RESEARCH ARTICLE

The Impact of Brand Equity of Korean Barbeque Restaurants on Purchase Decision among Generation-Z in Metro Manila

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ABSTRACT

Brand equity is crucial in boosting the success of a company or any organization. This study aims to look at how the brand equity of Samgyupsal restaurants affects purchasing decisions among generation Z in Metro Manila. The study was conducted due to the fact that the Korean BBQ industry has been growing and has taken over the Philippine Market. Furthermore, to evaluate what are the underlying reasons that influence customers to willfully buy a certain brand over the other. The study adopted a quantitative type of research and consisted of 200 respondents coming from Metro Manila. A random sampling technique was utilized in choosing the respondents, and a survey questionnaire was used as the instrument. Before administering the survey, a pilot test was conducted to test the instrument’s validity and reliability, which returned an alpha value of 0.817. Structural Equation Modelling was utilized to establish the statistical significance of the variables. With the topic being centred around Korean BBQ restaurants and various factors related to purchasing decisions, the research will be of great significance to Korean restaurant operators, marketers, and future researchers. The study findings indicate that Brand equity, perceived quality, and customer satisfaction have a considerable impact on Generation-Z purchasing decisions in Metro Manila. As a result of the study’s findings, the researchers have made the following recommendations: (1) Identify their gaps to deliver quality goods and services. (2) Strengthening their competitive analysis. A strong brand is one that can adapt to changing market conditions. (3) In order to succeed, Korean barbeque restaurants must understand the market and its role within it. (4) and lastly, To determine whether or not their customers are satisfied, Korean barbecue restaurants should pay closer attention to their customers’ feedback and suggestions.

KEYWORDS

Brand Equity, Samgyupsal Restaurants, Purchase Decision, Generation Z, Structural Equation Modelling

ARTICLE DOI: 10.32996/jbms.2022.4.1.14

1. Introduction

Korean barbeque is often offered at restaurants, despite the fact that it is so easy to produce that it can be made at home by the majority of consumers. The grill in the middle of the table is the centrepiece of every Korean barbecue restaurant, and it is where consumers will prepare their own meat as well as other delicacies and side dishes. Customers may order whatever kind of meat they like; the most popular forms of Korean barbecue, for example, include pork belly, marinated beef, and short ribs, among other things. The raw meat and side dishes are brought out when everyone is eating, and someone begins cooking the meat on the table grill. Generation Z is now enjoying Korean barbecue, which is available in endless proportions and really satisfies their appetites. For quick-service restaurants, strong brand equity is positively connected with revenue. As Korean barbecue restaurants provide quick service, they may leverage this by developing innovative concepts to grow their restaurant. Additionally, perceived quality may be impacted while developing innovative ideas since it might change the consumer’s perception of the restaurant. When starting a restaurant, customer satisfaction is crucial since it impacts the reputation and popularity of the establishment being managed. Additionally, customers may recommend the business to others who are interested in trying other dishes, which may be beneficial. The research focused on customers’ purchase decisions, as they will aid Korean barbecue restaurant owners develop and getting more consumer attention. This study will give insight into how these three variables might impact customers'
buying decisions and also assist restaurant owners in developing new tactics that benefit both the consumer and the restaurant owner.

2. Methodology
The study employed a quantitative method due to the fact that the researchers statistically evaluated and compared the responses of the respondents. The participants of the research are the consumers of Korean barbecue restaurants who are residing in Metro Manila. The survey was distributed to various online platforms like Facebook, Instagram, and Twitter through the use of Google Forms. Before administering the survey, a pilot test was conducted to test the instrument's validity and reliability, which returned an alpha value of 0.817. The sample size needed to conduct the study is 200 participants who were computed using G power analysis. To qualify for the research, participants must be; aged 18-24 years old and should have eaten at a Korean barbecue restaurant in the last 6 months. The instrument consisted of 5 parts. The first part consists of screening questions that will gather the respondent's profile, age, and understanding of Korean barbecue restaurants. The second until the last part of the questionnaire will consist of Likert-type questions about the respondent's impression on brand equity, customer satisfaction, perceived quality, and purchase decision. The researchers used a 4 point Likert scale in the survey questionnaire because it makes it simple to operationalize personality traits or perceptions. Structural Equation Modelling was utilized to establish the statistical significance of the variables.

The research model applied for this study is shown in Figure 1.

Strong brand equity is critical in today's competitive market since consumers are constantly on the lookout for well-known brands' products and services. In order to maintain and improve brand equity, perceived quality, and customer satisfaction, restaurants are faced with many problems. Brand equity is the amount of power a brand name has in the minds of people and the value of having a brand that is easily recognizable and well-remembered. Organizations build brand equity by providing good experiences that persuade customers to continue buying from them rather than competitors that provide comparable items. This is accomplished through the creation of awareness through ads that appeal to the values of the target customer, the fulfilment of promises and qualifications when consumers use the product, and loyalty and retention activities. A rise in brand awareness and customer satisfaction will enhance the company's overall image. Marketing is based on the customer's satisfaction. Customer satisfaction is an indication of how well items are delivered to customers. Getting high-quality products at reasonable prices makes the buyer happier. This develops brand loyalty by enhancing the consumer experience and increasing customer satisfaction. As a whole, all of these factors work together to increase consumer purchase intentions.

As stated, the researchers' goal for this study is to determine if the brand equity of Korean BBQ restaurants has an impact on the purchase decision of Filipino Generation Z consumers through perceived quality and customer satisfaction. The concept establishes the relationship between brand equity, perceived quality, customer satisfaction, and purchase decision. This paper's main emphasis is covered by these measures. The independent variables in this study, including brand equity, perceived quality, and customer satisfaction, will be used to determine if they affect the dependent variable, which is purchase decision. In order to have a better understanding of what is expected to find out in this research, a conceptual framework is illustrated above, which aims to test the following hypotheses below:

1. There is no significant level of effect between brand equity and perceived quality.
2. There is no significant level of effect between perceived quality and purchase decision.
3. There is no significant level of effect between brand equity and customer satisfaction.
4. There is no significant level of effect between customer satisfaction and purchase decision.
5. There is no significant level of effect between brand equity and purchase decision.

3. Results and Discussion
The findings of this study are shown in tables (1 and 2). According to Table 1, the respondents in this study were only from the generation-z segment who frequent Korean barbecue restaurants in Metro Manila. Respondents who did not fit into these categories were disqualified from the research.

<table>
<thead>
<tr>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>18-24</td>
<td>200</td>
</tr>
<tr>
<td>Residence</td>
<td>Metro Manila</td>
<td>200</td>
</tr>
<tr>
<td>Have eaten at a K-BBQ restaurant in the past 6 months</td>
<td>Yes</td>
<td>200</td>
</tr>
</tbody>
</table>

**Table 1: Demographic Profile of Respondents (n=200)**

**Table 2: Convergent validity and reliability results among the 4 variables in the impact of brand equity to purchase decisions in Generation-Z**
Table 2 shows the reliability and validity test that was run to ensure the reliability and validity of the questionnaire items. Convergent validity showed loadings being greater than 0.50 and AVE being <0.50. Also, composite reliability showed values greater than or equal to 0.70, which indicates composite reliability and convergent validity were achieved.

**Table 3**: Discriminant validity results among the 4 variables in the impact of brand equity to purchase decisions in Generation-Z

<table>
<thead>
<tr>
<th>HTMT ratio</th>
<th>Brand Equity</th>
<th>Customer Satisfaction</th>
<th>Perceived Quality</th>
<th>Purchase Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Equity</td>
<td>0.877</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td></td>
<td>0.881</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>0.762</td>
<td></td>
<td>0.642</td>
<td></td>
</tr>
<tr>
<td>Purchase Decision</td>
<td>0.726</td>
<td>0.7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 3 shows the divergent validity measures of whether or not respondents can distinguish between brand equity, purchase decision, perceived quality, and customer satisfaction. To be valid, each category should obtain a value of less than 0.90 or better if less than 0.85.

**Table 4**: Path coefficient results among the 4 variables in the impact of brand equity to purchase decisions in Generation-Z

<table>
<thead>
<tr>
<th>Direct Path Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structural Path</td>
</tr>
<tr>
<td>Brand Equity to Perceived Quality</td>
</tr>
<tr>
<td>Perceived Quality to Purchase Decision</td>
</tr>
<tr>
<td>Brand Equity to Customer Satisfaction</td>
</tr>
<tr>
<td>Customer Satisfaction to Purchase Decision</td>
</tr>
<tr>
<td>Brand Equity to Purchase Decision</td>
</tr>
</tbody>
</table>

**Indirect Path Analysis**
The variables - brand equity, perceived quality, customer satisfaction, and purchase decision - were examined using structural equation modelling. It established that it had a significant influence on respondents in the sample group, as demonstrated in Table 2, with a p-value of 0.0001. The respondents demonstrated that brand equity, perceived quality, and customer satisfaction all played a substantial role in forming their purchase intention prior to dining at Korean BBQ restaurants.

5. Conclusion

The study’s findings reveal that brand equity, perceived quality, and customer happiness significantly influence Generation-Z purchase decisions in Metro Manila. As a result, brand equity is considered crucial, indicating that Metro Manila’s Generation-Z favors a Korean barbeque restaurant with a strong reputation, distinctive offers, and positive customer evaluations. Additionally, it was said that there is a strong correlation between brand equity and perceived quality since brand equity has a substantial influence on perceived quality. Additionally, brand equity has a considerable effect on customer satisfaction. Additionally, it was shown that a high correlation exists between brand equity and purchase decision.

Customer satisfaction is another aspect that drives consumer purchasing decisions; customer satisfaction substantially affects a customer’s purchase decision. This strengthens the argument for brand equity by raising consumer perceived quality, indicating that a pleasant environment, an easy-to-find location, a large eating area, reasonable pricing, a reduced price, and promotions all play a part in Generation Z’s purchase decision. It is thought that customer happiness plays a role in bridging the gap between brand equity and purchase decision. Even when customer satisfaction is absent, partial mediation means that brand equity significantly influences purchase decisions; yet, this does not negate the importance of customer satisfaction. Additionally, it significantly affects the relationship between the other two variables.

When it comes to presenting their meals, Korean BBQ restaurants usually have the same set-up as one another. Some Korean BBQ restaurants also provide the same type of meat and side dishes as the other establishments. The researchers propose the following recommendations based on the study’s results and major findings: (1) Identify their gaps to deliver quality goods and services. It has been stated that customers’ perceptions of quality influence their purchasing decisions. It has been stated that customers’ perceptions of quality influence their purchasing decisions. Various models have been created to develop product and service quality. One of them is the five gap model developed by Parasuman, Zeithaml and Berry in 1985. Considering the fact that Korean barbeque restaurants are part of the service industry, this model can be of great use to them. The GAP Model is frequently used in the service industry to comprehend the numerous variances that occur during the process of service delivery to potential clients. (2) Strengthening their competitive analysis. A strong brand is one that can adapt to changing market conditions. To develop into such a brand, keep an eye on industry trends and your rivals’ activity. A powerful strategy for establishing brand equity is to focus on a niche: As an example, presenting food/products as seen in Korean dramas that include product placement. Korean barbecue restaurants should fill a need that is presently unsatisfied. This demonstrates both fresh thinking and a strong grasp of your customers. Being admired and respected is a sign of a good brand equity position.

(3) In order to succeed, Korean barbeque restaurants must understand the market and its role within it. They should have a consistent brand image, and they must convey this understanding to customers systematically and entertainingly. Their goods and prices are very significant, and they should constantly strive to ensure that their product is competitively priced. Every aspect of their company that comes into touch with clients and prospective customers, from their brand name to their social media activity, must be polished to guarantee that it is highly focused. They should build their brand image and shape their company after that image starting from the beginning. If they operate in the high-end segment of their business, they should present themselves in a refined manner. If the goal of their product or service is to put a smile on people’s faces, they should be enjoyable to work with. (4) and lastly, To determine whether or not their customers are satisfied, Korean barbecue restaurants should pay closer attention to their customers’ feedback and suggestions. Understanding what their customers need/want is critical to their brand’s success. Providing them with the requirements and desires they want may result in customer retention. If Korean barbecue restaurants accomplish this, their brand will be strengthened, and they will see significant development. Additionally, generation-z may have a unique perspective in comparison to previous generations. Future studies might expand on the relevance of this study by

<table>
<thead>
<tr>
<th>Mediation Path</th>
<th>Mediating Variable</th>
<th>Coefficients</th>
<th>SE</th>
<th>p</th>
<th>Interpretation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Equity to Perceived Quality to Purchase Decision</td>
<td>Perceived Quality</td>
<td>0.105</td>
<td>0.061</td>
<td>&lt;.001</td>
<td>Partial Mediation</td>
</tr>
<tr>
<td>Brand Equity to Customer Satisfaction to Purchase Decision</td>
<td>Customer Satisfaction</td>
<td>0.181</td>
<td>0.061</td>
<td>&lt;.001</td>
<td>Partial Mediation</td>
</tr>
</tbody>
</table>

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collecting data over a longer period of time and expanding the number of respondents, utilizing the structures indicated in the study. Different statistical data obtained via advanced methodologies may also be used to enhance the research.

**Funding:** This research received no external funding.

**Acknowledgements:** The proponents would like to express their appreciation to Mrs. Madel Magsino-Marasigan, Mrs. Caroline Castano, Mr. Emman Paulino, Mr. Real So, and Dr. Giselle Barrion for their assistance. This research was supported by the University of Santo Tomas’ Department of Marketing Management.

**Conflicts of Interest:** The authors declare no conflict of interest.

**References**


