The role of brand affect and brand trust in the formation of brand loyalty

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ABSTRACT

Existing studies on the factors influencing brand loyalty show that brand trust and brand affect play an essential role in brand loyalty. Some researchers defined the brand loyalty in dynamic aspect. However, few studies have been made on the development process of consumers' brand loyalty with time. To make up this shortfall of present marketing studies, a dynamic study on the equal influence of brand affect and brand trust on the forming process of brand loyalty was carried out in this research. The longitudinal situational simulation experiment conducted in this research revealed a law that, the influences of brand trust on brand loyalty increased with time, while that of brand affect on brand loyalty reduced. In addition, this law was weakened by different consumption experiences. Finally, it was pointed out that the incorporated influences of brand trust and brand affect on brand loyalty were significantly strengthened with the accumulation of consumption experiences.

Key words: brand loyalty; brand trust; brand affect; the consistence of consumers' experience
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INTRODUCTION

It is a view point widely accepted and supported by many researchers in field of consumer-brand relationship: brand loyalty is formed in individual consumer's product consumption or brand selection for pursuing functional benefit, and equally at least or even alternatively, affect satisfaction [1].

However, problems come up with the coexistence of the influences of brand affect and functional benefit on consumers' brand loyalty, *i.e.* how we distinguish the influences of brand affect and functional benefit in the formation of brand loyalty? Since we attach so much importance to the role of brand affect, how much can brand affect influence consumers by replacing functional benefit? These problems have not received enough attention and systematically studied in existing studies.

In information processing theory, functional benefit appears largely as a hypothesis of consumers solving problems objectively and rationally. The effect of functional benefit at this aspect can be reflected by brand trust. In addition, since consumer's brand functional benefit-focus is also a brand trust formed by consumers to reduce brand selection risks [2], brand trust is employed to embody brand functional benefit in the present research. Related researches imply brand trust and brand affect are two totally different variables. Brand trust refers to the honest and kindly trust of consumers to one brand basing on a belief that the brand is capable of performing better, while brand affect is the emotion of an individual (likes and dislikes) to a brand.

Basing on previous practice and theoretical studies, many marketing researchers [3] attempted to explore the effects of brand affect and brand trust on brand loyalty. Unfortunately, their researches, and the researches followed, defined the brand loyalty in static aspect and ignored the temporal changes of consumers' brand loyalty. Therefore, they failed to explore the way of the replacement between functional benefit and affect value in essence.

The complexity and dynamic nature of consumer loyalty have been widely discussed in present marketing studies [4]. These studies suggested that the effects of loyalty's driving factors varied with time and market's mature degree

significantly and consumer's brand loyalty was influenced by consumer-brand relationship. Since the understanding on the dynamic nature of loyalty is of great significance for researchers and enterprise managers, researchers are prone to focus on the influencing factors of loyalty at different stages and in turn help managers to formulate more suitable consumer-orientated marketing plans. These findings further emphasize the importance of studying brand loyalty from a dynamic perspective. However, an important research defect is presented meanwhile: despite the view point that brand loyalty should be studied in dynamic aspect has been greatly acknowledged, the influences of brand trust and brand affect to brand loyalty has not been systematically investigated from this aspect.

To make up this shortfall, a dynamic study on the equal influence of brand affect and brand trust on the forming process of brand loyalty were carried out in this research, based on a proposition that the effects of brand trust and brand affect continuously fluctuate with time and consumer's experience accumulation in the forming process of brand loyalty. Meanwhile, the significance of consumer's consumption estimation in consuming process to the re-consumption decision in future is also researched in a dynamic aspect. In other words, whether or not consumers' evaluation to a brand during consumption is influential to the re-selection judgment on this brand and in turn affects the brand loyalty is determined. Therefore, the phenomenon in the study is provided with consistent consumption experiences (for example, being always positive, being always negative, or being inconsistent at all). Related studies, for instance, the studies concerning working performance, have stated the importance of the consistence of feedback information. Unfortunately, this theory is rarely applied in the research field concerning consumers' behavior so far.

Other social psychology and marketing studies indicated that consumer's judgment and attitude turned out to be more stable with time and experience increased. On the basis of what obtained above, it is believed that consumers will be more firm in re-selecting the same brand with time and experience increased and more loyal to this brand. The incorporated influences of brand trust and brand affect to brand loyalty were enhanced thereby. This study longitudinally discusses the changes of the effect of intermediate variables in the development process of brand loyalty as those used in other researches.

THE DYNAMIC CHARACTERISTICS OF BRAND LOYALTY

Being disparate with the brand loyalty studies from behavioral and attitudinal aspects[5], the present study is initiated from the dynamic nature of brand loyalty to comprehensively investigate the effect variations of brand affect and brand trust using a dynamic theory model of brand loyalty.

The selection of the view point above is attributed to the following reasons: 1. consumer's loyalty is a concept of attitude [6]. Hovland's persuasion model [7] states that, loyalty, being identical with other attitude theories, is provided with dynamic nature. Consumer exhibits different brand loyalty degrees to a commodity or a brand at different consumption stages. Moreover, Elaboration Likelihood Model (ELM) suggests that consumer's attitude alternation (such as loyalty alteration) include two approaches, namely, center route and peripheral route. Central approach emphasizes the effects of the trust developed from the rational recognition of consumers, while peripheral approach expresses an emotional reaction of consumer to the surface clues in the scene. Since consumers are in a large "consumption system" containing numerous products or services to be consumed at different time periods, consumer's assessment is temporary in a particular consumption time point. At such time point, consumer's evaluation on brand trust and brand affect is also temporary. Bolton and James pointed out that the consumer's consumption evaluation at certain time point laid a foundation for the following consumption assessment. As a result, the effects of brand trust and brand affect to brand loyalty differ at different stages of brand loyalty and can be more specifically and comprehensively explored from a perspective of dynamic nature.

In aspect of dynamic nature, brand affect is defined as the formation possibility of consumer's positive emotional reactions as a result of the usage of certain brand. Chaudhuri and Holbrook [8] defined brand affect as "consumer's positive after-use emotional reaction to a brand". Doney and Canon [9] argued that trust was an "estimation accumulation" of the cost and benefit generated in the process of target object (such as brand) constantly fulfilling the responsibility committed and sustaining the relationship.

HYPOTHESES

Dick and Basu [10] expounded that brand loyalty was more intensive under more positive emotions. Accordingly, Chaudhuri and Holbrook hypothesized that brand trust positively affected brand loyalty and verified the hypothesis empirically. In addition, they stated that brand relationship maintenance required additional consideration on the emotional decision factors.

Oliver pointed out that brand loyalty evaluation was a special attitudinal form (psychological commitment) and the ensuing purchase behavior. Thus in this study, attitude and the ensuing purchase behavior are mainly taken into consideration to develop the hypotheses in the forming process of brand loyalty. Related researchers have provided

evidences that newly developed attitude is difficult to be predicted due to the instability and uncertainty. However, consumer's judgment certainty to a product is derived from the product information amount obtained in repeated consumption experiences. The more the information amount is, the higher the judgment is certain. Therefore, consumer's judgment certainty in trust and affect, as an attitudinal attribute, can be significantly enhanced through repeated consumptions (for example, become more intensive and more stable) and used to effectively presume loyalty formation. Based on the above analysis, hypothesis 1 is put forward:

Hypothesis 1: the more the consumption experience, the more significant the incorporated influences of brand trust and brand affect on brand loyalty

As previously mentioned, this study majorly investigated whether or not the influences of brand trust and brand affect to brand loyalty show variations as time and consumption frequency increased, in particular, at the early state of brand loyalty forming process. It is obvious that consumer is incapable of finding available information of a new product or service from the memory whenever (for example, no assessments of trust and affect). Therefore, consumers are willing to rely on their feelings. This is because, consumer's emotion is easily to be excited by a new stimulation, that is to say, people are likely to wake their feeling, perception, and emotion when facing a new stimulus. Being in agreement with this view point, some existing affect-based heuristic studies also reveals why consumers can make an attitudinal judgment based on the nature of affect [11].

Forgas has proposed one correlated Affect Infusion Model(AIM) [12]   and implied that affect are injected into the information processing program by four information processing strategies, namely, direct access, motivational processing, heuristic, and substantive processing. The former two thereof are suitable for the situation with previously established framework or targets and less influenced by affect. Due to the absence of existing framework and goal, the third one regards affect as a kind of information to be handled using smallest effort and any available shortcut. The fourth one is used to process the complex situation calling for great effort, including the selection, study, and interpretation the information of the target, and linking the information with existing knowledge structure. Thus this strategy is highly affected by affect. The higher the uncertain degree, the larger the role played by affect.

Specific to this study, consumers are prone to depend on the affect injected due to deficiency of the information that can be used as the judgment basis in their memory at the initial consumption experience stage. However, with the increase of consumption times, consumers have acquired more information about product and service. Thus before making psychological commitment or purchase decision, previous information is retrieved to assist the judgment. Existing researches have shown that previous attitude judgment exerts influences on the subsequent attitude evaluation [13].The analysis is in agreement with the direction acquisition strategy in AIM model, i.e. in presence of the framework has been established using related information, consumer is inclined to directly use the framework to assist judgment while less relies on affect. Repeated consistent judgment will increase the trust degree.

Additionally, social psychology research has powerfully verified the close correlation of attitude formation with affect using the exposure effect firstly proposed by psychologist Zajonc. Zajonc found that the effect of affect is prior to belief in the forming process of attitude. The gradual establishment of trust relationship allows trust to find the way in the repeated, interactive, and strengthened process. Therefore, time dimension plays a crucial role in the forming process of brand loyalty. Moreover, the effect of trust will be gradually enhanced with the interaction of consumer and brand.

Consequently, it is believed that brand affect shows greater influences to brand loyalty at the initial stage of brand loyalty development. Smith and Bolton also pointed out that affect largely influenced the satisfaction and loyalty of consumer. However, with the increase of transaction times, the interpretation of affect to satisfaction and further to loyalty was weakened. Thus hypothesis 2 is put forward:

Hypothesis 2: with the increase of consumption experience, the influences of brand affect to brand loyalty subsides, while that of brand trust to brand loyalty increases.

Hypothesis 1 is processed based on consistent consumption experiences. To further emphasize the rationality of the theory in this study, Hypothesis 2 is researched under two situations, namely, consistent and inconsistent consumption experiences. Consistent consumption experience refers to the unidirectional experiences of a consumer in each consumption process (e.g. consumer experiences are all positive or all negative). It allows the generation of a more reliable and diagnosis-effective knowledge database in consumer's memory that can be used as the basis of decisions and judgments in similar situation. This theory is supported by a finding in some studies, i.e., attitude certainty increases with the rise of information consistency. Thus it is inferred that consumers tends to take direct acquisition strategy instead of constructive processing in such case.

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Instead, inconsistent consumption experiences produce conflicting information, which are reflected as unreliable and adverse-diagnostic information in consumer's memory. To make decisions and judgment, consumers are obliged to find the decision basis in the processing stage of constructive information. As what discussed above, brand affect tends to play a more significant role in such condition. Hence, compared with those under consistent consumption experience, both of the affect reduction and trust increase degrees subside under inconsistent consumption experiences.

Hypothesis 3: compared with those under inconsistent consumption experiences, the assumptions in H2 (e.g., increase trust effects, and decrease of affect effects) are more significant under consistent consumption experiences.

LONGITUDINAL EXPERIMENT
TEST AND SAMPLE
In reference with the study by Chaudhuri and Holbrook, this test is conducted in a simulated restaurant scene named "Tianhu Restaurant". To achieve the optimum authenticity, scene content employs five deduction clues in marketing field, including overall price, restaurant reputation, staff appearance and manners, restaurant location, and the whole dining environment. The experiences of subjects to the restaurant brand are controlled by changing the 5 deduction clues in the scene.

The samples in the present study are 160 marketing majors from 7 joint-running universities in Wuhan, China. As a huge consumption group of restaurant, students are very familiar with restaurant consumption. Therefore, it is appropriate to choose the students as samples.

TEST DESIGN
The test is designed as follows: subjects are provides with 3 consecutive controlled scene descriptions in a time period separately to test their post-experience brand loyalty and the effects of brand trust and brand affect. Through pretest, an experiment scene concerning restaurant consumption is developed using 2 (good brand performance and bad brand performance) $\times$ 3 (consumption time: 1, 2, 3) factorial design under 4 scenes. Subjects' three experiences are expected to be positive under positive experience scenes and be negative under negative experience scenes. The two kinds of scenes represent consistent consumption experiences, while others all denote inconsistent consumption experiences. In this experiment, the two inconsistent consumer experiences manipulated refers to the every twice consumer experiences are in different directions. Therefore, four kinds of experimental scenes are got, including consumption experience consistency (+ + +or - - -) and consumption experience inconsistency (+ - + or - + -) (as shown in Table 1). The brand performance is a between-subjects variable, while consumption time is an internal-subject variable.

The test was finished in a semester (about four months) along with class schedule. "Tianhu Restaurant" was used as a case in teaching. Meanwhile, the data needed in the test were obtained through the situational simulation tests at the beginning, middle, and end of the semester respectively. To increase the stimulus effect of the scene description in the test, the pictures or clues regarding the success or failure of restaurant service in other cases were displayed to the subjects continuously in normal classes to arouse the memories of subjects and enhance the scene stimulation effect of the contents in this test.

The brand performance is controlled by giving subjects different scenes and enough time to perceive the scene description at their own pace. The scenes, from which we expect to get positive answers, are described as "favorable dining environment, exhilarating staff appearance and behavior, and acceptable overall price". On contrast, the scenes, in which the subjects are expected to have a bad experience, are described as "unfavorable and overcrowded dining environment, non-uniform staff dress, loud service, and very expensive price". At the end of each questionnaire, a question called "are you satisfied with the consumption in the restaurant on the whole?" is designed to measure the feedback information of the consumers and further ensure that the consumers' answers are based on scene content rather than self abilities.

To investigate the dynamic relationships of brand affect and brand trust with brand loyalty in the hypothesis mentioned, the questionnaire prepared for each subject was numbered in the 3 tests. Each subject randomly received a numbered scene description concerning restaurant consumption and was given sufficient time to read the scene description at his own pace. Brand trust and brand affect data of subjects were obtained through the replies of a series of questionnaires.

Brand loyalty was tested after subjects' attentions were transferred from test evaluation by answering some unrelated questions. Positive and negative scenes were continuously provided in three tests concerning high and low brand performances respectively to depict the consistence of consumption experience. In addition, other two scenes were established to represent inconsistent consumption experiences by changing the middle experience in the three tests

to be different with the former and the latter respectively. Furthermore, in the four months, "Tianhu Restaurant" was employed as a teaching case in class to deepen subjects' familiarity to the brand in scenes. In expectation of obtaining objective and fair results, the example is free of any emotional color to ensure that subjects' evaluation are all derived from test scene.

Table 1:The scene in the three tests

Test scene	Test		
	1	2	3
1. Consistent experience	+	+	+
2.Consistent experience	—	—	—
3.Inconsistent experience	—	+	—
4.Inconsistent experience	+	—	+

Note: "+" refers to positive experience, while "—" denotes to negative experience

VARIABLE MEASUREMENT

Brand trust and brand affect are independent variables that should be focused in the present study. Brand affect is defined and measured using the two evaluation scales suggested by Russell [14], namely, consumers are happy or unhappy and their emotions are inspired or stable. That is to say, brand affect is reflected by consumer's emotion (happy or unhappy) in usage and the evaluation to the brand (like or dislike). Therefore, by referring to the studies by Morgan and Hunt et al., the terms in Table 2 are applied to measure brand affect.

Brand trust is measured using four questions concentrating on the reliability and intentionality of trust, which are all also used by multiple researchers in brand trust measurement.

In addition, brand trust and brand affect are also further measured through an open question at the end of the questionnaire, that is, subjects are required to elaborate their post-experience feelings to the scene. The replies obtained are classified into brand affect and brand trust by the standard below: in case of mentioning words regarding affect and emotion, the replies are classified to brand trust; in case of encountering words regarding service content and service quality about the scene, the replies are classified into brand trust. All the classifications are approved by seven judgers, including marketing teachers and PhD candidates. Argued contents are solved by discussion.

Brand loyalty (involving behavior loyalty and attitude loyalty), as a main dependent variable in this study, are measured by three questions that has been used in previous studies[15]. All items are surveyed in terms of 7-level Likert scale: "1" denotes "totally disagreed" or "impossible", while 7 represents "completely agreed" or "entirely possible". Table 2 shows the items used to measure these items and the alpha indexes used to reflect the internal consistency of variable measurement. The alpha indexes all exceed the lower limit generally accepted (0.70). Single factor analysis on each specific item signifies that the measurement results all exceed 0.6 and thus achieves desired convergent validity according to Kerlinger's theory, namely, it is acceptable when convergent validity is above 0.5.

Finally, several variables are collected as possible covariates, including age, gender, restaurant consumption budget, price consciousness, value consciousness, and confidence. However, due to their insignificant fixed effects in the research (age: $p=0.485$; gender: $p= 0.140$; budget restaurants consumption: $p= 0.354$; price consciousness: $p= 0.223$; value consciousness: $p=0.295$; confidence: $p = 0.102$), they are neglected in subsequent studies.

In addition, the convergence validity and discriminatory validity of the scale is also tested using the confirmatory factor analysis method in LOSREL 8.70 software. In the whole model, chi-square=114.20, *RMSEA*=0.086，*CFI*=0.93, *IFI*=0.93, *GFI*=0.87，*AGFI*=0.81, the indexes are all acceptable and excellent. The convergent validity of the measurement on the latent variables are proved by the three aspects below: the standard load coefficient of each observation variable is all above 0.60 on corresponding latent variable; the variables measured all pass t test as judged by the the t value of factor load coefficient in 6.9 to12.32; the measurement is significant on level of $p<0.001$. The discriminatory validity of the measurement on each latent variable is verified by the average variation extractions (*AVE*) of each variable, which exceeds the absolute value of the correlation coefficient of each latent variable and 0.50 by calculation (Table 2, diagonal refers to the square root of *AVE,* under-diagonal is the correlation coefficient of latent variable).

Table 2: Test of discriminatory validity

Variable	1	2	3
Brand loyalty	0.832		
Brand trust	0.530	0.787	
Brand affect	0.500	0.290	0.848

RESULTS

The brand trust, brand affect, and brand loyalty of the subjects experiencing three longitudinal tests are scored in average respectively. The three average scores of brand trust is 0.37, 0.51, 0.59, those of brand affect are 0.56, 0.48, 0.30, and those of brand loyalty are 0.36, 0.42, 0.54 respectively; mean variance analysis on the brand loyalty suggests that the three average values are significantly different ($F=22.19$, $p<0.01$), indicating the difference significance of brand loyalty in the three tests.

H1 assumes that the incorporated influences of brand trust and brand affect to brand loyalty apparently rises as consumption experience increases. Subjects accumulate their consumption experiences and brand loyalty judgments to "Tianhu Restaurant" in the three tests. To test H1, the regression equations of the three tests are established.

$$(1)\ BL = b_0 + b_1 \times BT + b_2 \times BA + r$$

Where, BL, BT, and BA refer to brand loyalty, brand trust, and brand affection respectively; r represents random error. Table 4 lists the estimation results of the three regression models using the maximum likelihood method in the MIXED Model of SPSS software. As shown in Table 3 to 5, brand trust is positively influential to brand loyalty, while brand affect exerts statistical significances to brand loyalty in the three tests. Besides, the substantial increase of R square value from 0.650 in the first test to 0.772 in the third test in regression proves that the incorporated influences of brand trust and brand affect to brand loyalty are enhanced in the tests. The results above provide evidences for H1.

Table3: The regression analysis results of the test 1

Measurement parameter	Test 1		
The maximum likelihood function	970.5		
R^2	0.650		
	Measurement of fixed effects		
Parameter	Estimation value	t	p
b0 Constant	7.219	58.940	0.000
b1 Brand trust	0.693	11.610	0.000
b2 Brand affect	0.364	7.160	0.000

Table 4: The regression analysis results of the test 2

Measurement parameter	Test 2		
The maximum likelihood function	620.8		
R^2	0.703		
	Measurement of fixed effects		
Parameter	Estimation value	t	p
b0 Constant	6.450	58.950	0.000
b1 Brand trust	0.798	13.990	0.000
b2 Brand affect	0.314	6.260	0.000

Table 5:The regression analysis results of the test 3

Measurement parameter		Test 3		
The maximum likelihood function		501.6		
R2		0.772		
		Measurement of fixed effects		
Parameter		Estimation value	t	p
b0	Constant	5.963	61.400	0.000
b1	Brand trust	.860	16.970	0.000
b2	Brand affect	.182	4.440	0.001

Then we investigated the vitiations of the influences of brand trust and brand affect to brand loyalty with the time and consumption times increased. H2a notes that brand affect is less influential to brand loyalty with the accumulation of consumption experiences; H2b elaborates that brand trust is increasingly influential to brand loyalty. To test the hypotheses, the following interactive regression models are established.

(2) $BL_i = b0 + b_1 \times BT_i + b_2 \times BA_i + b_3 \times time_i + b_4 \times BT_i \times time_i + b_5 \times BA_i \times time_i + r_i$

Where, BL_i and BA_i denote the brand loyalty and brand affect at $time_i$ respectively; $time_i$ refers to different tests under different values of t(for instance, $time_1$ represents test 1); r_i represents the random error at $time_i$.

Test on H2 concentrates on the correlation coefficients of two interactive terms (b_4 and b_5). Considering similar vitiations with slope parameter , the coefficients are probed by estimating the changes of slope parameter with the accumulation of consumption experience. The Slope-shift parameter theory by Mittal et al. notes that a significant positive coefficient of interactive terms embodies a higher slope for the consumers owning more restaurant consumption experience. In other words, corresponding variable of the coefficient are more weighted on the consumers bearing more consumption experiences. In this condition, coefficient b_4 is expected to be positive to verify H2. Similarly, the negative coefficient of interactive term implies a lower slope for the consumers with more consumption experiences, and its corresponding coefficient is less weighted on the consumers with more consumption experiences than on those with less ones. In this condition, coefficient b_4 is expected to be negative to verify H2. In case of b_4 and b_5 being zero or insignificant, the importance of variable to consumers retains with the time and consumption times increased. Table 5 shows the estimation results of regression model by the maximum likelihood method in Mixed Model in SPSS13 software.

The result shows that brand loyalty is apparently positively correlated with brand trust (b_1=0.784, $p<0.001$), brand affect (b_2=0.364, $p<0.001$), and consumption experiences (b_4=0.094, $p<0.05$). It suggests that brand trust is increasingly influential to brand loyalty with time and consumption experience accumulated. H2a is thereby verified.

Table 6:The regression analysis results of interactive effect

	The maximum likelihood function		1778.9		
			Measurement of fixed effect		
	Parameter		Estimation value	*t*	*P*
b_0	Constant		7.172	104.300	0.000
b_1	Brand trust		0.784	23.480	0.000
b_2	Brand affect		0.364	9.590	0.000
b3	Time		-0.259	-4.540	0.000
b_4	Brand trust×time		0.094	3.060	0.040
b_5	Brand affect×time		-0.102	-3.430	0.020
			Residual analysis		
Parameter			Estimation value	*Wald Z*	*P*
Residual (The variance of r)			1.730	16.450	0.000

Moreover, brand affect is negatively interacted with consumption experience (b_5=-0.102, p <0.05)), namely, brand affect is decreasingly influential to brand loyalty with time and consumption experiences increased. Therefore, H2b is provided with evidence. By integrating the two findings above, it is concluded that brand trust is more explanatory while brand affect is less explanatory with time and consumption experience increased in the formation of brand loyalty.

H2 is further proved by the replies of the open questions above that has been classified into brand affect or brand trust. Being consistent with the regression result above, namely, brand trust is more explanatory to brand loyalty on the whole, the classification result shows that the replies in brand trust exceeds those in brand affect overall. In particular, the replies categorized into brand affect gradually decrease in the first (34), second(20), and third test(14), while that categorized into rand trust gradually increase in the first(67), second(71), and third test(89).

H3 gives that, inconsistent experiences weakens the increase degree of brand trust's effect and the decrease degree of brand affect's effect in the formation of brand loyalty. To verify H3, data are divided into two groups: in the first group, data are obtained by providing subjects with consistent brand performances (being constantly satisfactory or unsatisfactory), while in the other one, data are collected by offering subjects with inconsistent brand performances (each two adjacent brand performances are different).

Interactive analysis results (b_4=0.130, $p<0.05$；b_5= -0.116, $p<0.05$) show that the effect of brand trust obviously grows while that of brand affect apparently reduces in consistent consumption experiences. In inconsistent consumption experiences, the two interactions are all insignificant. In other words, given inconsistent consumption experiences, the increase degree of brand trust' effect and the decrease degree of brand affect' effect are all weakened during the formation of brand loyalty. Therefore, inconsistent consumption experiences impairs H2 while supports H3.

In the present study, subject's perception to brand performance is manipulated by the perception experiences in restaurant consumption scene. The manipulation effect is inspected to certify that the manipulation on consumption scene arouses the variation of the perception to brand performance and in turn influences brand loyalty. As aforementioned, tests are ended with a question about the overall perception on test scene, which is "are you satisfied with the consumption in the restaurant overall? ". This question is scored as 5.7 and 1.8($P<0.01$), 6.1and 1.9($P<0.01$), 6.8 and 1.4 ($P<0.01$) in the brand experiences with high and low performances in the three tests respectively. T test implies the significant difference of the scores on this question in the three tests and thus verified that the three tests are well manipulated. Furthermore, statistics reveals that brand trust ($p<0.05$) and brand affect ($p<0.01$) of subject are more highly scored in the positive scene than in the negative one in the three tests. In conclusion, the test scene designed in the study actually acted as a manipulator of subjects' perception to brand performance.

THEORETICAL AND MANAGEMENT SIGNIFICANCES
The above findings are of great theoretical and management significances. First of all, the significance of brand loyalty is displayed from a dynamic perspective. It is found that the factors inducing brand loyalty are continuously changing. As aforementioned, brand trust and brand loyalty are greatly influential to brand loyalty. However, with the accumulation of consumption experience, the influence degrees of the two variables are in constant variation. The results show that the effects of different variables are constantly changing during the formation of brand loyalty. Therefore, the brand loyalty at certain time point is incapable of reflecting the loyalty of a consumer accumulated in multiple consumption experiences.

Subsequently, brand affect achieves a high score in the initial judgment to consumer's brand loyalty and a lower one in the following stages, while for brand trust, the situation is reversed. The result above suggests that brand affect plays a particularly important role in case of limited information or experience to products and services. In other words, when consumers encounter a new product or simulation (a new product or new service), brand affect is pivotal during the formation of brand loyalty. However, as consumption experience accumulated, brand trust will play a predominant role.

At last, subjects' scores to the consistent and inconsistent brand experiences imply that, with the increase of consumption experience, the enhancement of brand trust' effect and the decrease of brand affect's effect are impaired given inconsistent brand performance perceptions. This finding provides the studies in brand loyalty field with theoretical and empirical supports.

In short, managers are offered with a global and thorough manner in treating brand loyalty. The effects of brand trust and brand loyalty are in constant variation during the formation of brand loyalty. Due to the unclearness, brand

loyalty is unstable and random at the initial stage. The great chances allow the early managers of brand loyalty to improve consumer's brand loyalty to a larger extent by increasing consumer's positive affect to brand or product.

Limitations and future direction
This study presents several limitations. Firstly, the dynamic data of brand loyalty are collected from scene simulation tests. Although great effort has been made to improve the reality of scene, the ecological validity of the study results still needs further verification in real test due to the limitation of simulation tests.

Subsequently, the tests in this study are based on service industry. Chaudhuri and Holbrook have studied restaurant consumption and pointed out that restaurant consumption is very representative. However, considering the high involvement of the products in such scene, they may focus more on the detail processing of information to show the increase of trust in product or brand. Therefore, in different product involvement situations, the influence differences in brand affect and brand trust to brand loyalty are worthy of further research in the future.

Acknowledgments

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