45 %
Female	107	55 %
Age		
18-24 years	92	47%

35+ years	**4**	**2%**
Visit to food festivals		
Yes	**130**	**67%**
No	**65**	**33%**
Education		
Junior high school or below	**2**	**1%**
Senior high school	**8**	**4%**
Bachelor's Degree	**114**	**58%**
Master's Degree	**65**	**33%**
Doctorate	**6**	**4%**
25-29 years	**78**	**40%**
30-35 years	**21**	**11%**

The above table represent the demographics of the participants, the section of

variables represent about the components while the section of frequency represent the

overall distribution of the respondents while the percentile represent the results of the

respondents in term of percentage. In the section of gender this is shows that 88 of the

respondents were male which the total of around 45 per cent while the 107 of the

participants were female that makes the total of 55 per cent.

In addition, other section represent the age of the participants which shows the only 92 respondent were age between 18-24 years old that makes the total of 47 per cent. In addition, 78 respondent were age between 25-29 years which makes the total of 40 per cent.

While 21participants were age between 30-35 years this makes the total of 11 per cent. Moreover, 4 respondents were age between 35+ years that makes the total of 2 per cent.

In the next question that were asked to the participants regarding the visit to the food festival, in the results of this shows that out of 195 participants 130 of them responded that they visited food festival this makes the total of 67 per cent. On the other hand, out of 195 respondents 65 of them had not attend food festival ever in their life

In addition, the last section of the demographics represents the education level of the respondents 2 participants were having the education till Junior high school or below this is the total of the 1 per cent. While 8 of the participants were having Senior high school education this makes the total of 4 per cent while 114 of the participants were having degree of bachelors this makes the total of 58 per cent. 65 of the participants responded as degree of master this makes the total of 33 per cent. Lastly, 6 respondents were having the Doctorate level of the education which makes the total of 4 per cent.

4.3 Reliability

The reliability of data is prove by the application of the Statistical test of Reliability. The survey questionnaire that was considered for the survey 33 questions that include both independent and dependent variables. The test of reliability has also applied in the software of SPPS and the in accordance with the parameter, the Cronbach α value should be more

that than value .5 which means 50 per cent .The value of the Cronbach α in accordance

with the study is the around 0.768

4.3.1 Engagement

Table 2.1: Reliability Statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.709	6

Cronbach's A is 0.709. The article is of a higher value of consistency. The article is

considered to be appropriate. While the article is a higher value of consistency. The article

is considered to be appropriate. Moreover, the value of Cronbach's α is greater than .5 and

resulted as the 0.709, and this shows that the articles have comparatively higher

consistency internally. The result, so the table shows that the value of α is considered as

acceptable.

4.3.2 Satisfaction

Reliability Statistics

Cronbach's Alpha	N of Items
.619	6

Cronbach's A is 0.619. The article is of a higher value of consistency. The article is considered to be appropriate. While the article is a higher value of consistency. The article is considered to be appropriate. Moreover, the value of Cronbach's α is greater than .5 and resulted as the 0.619. This shows that the articles have comparatively higher consistency

internally. The result, so the table shows that the value of α is considered as acceptable

4.3.3 Brand awareness

Reliability Statistics

Cronbach's Alpha	N of Items
.864	5

Cronbach's A is 0.864. The article is of a higher value of consistency. The article is

considered to be appropriate. While the article is a higher value of consistency. The article

is considered to be appropriate. Moreover, the value of Cronbach's α is greater than .5 and

resulted as the 0.864., and this shows that the articles have comparatively higher

consistency internally. The result, so the table shows that the value of α is considered as

acceptable.

4.3.4 Brand image

Reliability Statistics

Cronbach's Alpha	N of Items

.845	5

Cronbach's A is 0.845. The article is of a higher value of consistency. The article is considered to be appropriate. While the article is a higher value of consistency. The article is considered to be appropriate. Moreover, the value of Cronbach's α is greater than .5 and resulted as the 0.845, and this shows that the articles have comparatively higher consistency internally. The result, so the table shows that the value of α is considered as acceptable

4.3.5 Brand loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
.445	4

Cronbach's A is 0.445. The article is of a higher value of consistency. The article is considered to be appropriate. While the article is a higher value of consistency. The article is considered to be appropriate. Moreover, the value of Cronbach's α is greater than .5 and resulted as the 0.445, and this shows that the articles have comparatively higher

consistency internally. The result, so the table shows that the value of α is considered as

acceptable

4.4 Regression Analysis

4.4.1 Customer satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.352^a	.124	.115	.84171

a. Predictors: (Constant), AVGCS

b. Dependent Variable: AVGFE

The above table represent the strength of the overall relationship among the model

and the DVs. In addition, the multiple correlation coefficient R value is represented as the

.352 and this shows that percentage of variation in the variable response explain by the IV

line out in the total variation. While, the value of R square is represented as .124 this shows

that by IV is representing the 12 per cent difference among the observed data and fitted values. In addition 12.4 per cent is representing the variation of DV of non-linear model explain. While the value of adjusted R square represent the adjusted R square is the 11.5 per cent of the goodness of fit of the Independent variables.

ANOVAᵃ

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9.916	1	9.916	13.996	.000ᵇ
Residual	70.139	99	.708		
Total	80.054	100			

a. Dependent Variable: AVGFE

b. Predictors: (Constant), AVGCS

The above table represent the analysis output and whether the statistical variation among the variables while the sig value is 0.000 (p= 0.00) which less than 0.05 and thus, there are substantial difference in the meantime length .

This table represent the weight of beta this also shows the relative importance of the IV, and the collinearity statistics. Thus the study has the IV in the analysis of the study the value of beta and sig value (p value) will assist in the predicting the test of hypothesis.

4.4.2 Brand Awareness

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.537[a]	.289	.282	.82888

a. Predictors: (Constant), AVGCS

b. Dependent Variable: AVGBA

The above table represent the strength of the overall relationship among the model

and the DVs. In addition, the multiple correlation coefficient R value is represented as the

.537 and this shows that percentage of variation in the variable response explain by the IV

line out in the total variation. While, the value of R square is represented as .124 this shows

explain. While the value of adjusted R square represent the adjusted R square is the 28.2 per

cent of the goodness of fit of the Independent variables.

ANOVA[a]

that by IV is representing the 28 per cent difference among the observed data and fitted

values. In addition 28.9 per cent is representing the variation of DV of non-linear model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.617	1	27.617	40.196	.000[b]
	Residual	68.018	99	.687		
	Total	95.635	100			

a. Dependent Variable: AVGBA

b. Predictors: (Constant), AVGCS

The above table represent the analysis output and whether the statistical variation among the variables while the sig value is 0.000 (p= 0.00) which less than 0.05 and thus, there are substantial difference in the meantime length .

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.081	.246		16.595	.000
	AVGBA	.279	.049	.495	5.665	.000

a. Dependent Variable: AVGCS

This table represent the weight of beta this also shows the relative importance of the IV, and the collinearity statistics. Thus the study has the IV in the analysis of the study the value of

beta and sig value (p value) will assist in the predicting the test of hypothesis

4.4.3 Brand Image

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.495ᵃ	.245	.237	.54984

a. Predictors: (Constant), AVGB1

b. Dependent Variable: AVGCS

The above table represent the strength of the overall relationship among the model and the DVs. In addition, the multiple correlation coefficient R value is represented as the .495 and this shows that percentage of variation in the variable response explain by the IV line out in the total variation. While, the value of R square is represented as .245 this shows that by IV is representing the 24 per cent difference among the observed data and fitted values. In addition 24.5 per cent is representing the variation of DV of non-linear model explain. While the value of adjusted R square represent the adjusted R square is the 23.7 per cent of the goodness of fit of the Independent variables.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.703	1	9.703	32.094	.000^b
	Residual	29.930	99	.302		
	Total	39.633	100			

a. Dependent Variable: AVGCS

b. Predictors: (Constant), AVGB1

The above table represent the analysis output and whether the statistical variation among the variables while the sig value is 0.000 (p= 0.00) which less than 0.05 and thus, there are substantial difference in the meantime length .

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
	B	Std. Error	Beta	t	Sig.
1 (Constant)	4.081	.246		16.595	.000
AVGB1	.279	.049	.495	5.665	.000

a. Dependent Variable: AVGCS

This table represent the weight of beta this also shows the relative importance of the

IV, and the collinearity statistics. Thus the study has the IV in the analysis of the study the

value of beta and sig value (p value) will assist in the predicting the test of hypothesis.

4.4.4 Engagement

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.352^a	.124	.115	.59224

a. Predictors: (Constant), AVGFE

b. Dependent Variable: AVGCS

The above table represent the strength of the overall relationship among the model

and the DVs. In addition, the multiple correlation coefficient R value is represented as the

.352 and this shows that percentage of variation in the variable response explain by the IV

line out in the total variation. While, the value of R square is represented as .124 this shows

that by IV is representing the 12 per cent difference among the observed data and fitted

values. In addition 12.4 per cent is representing the variation of DV of non-linear model

explain. While the value of adjusted R square represent the adjusted R square is the 11.5

per cent of the goodness of fit of the Independent variables.

there are substantial difference in the meantime length .

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.037	.379		10.637	.000
	AVGFE	.248	.066	.352	3.741	.000

a. Dependent Variable: AVGCS

This table represent the weight of beta this also shows the relative importance of the

IV, and the collinearity statistics. Thus the study has the IV in the analysis of the study the

value of beta and sig value (p value) will assist in the predicting the test of hypothesis.

As the requirements for α values which should be more than the values, 50 so the in the above table of barrlett's and KMO of the DV was around .654which shows the 60 per cent of variable among the variable IVs and DV. In addition, the data reliability has been checked by the cronbach value of α and the outcomes also represent α value for the IV and DV that is higher than .50. While the KMO, the results represent that the values of IV

Table 3: KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.654
Bartlett's Test of Sphericity df Approx. Chi-Square	1052.913
	153
Sig.	.000

KMO is .654 that also show the .654 variance.

	Component			
	1	2	3	4
FE1	.777			
FE 2	.768			
FE 3	.767			
FE 4	.767			
CS1	.729			-.531
CS2	.725			-.512
CS3	.641			
CS4	.607			

Table 4: Component Matrix[a]

CS5	.603		
CS6	.599		
CS7	.519		-.512
BA1		.750	
BA2	.407	.736	
BA3		.712	

BA4				
BA5			.525	
BI1	.434		-.507	
BI2		.405		.429
BI3	.603			
BI4	.599			
BI5	.519		-.512	
BL1		.750		
BL2	.407	.736		
BL3		.712		
BL4		.405		

Satisfaction = CS, Brand Awareness = BA,

Brand Image = BI, Brand Loyalty = BL, Fast

fashion Industry = FFS.

Extraction Method: Principal Component

Analysis.

a. 4 components extracted.

In this table, the results of the factor represent the accuracy of IVs of the data. The

results of the table shows that first factor "Food Engagement" have four items and the

value of α of the items of FE is .91. Moreover, in the second factor of the "Customer

satisfaction" have Seven items and the value of α is 0.82. In the third factor of "Brand

awareness" have five items and the value of α is .67. While, in the fourth factor "brand image" have five items while the value of α is .78. In the fifth factor "Brand loyalty" have four items the value α is .72

	Component			
	1	2	3	4
FE1	.726			
FE 2	.716			
FE 3	.706			
FE 4	.623			
CS1	.609			
CS2	.582			
CS3		.758		

| CS4 | .755 |
| CS5 | .669 |

Table 5: Rotated Component Matrix

CS6   **.631**

BA1		**.857**	
BA2		**.838**	
BA3			**.799**
BA4			**.771**
BA5			**.765**
BI1			**.484**
BI2	**.413**		**.476**
BI3	**.726**		
BI4	**.716**		
BI5	**.706**		
BL1	**.623**		
BL2	**.609**		
BL3	**.582**		
BL4		**.758**	
FE1		**.755**	

| FE 2 | .669 | | CS7 | .555 |

FE 3 .631

CS1		.857
CS2		.838
CS3		.799
CS4		.771
CS5		.765
CS6		.484
CS7	.413	.476
BA1	.726	
BA2	.716	
BA3	.706	
BA4	.623	
BA5	.609	
BI1	.582	
BI2	.758	
BI3	.755	

BI4   .669   **FE 4**   .555

BI5	.631	
BL1	.555	
BL2		.857
BL3		.838
BL4		.799

Note: Food Engagement = FE, Customer Satisfaction = CS, Brand Awareness = BA, Brand Image = BI, Brand Loyalty = BL, Fast fashion Industry = FFS.

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

In the table of Rotated component the results of factor shows the accuracy of IV of the complete data. While, in the above table the rotated component matrix this define that the overall correlation among the DV. The value that has the greater values of the correlation represent the high level of the relationship

4.4 Regression Analysis

Table 6: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.473[a]	.224	.216	.93774

a. Predictors: (Constant), AVBA

b. Dependent Variable: AVFFS

The above table of model summary of the variables shows that the value of R as

.473 while the value of R^2 is represented as .224 this shows the 22 per cent of variation of

the DV is explained by the IV in the model of the regression. While, this also represent that

the variables works as intended with the individual explanatory variables with the multiple

regression develop of the many IVs. In addition, the value of R square measures the

goodness of fit for the model of linear regression.

In addition, the values of adjusted R square represented as .216 this means the DV

have 21 per cent of explanatory power in the model of regression. In addition, this also

represent that the model of regression predict the observation gathered from the

participants.

Table 7: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	25.073	1	25.073	28.513	.000^b
Residual	87.056	99	.879		
Total	112.129	100			

a. Dependent Variable: AVFFS

b. Predictors: (Constant), AVBA

The above table of ANOVA represent that the degree of freedom by 1 per cent of the df encompasses the notion which the number of independent variables are free to vary. In addition the value of sig is .000 this represent the fitness of the model of study. Moreover, overall variables of the conceptual model and the selected variables of the variables that are fit as the value of significance values is "Significant". While, the overall value of the degree of freedom which represent the residual also have around fourteen items that means that the variable will have the 28 per cent of impact on the dependent variable on the dependent variables**.**

Table 9: Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	1.202	.677		1.775	.079		
	.638						
AVGLP		.120	.473	5.340	.000	1.000	1.000

a. Dependent Variable: AVFFS

The table shows that all the constructs are meeting the criteria explained above which shows that the constructs are reliable. In addition, Table 9 shows the relationship between independent variables that are Engagement and Satisfaction and moderating variables ESatisfaction and E-trust with dependent variable online shopping. To accept the hypothesis the P-value must be less than 0.05. The above table shows that H3, H4, H5 and H6 hypothesis has a significant impact.

Table 10: Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.2761	5.6692	4.7847	.50073	101
Residual	-2.80245	2.03801	.00000	.93304	101
Std. Predicted Value	-3.013	1.767	.000	1.000	101
Std. Residual	-2.989	2.173	.000	.995	101

a. Dependent Variable: AVFFS

The condition of reliability statistics is that all the construct items values of the associated construct should be greater than 0.5 (Hair Jr, Hult, Ringle & Sarstedt, 2016). Table 10 signifies that all the

indicator items values with their subordinate construct are greater

than 0.5

Table 11: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611[a]	.374	.355	.85075

    a. **Predictors: (Constant), AVFE, AVGCS, AVBA, AVBI, AVBL.**

    b. **Dependent Variable: AVFFS**

The above table 11 represent that to specify the model multiple in the regression single

command this also represent the number of the summary is being represented.

Table 12: Collinearity Diagnostics[a]

    a.   *Dependent Variable: AVFFS*

The results from the table 12 of "collinearity diagnostic" confirms that there is no

significant issues with the multicollinearity. All of the values are resulted as close to "0"

which indicates that the predicators are greatly correlated and which smaller changes in the values of data might lead to the significant changes in the coefficient estimates.

Hypothesis

H1: There is a significant level of engagement will lead to strong brand image

The first hypothesis shows that "*brand image*" has significant impact on "Strong brand image". While, the values of the hypothesis one shows that value of β has .746 and the value of P is .656. Thus, the overall values of the hypothesis are higher than the values of

0.05 which represent the insignificant impact on the "Strong brand image". The results of the proposed hypothesis supported by the study of Hemsley-Brown et al. (2016), Image of brand is the overall perception of the brand that represent the loyalty and association of the customer towards the brand and the image that has been made in the mind of the customer. In addition, the results of the study has also been show that the image of brand an develop in the mind of the customer with the help of the engagement with the different marketing and other tactics to effective build the positive image of brand in the mind of the customers. In addition, the study by Lahap et al. (2016), has also represent that the overall engagement of the customer in the food festivals and different events of food has the overall capability to effectively build the image of brand in the mind of customers. Furthermore, the study by Lahap et al. (2016), stated that events and festivals of food have the greater impact and these are also the platform which can help the organisation to effectively build the image of Brand on the mind of the customer with the help of by working with the other brand in the events to share the overall information and knowledge

and the gain information how the the brands of food can provide the effective services to the customer thus, in results of all of these activities help the organisation to build the image of brand.

H2: There is a significant level of engagement will increase "Brand Awareness"

The first hypothesis shows that "engagement" has significant impact on "Brand Awareness". While, the values of the hypothesis one shows that value of β has .765 and the value of P is .235. Thus, the overall values of the hypothesis is higher than the values of 0.05 which represent the insignificant impact on the security and secure coding. The resultsof the proposed hypothesis supported by the study of Vomberg, Homburg and Bornemann, (2015), the engagement of the customer with the brand with the help of the different activities and events such as luxury events, food events, and the festivals. In addition the discussion of the study also indicates that food festivals help the visitors to engage in the local food producers and also they can be able to gain and increase their awareness regarding the brands. The researcher has also stated that events of brand provide opportunity to the customers to engage in the holistic and hedonistic experiences.

H3: There is a significant level of engagement will increase "Brand Loyalty"

The first hypothesis shows that "engagement" has significant impact on the "Brand Loyalty". While, the values of the hypothesis one shows that value of β has .867 and the value of P is .346. Thus, the overall values of the hypothesis is higher than the values of 0.05 which represent the insignificant impact on the "Brand Loyalty". The resultsof the proposed hypothesis supported by the study of Organ et al. (2015), different events of brands play the vital role in the building loyal customers to the local brands as with the

help of these events the brands will be able to engage the customer in different activities. In addition, these festivals are the platform for the brands to able to engage the customer and explain the procedures of making of food so that they customers will be able to see the all of the processes by their own thus this will build the loyalty of the customer towards the particular brand. In addition, the study by Itani, Kassar and Loureiro, (2019),also stated that food festivals are the biggest source for the brand to interact directly with the customer and to provide real experiences to the customer to increase the loyalty.

H4: There is a significant level of customer satisfaction will lead to strong "Brand image"

The first hypothesis shows that "customer satisfaction" has significant impact on the Brand image". While, the values of the hypothesis one shows that value of β has .457 and the value of P is .236. Thus, the overall values of the hypothesis is higher than the values of 0.05 which represent the insignificant impact on the "Brand image". The results of the proposed hypothesis supported by the study of Sheikhesmaeili and Hazbavi, (2019), food festival are now being used by the brands and companies to as the effective tools for marketing to effectively build the image of brand and to increase the satisfaction of the customer. In addition, the discussion of the study by Hwang, and Seo, (2016), also stated that except for the food events and festivals, brand will not be able to find the other way to increase the satisfaction of the customer as these events provide the brand to listen to the feedback of the customers and complaints directly. Also, brands can also asked the customer for their suggestions to improve their products and services in future to increase the satisfaction of customer and to effectively build the image of brand.

H5: There is a significant level of customer satisfaction will increase brand awareness

The first hypothesis shows that "Customer satisfaction" has significant impact on the "Brand awareness". While, the values of the hypothesis one shows that value of β has .861 and the value of P is .457. Thus, the overall values of the hypothesis is higher than the values of 0.05 which represent the insignificant impact on the "Brand awareness". The resultsof the proposed hypothesis supported by the study of Laurell and Björner, (2018),stated that awareness of the customer is refer to the overall capacity of the buyer to possibily recall that any brand is related to the particular product category or the range of product. In addition, the awares of brand of customer is also relaed to the commitement of customer to the particular brand. The commitment of the customer is regards of the choice of buying is particularly between the public. In addition, the study by also stated that greater level of customer satisfaction is strongly increased the loyalty of the brand. The involvement of consumers while buying food revealed that food is considered as a low involvement product where individuals carry out repetitive patterns of purchases that display decreased levels of interests, ease of switching brand, slight deliberation related to the choice of brand, and insignificant survey information. Higher levels of involvement of food in situations where food is the centre of attention it is observed that consumers incline towards alternatives and try new tastes from their routine choices of shopping food.

H6: There is a significant level of customer satisfaction will increase brand Loyalty

The first hypothesis shows that "Customer satisfaction" has significant impact on the "brand Loyalty". While, the values of the hypothesis one shows that value of β has .367 and the value of P is .573. Thus, the overall values of the hypothesis is higher than the

values of 0.05 which represent the insignificant impact on the "brand Loyalty". The results

of the

Table 4.7 Path Coefficient

Hypothesis	Regression Path	Sample Mean	P Values	Decision
H1	E -> BI	0.141	0.032	Supported
H2	E -> BA	0.348	0.000	Supported
H3	E -> BL	0.265	0.007	Supported
H4	CS -> BI	0.197	0.023	Supported

Chapter 5: Conclusion and Recommendations

5.1 Conclusion

After conducting the whole research study, in this section researcher concludes the

main concept of this research study. This research study concludes the idea related to the

effect of food festivals events in UK on brand image, brand awareness and brand loyalty.

Moreover, it is understood that for the costumers and buyers image of the brand is always

matter a lot along with the awareness and loyalty of the brand. Same goes for the food

festival events as well; this research study concludes the effects of food festivals events that

are arranged in UK and affect the brand image, brand loyalty and brand awareness of

different brands. In American society, impact and effects of food festivals have been

considering as the main focus of American people. Food festival events are considered as

the events, which involve many different food brands of UK and sometimes international

brands too.

Moreover, the researcher also concludes that food festival events also generate the

customer and brand engagement on the bases of brand loyalty and awareness and it also

increases the brand image in front of the visitors and food festivals provide the enjoyment

platform to their visitors. Food festivals give a chance to their visitors for exploring

different taste and quality of different brands. However, brand and customer engagement

on the platform of food festival events increase brand awareness as well, and people got an

extent on, which they remember, recognise and recall the brand. Moreover, brand

awareness and brand image also linked with the behaviours of different customers, and on

this basis, consumers or visitors become able to give reviews related to the local brand.

These reviews may be positive or negative because this thing depends on the customer.

Sometimes the food is good, but the customer does not like it, and sometimes the food

holds such a bad taste and quality but customer like it so this thing depend on the behaviour

of the customer.

Moreover, this research study also concludes that brand image is the perception of

the brand, which reflects the association of consumer in the mind of consumers. While the

brand image has also been suggested as the cultural and organisational activity, which sets

apart the brand from others. In addition, many of the local festivals of brand particular

attempt to develop the distinguished and unique image of the brand which will encourage

the visitors of the festival to visits events and festival with the intention to try new taste and

flavours of the new local food producer. The branding of food has now increasingly being recognised due to the increasing trend of festivals as this is the essential part of the market and specifically the important region of the rural regions. The overall number of festivals of food has now emerged around the whole world with the increasing growth of interest, engagement and brand.

Furthermore, this research study also concludes that the food festivals generally carry together the producers, brands and consumers in the environment which is multi stimulus with the help of provided samples while, two different methods of reassurance and production of the authenticity among the overall atmosphere of exploration, curiosity and also entertainment. Food festivals generally provide higher-level engagement and interaction between producers and customers. At the different stalls, food producers provide the visitors with an opportunity to the taste the sample which they have produced and also allow them for experiencing the flavours and taste of food. Besides, at the same time, they will be able to discuss the food origin and processes of production, food purchasing, sample. So, these all increase the awareness of the brand in front of people who are conducting the food festivals. In recent year UK has experienced and witnessed the increasing number of the festivals of food that vary in the form of food from the local collection of food which supplier which serve the pure local group of food to customers, while to the major events that are conducted on annually that attract the national and regional audiences.

Moreover, this research study also concludes that, brand and customer engagement is a very important part in promoting brands because if the brand is running by the owners and still after applying so many tricks of marketing if no one knows about the brand in the

market then it would not be possible for the brand to make the success. For this reason, brand and customer engagement are considered as a very important part of any business, especially in the food business. Food festivals events play their vital role by giving a platform to local brands on, which they can market and sell their product by making engagement with a customer. This employee and brand engagement gives the boost to customer satisfaction, and this thing helps the local brands to make their image in the eye and mind of people. Moreover, brand and customer engagement also boost the economy of UK and also help the food festival event to generate the great review and this generated review will help the government in boosting up the economy pf country.

By concluding this research study, it has also been stated that the loyalty towards brands to a food festival is more likely to provide help in the determination of festival perceived quality, brand awareness and also the brand image of festivals. While the brand image was also found as the strongly and positively related the loyalty towards the brand and the attachment to the destination of the festival, moreover, customer satisfaction will strongly increase with brand awareness, because awareness is referred to as the capacity of a possible buyer to recall or recognise that a brand belongs to a certain category of the product range.

Brand awareness is considered as an initial step concerned brand to consumer commitment. This commitment is closely linked with the loyalty of a customer towards a brand. Food festivals increase awareness of consumers towards choices of food and are appreciated generally among the public, especially in places where diversity of taste exists. Countries of the subcontinent are rich in spices, and people have different tastes.

Moreover, it has also concluded from the above-conducted research study that, a greater level of customer satisfaction is strongly increased the loyalty of the brand. The involvement of consumers while buying food revealed that food is considered as a low involvement product where individuals carry out repetitive patterns of purchases that display decreased levels of interests, ease of switching brand, slight deliberation related to the choice of brand, and insignificant survey information. Higher levels of involvement of food in situations where food is the centre of attention it is observed that consumers incline towards alternatives and try new tastes from their routine choices of shopping food. Involvement plays the role of a mediator between repurchase loyalty and attitude, especially when shopping for seafood. While analysing customer-based destination brand equity, it is observed that the structure comprising of brand loyalty, brand image, perceived quality and awareness of the brand is most famous. Moreover, brand awareness is considered as an initial phase in order to develop consumer commitment towards a brand and creates a consistency that develops into loyalty with the brand.

The efforts of the brand at a food festival are focussed on maintaining their loyalty with existing customers and also to develop loyalty among new consumers. Brand loyal consumers help them to attract consumers through recommendations of a brand and with an intention to return or revisit the stall. However, loyalty has been regarded as a significant objective, especially with the increased competition in the food market where fresh graduates of UK are attracted towards this field. Moreover, in the last, it has also been concluded by the researcher that festival loyalty is an important factor in order to make the visitor revisit especially related to food festivals along with special consideration to four

parameters including brand loyalty, brand image, perceived quality and awareness of the festival.

5.2 Recommendations

5.2.1 Managerial Implication

After conducting this research study it has been recommended by the researcher that managers of food festivals need to throw the effective food festivals towards the customers so it will be easy for the brands to make their strong image in front of customers. The reason behind this is that, customers always attract towards the brand after exploring the image of the brand. So, with the help of this research study managers of food festivals got so many effective ways for making the brands popular in between the customers who are attending the food festivals of UK. Moreover, it has also been recommended by the research that with the implication of above-mentioned changes, managers of food festivals become able to make their festivals more common in between people. Along with these implications, managers of food festivals also provide the platform to the brands to make their bonding and understanding with the customers present in food festivals.

5.2.2 Limitations and Further Result

Limitations for this research study is that there are many restaurants and food brands are in UK which are not popular in between people so researcher conduct this research study for exploring these issues, but still this issue is not get resolved because people always explore the restaurants on the bases of their image. So, this thing is considered as the limitation of this study that customers usually wants to explore the old food centres instead of exploring the new one. After conducting the whole research study,

the researcher gives some future recommendations for making this research study more effective and these recommendations for research study includes that if the researcher got some more time, then it could have possible that researcher use the questionnaire for exploring the real-life experience of some more people. If in future if researcher got some more time along with the word count, then it would be possible for the researcher to explore the real-life experience of many more people for making this research study more effective and attractive for its users. Moreover, it has also been recommended by the researcher that food festivals provides the platform to many brands from, which they can easily make their image in the eye and mind of the buyers in food festivals so they need to provide the best and better quality services to their customers and buyers so it will help their customers to make their awareness with the brand along with the loyalty.

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