

## **IMPACT OF VALUE CO-CREATION ON BRAND LOVE AMONG GENERATION Z: WITH SPECIAL REFERENCE TO FAST-FOOD RESTAURANTS IN THE WESTERN PROVINCE OF SRI LANKA**

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### **ABSTRACT**

The purpose of this paper is to find the impact of Value Co Creation on Brand Love among generation Z with special reference to Fast Food Restaurants in the Western province of Sri Lanka. Concept of Value Co creation is more practical in today's context as consumers are pursuing Trade off value which results to depict switching behavior in the Fast-Food restaurant industry. Thus, the impact of Value Co creation on Brand Love is a claimed empirical gap within different market contexts. The influence of Value Co creation on Brand love and evaluations has been studied in many contexts whilst research gaps are emphasized. Research depicts the factors impact on Value co creation which comprises with two dimensions: Customer participation behaviour and Customer citizenship behaviour, with each dimension having four components. With reference to the empirical gaps found within the Fast-food restaurant context in Sri Lanka, this study was carried out as a deductive study and a quantitative method was employed. The sample was limited to 384 respondents, and it used the convenience sampling method. Alongside, questionnaires were distributed among the generation Z consumers within Western province of Sri Lanka. The data analysis was assisted by using Statistical Package for Social Science (SPSS) version 23. The findings revealed that the two main dimensions of Value co creation, Customer participation behaviour and Customer citizenship behaviour depicts a significant positive impact towards the dependent variable Brand love. Thus, as a conclusion main independent variable Value Co creation depicts positive significant impacts on Brand love. Study presented theoretical implications to emphasize the theoretical contribution done to the study area and managerial implications by highlighting the applications of Value Co creation methods to generate brand love whilst measures to be taken were also presented.

***Keywords: Brand Love, Customer Citizenship Behavior, Customer Participation Behavior, Generation Z, Value Co Creation.***

### **1. INTRODUCTION**

Customers have so many options in the fast-food sector because to the high level of competition that they may pick from a variety of venues and worldwide brands (Anand, 2011). As a result, in such a circumstance, it is critical for marketers to retain consumers by turning them into a group of loyal customers who are unaffected by rivals' actions (Nirmani et al. 2017).

As a solution to this issue researcher have found the Brand love concept (Batra et al. 2012; Carroll and Ahuvia, 2006; Ind et al. 2013). Love, according to brand love, is a product of a series of activities rather than a single event. What actions compel a customer to buy? Have you ever fallen in love with a brand? In the hotel sector, extant literature devotes just a little amount of time to answering this subject (Batra et al. 2012).

According to study conducted (Muhammad et al. 2020), value co-creation may be employed as one of the techniques to successfully attract customers for a better experience administration and affection for a certain brand (Muhammad et al. 2020). Value co-creation was first proposed in the 1990s by (Kambil et al. 1999) as a way for businesses to create shared value. The fundamental mechanism for competitive advantage in this sort of customer-oriented marketing is value creation shared by the firm and the consumer (Ramaswamy, 2004). Value co-creation has become a popular notion; studies show that customers who are participating in producing shared value are happier (Navarro et al. 2016), Value co-creation is the foundation for the hospitality and tourist industries, and it has been studied from several angles. Although the data primarily supports the wisdom inherent in customers contributing in the production of value, few studies have questioned the impact of consumers participating in the creation of value based on brand love. The co-creation of value is heavily reliant on individual interactions between customers and enterprises (Prahalad and Ramaswamy, 2004).

With the support of the above-mentioned concepts and theories (Gong, 2013) introduced a model for Customer Value Co-Creation which comprises two dimensions, they are Customer Participation Behaviour and Customer Citizenship Behaviour. By using this model researcher intends to examine how customer participation behaviour in value co-creation on brand love with special reference to fast-food restaurants as the main purpose. Because of numerous factors, this study focused on Generation Z customers. For example, the lifestyle of college students has changed dramatically from that of the masses who rely on fast food (Choi, 2020). (Abraham et al. 2018) indicated that most undergraduate students eat in college dining halls, where they have less alternatives for selecting nutritious foods, and that they confront a transformation in food consumption habits after entering higher education. According to (Shin et al. 2021), because of their bravado and constantly updated social media postings, Gen Z is regarded as the ideal generation, influencing their behavioural purchasing habits based on its dynamic behaviours and primary difficulties (Patabandige and Yapa, 2016).

### ***1.1 Justifications for the study***

Consumers' value conscious behaviour and competitiveness in the fast-food business are expected to have a significant influence on customer switching behaviour, given there are little or few switching costs (Anand, 2011). As a result, maintaining consumers inside a brand has been unsuccessful (Ida, 2017). However, researchers have discovered that by introducing the notion of brand love, customers' switching behaviour may be limited, and customers can be retained with the use of the brand

love concept. Brand love is a concept which has been vastly used in research studies (Batra, Ahuvia, and Bagozzi, 2012; Bergkvist, 2010; Dissabandara and Dissanayake, 2019) but there were few studies researchers could find on the impact of Value Co-Creation dimensions (Customer Participation Behaviour and Customer Citizenship Behaviour) on Brand love. The latest research was done by (Muhammad et al. 2020). This aids the researcher in filling the empirical gap in the context of Value co creation on Brand Love. Furthermore, rather of examining typical marketing concepts, this research will assist future scholars in thinking beyond the box (Dissabandara and Dissanayake, 2020).

As previously stated, the fast-food industry is a highly competitive industry in which customers switch frequently, making customer retention a major challenge for restaurants (Patabandige and Yapa, 2016; Rasanthika and Gunawardana, 2019). Another reason for choosing the western province as the research area is that it is the location where the majority of fast-food restaurants are located and massive fast food consumption can be seen (Patabandige and Yapa, 2016; Rasanthika and Gunawardana, 2019; Anand, 2011). Based on its practical impact and empirical relevance, the concept of brand love and its impact on customer reactions and brand-related behaviors within the Sri Lankan service industry and fast-food chain sector has been highlighted as a critical research gap. (Bandaranayake and Wickramasinghe, 2020; Dissabandara and Dissanayake, 2020; Nirmani et al. 2017). Alongside, the researcher addresses the practice gap and empirical evidence via this study with its main purposes.

## **2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

### ***2.1 Brand Love***

Brand love is a relatively new marketing idea for products. However, it is not just a notion in and of itself, but also as a relationship within other ideas, such as the link between brand quality and emotional connection (Bergkvist, 2010), brand attachment (Hemetsberger et al. 2009) and brand commitment (Rossiter, 2012).

Brand love study has a long history, but it has only recently gained traction. This supports the notion that customers utilize consumption habits to construct their identities (Carroll and Ahuvia, 2006), with brands serving as "strong reservoirs of meaning" (Fournier, 1998). Batra defines brand love as a type of connection that encompasses "many" interrelated cognitive, emotional, and behavioural characteristics rather than particular individual parts of passionate loving attachment that customers establish with companies (Batra et al. 2012).

### ***2.2 Value Co-Creation***

This notion of co-creation is good for both the client and the company, according to the current literature on co-creation. (Ramaswamy, 2004) a fundamental component of value creation is "shared value creation between the firm and the client," which includes "joint problem formulation and problem solutions."

Value co-creation developed with the base of Service dominant logic- SDL (Lusch and Vargo, 2004). Goods vs. Services: Rethinking the Orientation component entails

more than simply being customer-focused. It entails collaborating and learning with clients, as well as being adaptive to their unique and changing demands. This value is determined by the consumer and developed with him, rather than being integrated into the product, according to the popular service-oriented approach (Sharma et al. 2000) and market-driven (Day, 1994). Successful companies no longer practice the "make and sell" strategy to a "sense and response" strategy (Haeckel, 1999).

But according to the research done on "Customer value co-creation behaviour: Scale development and validation" by Youjae Yi and Taeshik Gong there are two dimensions in Value Co creation,

1. Customer participative behaviour, which relates to the required behaviour (in the role) that is required for successful value creation. (Baron, 2009; Yi, Natarajan and Gong, 2011)
2. Customer citizenship behaviour, which is voluntary behaviour this offers the company exceptional value, but it doesn't have to be required for value creation (Bove et al. 2008; Groth, 2005; Yi, Natarajan and Gong, 2011).

### *2.2.1 Customer Participation Behaviour*

#### Information Seeking:

Customers need to be able to find information for two reasons. First, knowledge minimizes uncertainty; second, discovering information enables customers to grasp their position as value producers and incorporate it into the value chain process (Kelley et al. 1990).

#### Information Sharing:

Customers must provide resources such as information on use in value creation processes (Lengnick-hall, 1996). Unless customers provide essential information, employees can't even start or complete their jobs.

#### Responsible Behaviour:

Customers demonstrate responsible behaviour when they understand their roles and obligations as workers (Ennew and Binks, 1999).

#### Personal Interaction:

Personal contact refers to the interpersonal interactions that are required for successful value co-creation between consumers and staff (Ennew and Binks, 1999).

### *2.2.2. Customer Citizenship Behaviour*

#### Feedback:

Customers offer employees with both requested and uninvited information that assists employees and the organization in improving the process of generating services in the long run (Groth et al. 2004).

**Advocacy:**

Advocacy refers to a company's recommendation to others, such as friends or family, by an employee (Groth et al. 2004).

**Helping:**

Customer roles, unlike staff roles, are less defined and allocated to clients in a circumstance where they may require spontaneous assistance from others (Groth et al. 2004)

**Tolerance:**

When the supply of services does not fulfil the customer's expectations of a suitable service, such as when there is a delay or a lack of material, tolerance refers to the customer's readiness to be patient (Lengnick, 2000).

**2.3 Generation Z**

Generation Z means young adults who were born in 1995 and later (Bassiouni and Hackey, 2014) they are well-educated, technologically advanced, creative, and inventive. This is the first generation to be born in a digitalized world, where they live in an online world and digitally interact with their favourite companies (Grow and Yang, 2015). Because the lifestyle of college students has changed radically from that of the people who rely on fast food, the researcher aims to highlight the rationale for investigating fast food businesses among generation z customers in this paper (Choi, 2020) and students dine in college dining halls, where they have less options for choosing healthful foods, and they face a change in food consumption patterns once they start college (Shin et al. 2021).

**3. METHODOLOGY****3.1. Method of Data Collection**

The major goal of this research is to determine the extent to which Value Co-creation has an impact on Brand Love among Generation Z, with a focus on fast food outlets in Sri Lanka's Western Province. As a result, a quantitative analysis was conducted as part of this study, employing a survey approach to collect data from generation Z customers who frequent fast-food outlets (Sekaran, 2003). Because it explores the impact of Customer Value Co-Creation on Brand Love, a notion that already exists, this study took a deductive method. Theoretical basic research hypotheses were created as a result of this. These hypotheses are being tested via research. (Sunders, 2009) The "survey" approach was used as the search strategy and data gathering method for this study, with data acquired using an online questionnaire.

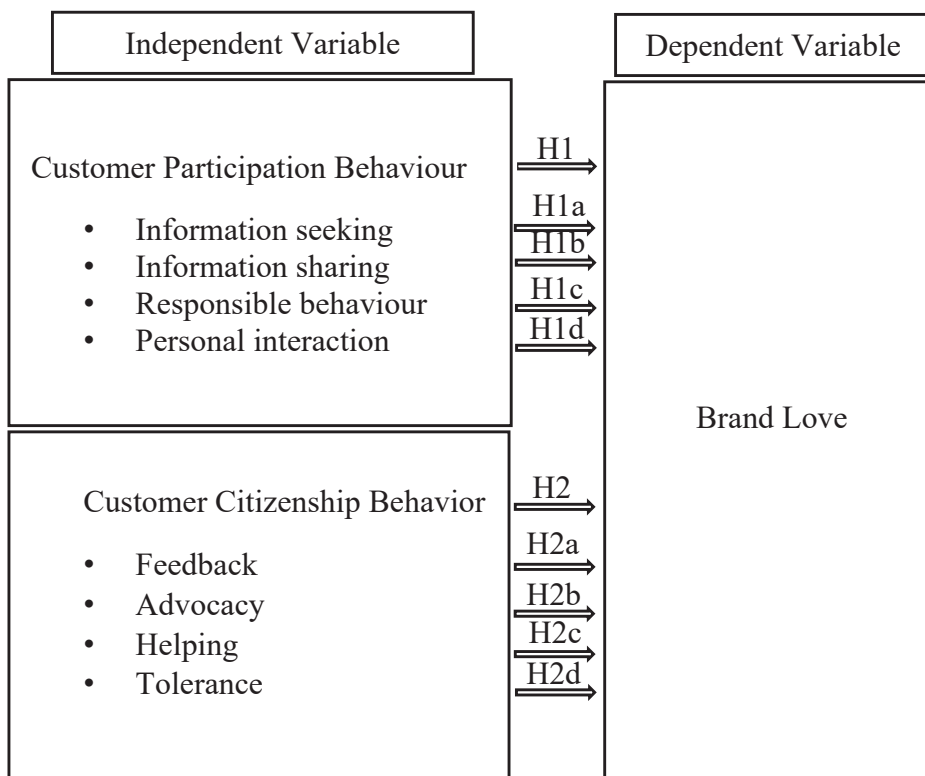
The current study's time horizon may be described as a single snapshot/cross section, which means that the data was only obtained once. The researchers chose their samples between 100 and 500 based on prior literature studies (Bove et al. 2008) (Kauman et al. 2016) and according to sample size determination by using Krejcie and Morgan table, if the population is more than 1,000,000 the sample size can be taken as 384. Therefore, the researcher has decided to select a sample of 384

respondents which are represented by both male and female individuals from the western province by using convenience sampling.

**3.2. Questionnaire Development**

Close-ended questions were developed in the questionnaire. It specifically provides participants with limited options and requires them to choose the most appropriate response based on their own opinions. Dimensions of the Value Co Creation were measured on the five-point Likert scale. Which is ranging from 1 to 5 where 1=Strongly Disagree, 5=Strongly Agree.

**3.3. Conceptualization and operationalization**



**Figure 01: Conceptual Framework**

**3.4. Hypotheses Development and Hypotheses Testing**

The pattern of relationships between the important variables is depicted in the conceptual model. The independent factors and dependent variables in this study's conceptual model can be viewed visually in Figure 1 below. According to the study, the main independent variable is Value Co-Creation which comprises two dimensions; Customer Participation Behaviour and Customer Citizenship Behaviour (Gong, 2013). Each dimension consists of four sub-dimensions altogether there are eight variables. Customer Participation Behaviour consists of Information Seeking,

Information sharing, Responsible behaviour, and Personal interaction. Customer Citizenship Behaviour consists of Feedback, Advocacy, Helping and Tolerance.

*3.4.1 H1a- There is a positive impact between Information seeking and Brand love.*

For two key reasons, information is vital to customers. For starters, knowledge decreases ambiguity, allowing consumers to better comprehend and govern their co-creation settings. Second, locating information enables customers to grasp their position as value producers by incorporating it into the value chain process, which guides clients' behaviour toward a favourable view about a brand (Kelley et al. 1990); (Kellogg et al. 1997). Therefore, researchers suggest and proven that information seeking positively impacts customer brand love (Muhammad et al. 2020).

*3.4.2. H1b- There is a positive impact between Information sharing and Brand love*

Customers need information on use in value creation processes (Lengnick-hall, 1996). Employees can't even begin or finish their work unless customers submit critical information. The quality of the added value might be low if clients do not submit precise information. As a result, successful value generation relies on information exchanges (Ennew and Binks, 1999) which will enhance the brand love towards a particular brand (Muhammad et al. 2020).

*3.4.3 H1c- There is a positive impact between Responsible behaviour and Brand love.*

Customers demonstrate responsible behaviour when they understand their roles and obligations as workers (Ennew and Binks, 1999). Customers must cooperate, follow the rules, and accept staff regulations in order for you and your employees to create value (Bettencourt, 1997). This atmosphere in an organization will allow the customers to feel they are part of the company which will lead the way to love the organization (Muhammad et al. 2020).

*3.4.4 H1d- There is a positive impact between Personal interaction and Brand love.*

Personal interaction refers to the interpersonal interactions that are required for a successful value proposition. The phrase "customer functional quality" is used in co-creation to describe the contact between customers and staff, which includes qualities like kindness, friendliness, and respect that can build positive psychology in the mind of the customer toward the brand (Ennew and Binks, 1999); (Kelley et al. 1990).

*3.4.5 H1- There is a positive impact between Customer Participation Behaviour and Brand love.*

According to the development of sub hypothesis of Customer Participation Behaviour towards brand love evident that Participation behaviour will have a positive impact on brand love.

*3.4.6 H2a- There is a positive impact between feedback and Brand love.*

Customers contribute both requested and unsolicited input to staff, which assists employees and the organization in improving the process of generating services in the long run (Groth et al. 2004). Customers are in a unique position to provide advice and suggestions to employees (Bettencourt, 1997) Customers have a lot of experience

with service and are experts from the customer's perspective, which shows a sense of connection to a business (Muhammad et al. 2020).

#### *3.4.7 H2b- There is a positive impact between Advocacy and Brand love.*

Advocacy refers to a company's recommendation to others, such as friends or family, by an employee (Groth et al. 2004). The representation of interests in the context of value creation indicates devotion to the firm and supports the company's interests above and beyond the interests of individual clients. Advocacy, like other client citizenship behaviours is entirely optional and not required for successful value generation, and it stems from brand love (Bove et al. 2008).

#### *3.4.8 H2c- There is a positive impact between Helping and Brand love.*

Unlike employee roles, customer roles are less defined and assigned clients in a situation who may need spontaneous help from others (Groth et al. 2004). Researchers found that if a certain customer delivers assisting behaviour on behalf of a brand, then it will lead to love for that specific brand (Muhammad et al. 2020).

#### *3.4.9 H2d- There is a positive impact between Tolerance and Brand love.*

The second most common cause of altering customer behaviour is service encounter mistake, which harms the company's market share and profitability. Customer compatibility will enhance the company's overall solidity (Keaveney, 1995). When the supply of services does not fulfil the customer's expectations of a suitable service, such as when there is a delay or a lack of material, tolerance refers to the customer's readiness to be patient (Hall, 2000). According to researchers, a consumer's tolerance level grows because of the relationship between the customer and the brand (Batra et al. 2012).

#### *3.4.10 H2- There is a positive relationship between Customer Citizenship Behaviour and Brand love.*

According to the development of sub hypothesis of Customer Citizenship Behaviour towards brand love evident that Citizenship behaviour will have a positive impact on brand love.

## **4. RESULTS AND DISCUSSION**

### ***4.1 Data analysis***

#### *4.1.1 General Information Analysis*

Almost 80% of the respondents said yes to the question Do you prefer to go to restaurants? according to the data. There are 384 replies in all. Pizza Hut is preferred by most customers (34.9 percent). Consumers prefer 21.1 percent to go to KFC, while 20.4 percent prefer to go to McDonald's, which is the second most popular fast-food establishment. Because of these comments, it can be concluded that the majority of consumers in the western province choose to eat at franchised fast-food restaurants. The most common frequency of going to the respondent's chosen restaurant is occasionally, which accounts for 54.6 percent of the time. The second most common is often, which accounts for 23% of the total. Consumers who are unlikely to have



their regular meals at their favourite restaurant are depicted in this research. However, when it comes to the "Purpose of going to their favourite Restaurant," most customers go to their favourite fast-food restaurant to eat and meet up with friends and family. The remainder are going to their favourite restaurant to calm their brains, get experience, mix things up, and for other reasons listed in the table above. In conclusion, generation z customers frequent fast-food outlets for the aim of eating meals and socializing with loved ones.

4.1.2 Descriptive Analysis of Variables

**Table 01: Independent variables**

Source: (SPSS 23, Analysed Data)

		Informat ion Seeking	Informat ion Sharing	Respo nsible Behavi our	Perso nal Intera ction	Fee dba ck	Adv oca cy	Hel ping	Toler ance
N	Valid	384	384	384	384	384	384	384	384
	Missing	0	0	0	0	0	0	0	0
Mean		3.70	3.79	3.71	3.92	3.59	3.80	3.37	3.44
Std. Error of Mean		.051	.061	.061	.061	.057	.058	.059	.057
Median		4.00	4.00	4.00	4.00	3.66	4.00	3.50	3.66
Mode		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation		.633	.753	.761	.757	.713	.718	.733	.706
Variance		.401	.568	.580	.574	.510	.516	.538	.499
Range		4.00	4.00	4.00	4.00	3.67	4.00	4.00	4.00
Minimum		1.00	1.00	1.00	1.00	1.33	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00

The information for the independent variables is shown in table 1. It displays the mean values, standard deviations, minimum and maximum limits, range of variables, and kurtosis of structures for each variable. For the independent variables, the personal interaction has the greatest mean value of 3.92. and advocacy for fast food restaurants was described by a 3.8 mean value which denotes the second highest mean value, indicating that consumers in western province agree that advocacy factors have a significant impact on their decision-making when it comes to fast food restaurants. Responses dispersed from the mean value by 0.72 standard deviation among Generation z in western province. All the other independent variables had standard deviations ranging from 0.63 to 0.8.

By analysing the dependent variable, it demonstrates the brand love of customers in Fast Food restaurants a mean value of 3.8158 is dispersed from the mean value of 0.74 from standard deviation and lying in the acceptable range.

**Table 02: Dependent variable**

Statistics		
Brand Love		
N	Valid	384
	Missing	0
Mean		3.8158
Std. Error of Mean		.05967
Median		4.0000
Mode		4.00
Std. Deviation		.73564
Variance		.541
Range		4.00
Minimum		1.00
Maximum		5.00

Source: (SPSS 23, Analysed Data)

#### 4.1.3 Reliability Statistics

**Table 03: Total reliability**

Reliability Statistics	
Cronbach's Alpha	N of Items
.956	33

Source: (SPSS 23, Analysed Data)

The total number of 33 elements revealed a Cronbach's value of 0.956, which was higher than 0.7. As a result, the reliability of this study questionnaire was demonstrated.

In terms of the dependent and independent variables, the Cronbach's Alpha values for Brand love, Information seeking, Information sharing, Responsible behaviour, Personal interaction, Feedback, Advocacy, Helping, and Tolerance are 0.793, 0.893, 0.920, 0.915, 0.799, 0.904, 0.846, 0.798, 0.956, which are all greater than 0.7.

**Table 04: Reliability Statistics as per the Variables**

	Cronbach's Alpha	N of Items
Information seeking	.793	3
Information sharing	.893	4
Responsible behaviour	.920	4
Personal interaction	.915	5
Feedback	.799	3
Advocacy	.904	3
Helping	.846	4
Tolerance	.798	3
Brand love	.956	4

Source: (SPSS 23, Analysed Data)

4.1.4 Validity

**Table 05: Validity using KMO and Bartlett’s**

Variable	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	Bartlett's Test(Sig)
Information seeking	0.707	.000
Information sharing	0.833	.000
Responsible behaviour	0.841	.000
Personal interaction	0.887	.000
Feedback	0.683	.000
Advocacy	0.755	.000
Helping	0.674	.000
Tolerance	0.71	.000
Brand love	0.875	.000

Source: (SPSS 23, Analysed Data)

To test the validity of the measures KMO and Bartlett’s tests were conducted. the sample is deemed adequacy if the value of KMO is greater than 0.5, in Bartlett’s test Taking a 95% level of Significance p-value (Sig.) of  $.000 < 0.05$  is considered the valid range.

The variable-by-variable summary of KMO and Bartlett's test is shown in the table, Information seeking, information sharing, responsible behaviour, personal interaction, feedback, advocacy, helping, tolerance, and brand love all have Kaiser-Meyer-Olkin (KMO) values of 0.707, 0.833, 0.841, 0.887, 0.683, 0.755, 0.674, 0.710, 0.875, and all those values are greater than 0.5. Furthermore, all of the variables have 0.000 Bartlett's Test (sig) values, which are within the acceptable

**Table 06: Overall Result of KMO and Bartlett’s Test of Sphericity**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.907
Bartlett's Test of Sphericity	Approx. Chi-Square	4259.590
	Df	528
	Sig.	.000

Source: (SPSS 23, Analysed Data)

In the above table, the overall result of KMO and Bartlett's test is shown. The permissible ranges are 0.907 for the overall KMO value and 0.000 for Bartlett's Test (sig) value, according to the table. After examining all of KMO and Bartlett's test results, it can be concluded that the study's validity is capable of measuring what it claims to measure.

#### 4.1.5 Multicollinearity Analysis

**Table 07: Multicollinearity**

	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Information Seeking	.758	1.318
Information Sharing	.384	2.606
Responsible Behaviour	.298	3.353
Personal Interaction	.399	2.508
Feedback	.565	1.769
Advocacy	.468	2.137
Helping	.597	1.675
Tolerance	.637	1.570

a. Dependent Variable: Brand Love

Source: (SPSS 23, Analysed Data)

In general, fault-tolerant linear and VIF values may be used to assess multicollinearity. If the tolerance is more than one, the measurement is termed a polyline. Similarly, there is no formal technique to determine the incidence of multi-linear interactions using the VIF value. VIF values more than ten are considered multi-linear. Independent variables are depicted in the above table when it is illustrated. Information searching, sharing, responsible behaviour, personal interaction, feedback, advocacy, helping, and tolerance all had 0.758, 0.384, 0.298, 0.399, 0.565, 0.468, 0.597, and 0.637 collinearity, respectively. Independent variables indicate 1.318, 2.606, 3.353, 2.508, 1.769, 2.137, 1.675, 1.570 of VIF values that are less than the 10, similarly Tolerances that are less than the value 1. Thus, it can conclude there is not any multicollinearity situation in the independent variables of the study.

#### 4.1.6 Correlation analysis

**Table 08: Correlation**

		Information Seeking	Information Sharing	Responsible Behavior	Personal Interaction	Feedback	Advocacy	Helping	Tolerance
Brand Love	Pearson Correlation	.470**	.666**	.695**	.630**	.343**	.662**	.480**	.523**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384	384	384

Source: (SPSS 23, Analysed Data)

According to the above correlation table 8, information seeking, helping, and tolerance have a moderate positive relationship with the dependent variable with values of 0.470, 0.480, and 0.523, respectively, while information sharing, responsible behavior, advocacy, and personal interaction have a strong positive

relationship with values of 0.666, 0.695, 630, and 0.662, respectively. Furthermore, Feedback shows a 0.343 correlation value on Brand love, indicating a mild positive association.

4.1.7 Multiple Regression Analysis

**Table 09: Model Summary of Multiple Regression**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.825 <sup>a</sup>	.681	.663		.42680

a. Predictors: (Constant), Tolerance, Feedback, Information Seeking, Responsible Behaviour, Helping, Advocacy, Personal Interaction, Information Sharing

Source: (SPSS 23, Analysed Data)

The model's R square is found to be 0.681. As a result, the model is found to be responsible for 31.9 percent of unexplained deviations. As a result, the independent variables Tolerance, Feedback, Information Seeking, Responsible Behaviour, Helping, Advocacy, Personal Interaction, and Information Sharing can explain 68.1 percent of the dependent variable.

**Table 10: ANOVA Multiple Regression**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	55.668	8	6.958	38.199	.000 <sup>b</sup>
	Residual	26.049	143	.182		
	Total	81.717	151			

a. Dependent Variable: Brand Love

b. Predictors: (Constant), Tolerance, Feedback, Information Seeking, Responsible Behaviour, Helping, Advocacy, Personal Interaction, Information Sharing

Source: (SPSS 23, Analysed Data)

The F value is 38.199, according to the ANOVA table. Because the computed F value is bigger than the F statistic value, the model is fitted. The P-value is less than 0.05, at 0.000. It demonstrates that the overall model used is statistically significant and can accurately predict the dependent variable.

**Table 11: Coefficients of Multiple Regression**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
1 (Constant)	-.149	.265		-.562	.575
Information Seeking	.161	.063	.139	2.557	.012
Information Sharing	.209	.074	.214	2.806	.006
Responsible Behaviour	.179	.084	.186	2.148	.033
Personal Interaction	.148	.073	.152	2.035	.044
Feedback	-.168	.065	-.163	-2.599	.010
Advocacy	.269	.071	.263	3.809	.000
Helping	.125	.061	.125	2.046	.043
Tolerance	.141	.062	.135	2.284	.024

a. Dependent Variable: Brand Love

Source: (SPSS 23, Analysed Data)

#### 4.1.8 Hypotheses Testing

Linear regression and multiple regression analyses were used to assess the current study's hypothesis. The R, R Square P - value (sig level), and the standardized Coefficient can be used to test the hypothesis (B). R and R square values were obtained from simple linear regression data, whereas coefficient values were obtained from multiple linear regression tables. The overall findings of regression analysis are shown in table 12 below.

**Table 12: Hypotheses Testing**

Hypothesis	Relationship	Status	Justification
H1	Positive significant	accepted	R= 0.771 R-square= 0.595 P-value= 0.000 Coefficient= 0.969
H1a	Positive significant	accepted	R= 0.470 R-square= 0.221 P-value= 0.012 Coefficient= 0.139
H1b	Positive significant	accepted	R= 0.660 R-square= 0.443 P-value= 0.006 Coefficient= 0.214

H1c	Positive significant	accepted	R= 0.695 R-square= 0.483 P-value= 0.033 Coefficient= 0.186
H1d	Positive significant	accepted	R= 0.630 R-square= 0.397 P-value= 0.044 Coefficient= 0.152
H2	Positive significant	accepted	R= 0.670 R-square= 0.449 P-value= 0.000 Coefficient= 0.916
H2a	Negative significant	rejected	R= 0.343 R-square= 0.117 P-value= 0.010 Coefficient= -0.163
H2b	Positive significant	accepted	R= 0.662 R-square= 0.438 P-value= 0.000 Coefficient= 0.263
H2C	Positive significant	accepted	R= 0.480 R-square= 0.231 P-value= 0.043 Coefficient= 0.125
H2d	Positive significant	accepted	R= 0.523 R-square= 0.273 P-value= 0.024 Coefficient= 0.135

Source: (SPSS 23, Analysed Data)

#### 4.2 Theoretical Implications

This paper contributes to the field of customer value co-creation in marketing and the fast food industry by measuring the impact of Value Co-creation on Brand Love, which fills an empirical gap in the local context because no studies on any industry related to the concept of Value co-creation have been done, but Brand love is not a new concept to the field of marketing because there have been so many researches done (Batra et al. 2012; Bergkvist, 2010; Hemetsberger et al. 2009). In simple Brand, love means it is a series of actions between the customer and a brand (Batra et al. 2012). It is a concept that may be applied to a variety of topics and situations. As a result, academics who want to examine the notion of Brand love may take the core of the findings and apply it to their future research. Brand love was highlighted as a remedy for the competitive market in the fast-food restaurant industry in this study. Because brand love is a notion that may lead to the retention and creation of a loyal consumer base for a certain brand (Rossiter, 2012). As mentioned above Brand love can be measured with different concepts and different contexts, it is evident that

the outcomes of the study and empirical study of (Muhammad et al. 2020) shows the importance of Brand love concept not only for the restaurant sector but also for other sectors as well. In creating Brand love, we have used the concept of Value co creation (Muhammad et al. 2020) which was primarily introduced by (Lusch and Vargo, 2004) with the concept of Service Dominant logic. Furthermore, in year 2013 concept Co creation was developed by (Gong, 2013) with introducing two perspectives of Value Co creation. They are Customer Citizenship behaviour and Customer Participation behaviour. These two areas were carefully investigated in the study using the concept of brand love. According to the study, the dimensions of Customer Participation behaviour Information seeking, Information sharing, Responsible behaviour, and Personal interaction are all positively related to the dependent variable of Brand love, and Customer Participation behaviour as a model has a significant positive impact on Brand Love. This combination was further studied in the literature of (Muhammad et al. 2020) However, because information sharing was rejected, responsible behaviour was negatively significant, and the other two factors were positively significant, the results were slightly different. Even if the findings differ, we may explain it by pointing out that the nations and cultures are distinct. Consumers are more likely to fall in love with businesses that enrich their social lives and/or represent their inner selves, thus these findings make sense (Batra et al. 2012)

While conducting research, there was a significant problem with the lack of literature on the notion of Value Co-creation on Brand Love. Only one article connected to the topic was located, and it was authored by (Muhammad et al. 2020) However, that is just based on customer participation behavior; research in several other contexts have been conducted “The Role of Customer Involvement in value co creation the source of Competitive Advantage” (Ida, 2017), “Customer Participation: Mandatory or Voluntary behaviour” (Ercsey, 2016).

When it comes to the second part of Value Co creation model introduced by (Gong, 2013) Customer Citizenship behaviour, it has four dimensions. Those are Feedback, Advocacy, Helping and Tolerance. We have identified that all the dimensions except Feedback are positively significant on Brand love but, in the simple regression feedback denotes a significant positive impact towards Brand love which is 0.117 (11.7%). Researcher identifies this situation as an exceptional case which gen Z consumers are reluctant to give feedbacks even though they love the brand. At the same time Customer Citizenship behaviour as a model, it depicts that there is a positive significant impact on Brand Love. Unfortunately, no papers comparing the outcomes of the examined region could be discovered. However, there have been additional studies that have used the Value Co-creation idea in various circumstances, such as customer turnover intention (Revilla et al. 2015), Organizational Citizenship behaviour (Bove et al. 2008) with the model of (Gong, 2013). Finally, the study finds that Value co creation has a large positive influence on Brand love, with both sub dimensions being favourably significant.

As a result, this study is extremely important for future research. Researchers can delve deeper into this concept by applying it to various industries such as hotels, telecommunications, transportation, banking, and so on, or they can change the



dependent variable to find different aspects of Value Co creation on dependent variables such as brand loyalty, brand evangelism, and customer engagement.

### ***4.3 Managerial Implications***

When constructing the managerial implication of the study, it shows realistic and practical implications, therefore the fast-food restaurants industry can use this study to change their strategies when considering on the Brand love of consumers towards their brand.

The research findings provide following recommendations,

Due to the rapid growth of industry competition, Fast food restaurants used to invest on different strategies like advertising and in different promotional tools, but at the end most outcomes of the campaign couldn't have accomplished what they expected (Anand, 2011). Therefore, Fast food restaurants need to build new strategies to achieve the expected ROI align with budget by considering the outcome of the research (Muhammad et al. 2020). It suggests fast food restaurants among generation Z to use Value co creation for Brand love. Therefore, fast food restaurants should plan, execute, and control their type of factors to be considered when formulating strategies on Brand love. Considering on the present study, it is evident that, Value co creation impact on Brand love significantly. According to researcher (Gong, 2013) has identified two dimensions in value co creation. Those are Customer participation behaviour and Customer Citizenship behaviour.

- Impact of Customer Participation Behaviour (CPB) on Brand love among generation Z special reference to Fast food restaurants

In practice fast food restaurants can use information as a strategy to make the customers love the brand. That means customers seek information before going to a fast-food restaurant therefore information should be there to refer on the Fast-food restaurant. Next thing is Information sharing, restaurant should make sure that the environment in the restaurant is familiar and open to share the needs and wants with the employees in the restaurant. In making Responsible behaviour among generation Z consumers, the restaurant should make sure to feel the restaurant brand to the customers in order behave them in a responsible way. Final part in the CPB restaurant should consider Personal interaction, in simple that means restaurant should make sure that employees show courtesy (Muhammad et al. 2020).

- Impact of Customer Citizenship Behaviour (CPB) on Brand love among generation Z special reference to Fast food restaurants,

In order to make customers Advocate to the brand, the fast-food restaurant should make sure that they deliver a good service because satisfaction is the final output which customers get through the whole process. When customers are satisfied, they will make sure to recommend the brand as an Advocate. Helping is another important factor which depicts how much consumer love the brand and it indirectly helps to retain customers as customers are interacting with each other to help. For a restaurant what they can do is make sure that Information seeking, Information sharing, Responsible behaviour, Personal interaction, and Advocacy are aligned. Then

customers would feel they are loyal to the brand and as a part of the brand, because of this customer will help each other as a responsibility. Final part of Customer citizenship behaviour is Tolerance and if the fast-food restaurant can make sure all the variables in Value co creation are aligned then customers will not raise their voice against the employees of the restaurant even though they did a mistake. Because customers are now loving the brand and will tolerate the mistakes of the employees with pleasant mind without being hectic (Muhammad et al. 2020).

#### ***4.4 Limitations and Directions for Future Studies***

The first constraint is that owing to the current COVID 19 scenario in Sri Lanka, our study on fast food businesses had a major problem gathering data. As a result, 384 answers were collected for analysis. It would be preferable if future researchers can increase the number of replies or the sample size in order to get more reliable results. The second limitation is that responses were collected via an online questionnaire because it was convenient during the COVID 19 period, but there may be errors in decoding the questions by respondents, so it should be done via an offline questionnaire or virtual face-to-face interview while describing the meaning of the research and the questions included in it. The third point is that this study was conducted as a cross sectional study, which means it was conducted just once, but it would be more exact if it had been conducted as a longitudinal study. In addition, the study on determining the influence of Value Co Creation on Brand Love carries a lot of weight due to the absence of empirical data on the Value Co Creation model proposed by (Gong, 2013). As a result, further research in this area is needed to close the empirical gap. This study, for example, may be enhanced in a variety of ways by inventive researchers.

- For the existing issue in the fast-food restaurant market, researchers can offer various dependent variables such as brand loyalty, brand evangelism, or other dependent factors.
- Rather than focusing on the fast-food business, studies might be expanded to include banks, hotels, and modern retail chains.
- The study Value Co Creation effectively demonstrated a major impact on the study; this idea may be employed in a variety of scenarios, as an independent and dependent variable in future research investigations.

## **5. CONCLUSION**

Hypothesis testing proved to be effective in answering the study's key research questions. Customer citizenship behaviour in Value Co Creation had a positive significant influence on Brand Love in Fast Food restaurants, and customer participation behaviour in Value Co Creation had a positive significant impact on Brand Love in Fast Food restaurants. As a result, the fast-food restaurant industry has effectively addressed rapid competition and consumer switching behaviour. Furthermore, by contributing additional empirical evidence to the concept of Value Co generation, this study adds to the theoretical background.

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