

**Research Article / Araştırma Makalesi**

## The Effect of Brand Quality, Price and Sales Promotions on Purchase Intention: Evidence from Global Fast-Food Brand\*

*Marka Kalitesi, Fiyat ve Satış Promosyonlarının Satın Alma Niyeti Üzerindeki Etkisi: Küresel Fast Food Markasından Kanıtlar*

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### ABSTRACT

In this study, the effects of brand quality, price, and sales promotions on purchase intention were examined within the context of a global brand operating in the fast-food sector—one of the fastest-growing trends in the food service industry worldwide. The research targeted Burger King followers in Türkiye through social media platforms. Multiple linear regression analysis revealed that all three variables had a positive impact on purchase intention, with brand quality demonstrating the strongest influence. The findings have significant implications, particularly for global brands in the fast-food sector. Given the positive contribution of these variables to customers' purchase intentions, it is recommended that businesses place considerable emphasis on brand quality, competitive pricing strategies, and sales promotions that provide economic value and additional benefits to customers. Moreover, in the absence of a globally recognized Turkish fast-food brand, it is essential for the government to implement incentive programmes aimed at fostering the development of such a brand, prioritizing high brand quality as a cornerstone of this effort.

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### ÖZ

Bu çalışmada, gıda hizmet sektörünün kolları arasında dünyada yükselen trendlerden biri olan fastfood sektöründe faaliyet gösteren küresel bir markada marka kalitesi, fiyat ve satış promosyonlarının satın alma niyeti üzerindeki etkilerinin ortaya konulması amaçlanmıştır. Araştırma, Türkiye'deki Burger King takipçilerine sosyal medya uygulamaları üzerinden ulaşılarak gerçekleştirilmiştir. Çalışmada çoklu doğrusal regresyon analizi kullanılmış ve her üç değişkenin de satın alma niyeti üzerinde olumlu bir etkisi olduğu, en belirgin etkiyi ise marka kalitesinin gösterdiği ortaya çıkmıştır. Bu bağlamda, çalışma, özellikle fast food sektöründe faaliyet gösteren küresel markalı işletmeler için önemli çıkarımlara sahiptir. Bu üç değişkenin müşterilerin satın alma niyetlerine olumlu katkısı ışığında, işletmelerin bu değişkenlere yüksek düzeyde önem vermeleri tavsiye edilmektedir. Fiyatların belirlenmesinde, işletmelerin rekabetçi ve ekonomik fiyatlar belirlemeleri ve müşterilere ekonomik ve katma değer sağlayan satış promosyonu uygulamalarına önem vermeleri önerilmektedir. Küresel çapta tanınan bir Türk fast food markasının bulunmadığı göz önüne alındığında, devletin yüksek marka kalitesine odaklanarak böyle bir markanın geliştirilmesini destekleyecek teşvik programları uygulaması önemlidir.

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## GENİŞLETİLMİŞ ÖZET

### Giriş ve Araştırmanın Amacı

Bu çalışmada, gıda hizmet sektöründe hızla yükselen bir trend haline gelen fast food sektöründe faaliyet gösteren küresel bir markanın tüketici davranışlarına olan etkileri incelenmiştir. Araştırmanın temel amacı, tüketicilerin satın alma niyetleri üzerinde etkili olan üç ana faktörü—marka kalitesi, fiyat ve satış promosyonları—detaylı bir şekilde ortaya koymaktır. Hızla değişen tüketici alışkanlıkları ve artan rekabet koşulları bağlamında, bu üç değişkenin küresel markalar açısından önemi giderek artmaktadır. Bu bağlamda çalışma, özellikle Türkiye’deki Burger King tüketicilerine odaklanarak, bu faktörlerin satın alma niyetine katkısını anlamayı ve literatürdeki bu alandaki boşlukları doldurmayı hedeflemektedir.

### Metodoloji

Araştırma kapsamında kullanılan ölçeklerden elde edilen veriler bilgisayar ortamına girilerek SPSS for Windows programı kullanılmış ve çoklu regresyon analizi gerçekleştirilmiştir. Ölçüm maddelerinde 7’li Likert ölçeğinden faydalanılmıştır. Çalışma, anket linkinin çeşitli sosyal medya platformlarında Burger King topluluğunun üyelerine dağıtılmasıyla sosyal medya üzerinden yürütülmüştür. Araştırmanın hedef kitlesini Türkiye’de Burger King ürünlerini satın alan ve tüketen tüketiciler oluşturmaktadır. Bu kapsamda anket formu kullanılarak 380 katılımcıya ulaşılmıştır. Ancak yalnızca 200 kişi yanıt vermiştir.

### Bulgular

Bu çalışmada Türkiye’de fast food sektöründe faaliyet gösteren küresel bir markayı temsil eden Burger King örneğinde fiyat, marka kalitesi ve satış promosyonlarının satın alma niyeti üzerinde olumlu bir etkiye sahip olduğu, en belirgin etkiyi ise marka kalitesinin gösterdiği ortaya çıkmıştır. Sonuçlar, fiyatın satın alma niyeti üzerinde pozitif bir etkisi olduğunu ( $\beta=0.240$ ,  $p<0.05$ ), marka kalitesinin satın alma niyeti üzerinde pozitif bir etkisi olduğunu ( $\beta=0.476$ ,  $p<0.001$ ) ve satış promosyonlarının da satın alma niyeti üzerinde pozitif bir etkisi olduğunu göstermektedir ( $\beta=0.187$ ,  $p<0.001$ ). Sonuçlar, üç bağımsız değişkenin birlikte satın alma niyeti skorundaki varyansın %69,8’ini açıkladığını ve R-kare değerinin 0,698 olduğunu göstermektedir.

### Sonuç ve Tartışma

Bu çalışmada fiyat değişkeni model içerisinde düşük ve uygun fiyat aralığına göre analiz edilmiş ve satın alma niyeti üzerinde olumlu bir etkiye sahip olduğu sonucuna ulaşılmıştır. Bu bağlamda, küresel markalı fast food müşterileri üzerinde yapılan diğer çalışmalarda da benzer bulgular rapor edilmiştir (Zhong ve Ay, 2020; Phan ve Mai, 2016; Teoh vd., 2023). Bu açıdan bakıldığında, fiyatın fast food sektöründe tüketiciler tarafından yakından incelenen ve önem atfedilen bir değişken olduğu görülmektedir. Çalışmada ayrıca marka kalitesinin satın alma niyeti üzerinde pozitif bir etkisi olduğu sonucuna varılmıştır. Bu bağlamda, literatürde küresel markalı fast food müşterileri üzerine yapılan benzer çalışmalarda da benzer bulgular elde edilmiştir (Arslandere ve Yıldırım, 2021; Teoh vd., 2023). Bu çalışmanın bulguları, marka kalitesinin satın alma niyeti üzerinde satış promosyonları ve fiyattan daha belirgin bir etkiye sahip olduğunu göstermektedir. Bu bağlamda, Burger King müşterilerinin marka kalitesi faktörüne en büyük önemi verdikleri, bu konudaki beklentilerinin birincil konumda olduğu ve bunu diğer faktörlerin izlediği söylenebilir. Araştırma bulguları, satış promosyonlarının satın alma niyeti üzerinde olumlu bir etkiye sahip olduğunu göstermiştir. Bu bağlamda, bu çalışmanın sonuçları küresel markalı fast food müşterileri üzerine yapılan benzer çalışmaların sonuçlarıyla tutarlıdır (Basch vd., 2013). Ayrıca, bu çalışmanın bulguları, promosyon faaliyetlerinin ürün tercihini etkileyen en önemli üçüncü faktör olduğunu gösteren küresel markalı fast food müşterileri üzerine yapılan çalışmanın (Guan, 2015) bulgularıyla da örtüşmektedir. Ayrıca, literatürde küresel markaları belirtmeyen ve satış promosyonlarını ürün tercih nedeni olarak gösteren fast food sektöründe yapılan benzer çalışmalarda da (Lassen vd., 2016; İpek, 2019) benzer bulgular elde edilmiştir. Küresel markalı fast food müşterilerinin marka kalitesine öncelik verdiği açık olmakla birlikte, fiyat ve satış promosyonları gibi diğer faktörlerin de satın alma niyetlerini etkilediği açıktır.

Çalışmanın özellikle fast food sektöründe faaliyet gösteren küresel markalı işletmeler için önemli çıkarımları bulunmaktadır. Bu üç değişkenin müşterilerin satın alma niyetlerine olumlu katkısı ışığında, işletmelerin bu değişkenlere yüksek düzeyde önem vermeleri önerilmektedir. İşletmelerin fiyat belirlerken rekabetçi ve ekonomik fiyatlar belirlemeleri, ekonomik katkı sağlayan ve müşterilere değer katan satış tutundurma uygulamalarına devam etmeleri önerilmektedir. Rekabetçi fiyat sunmalarını sağlayacak etkin satın alma yönetimi stratejileri uygulamaları, üretim süreçlerinde yalın üretim tekniklerini kullanmaları ve pazardaki rakip fiyatlandırmalarını takip etmeleri avantajlı olacaktır. Bu çalışmanın en önemli bulgularından biri, Burger King müşterilerinin satın alma kararlarını verirken fiyat ve satış promosyonlarından ziyade marka kalitesine daha fazla önem vermeleridir. Araştırma sonuçları, marka kalitesinin satın alma niyeti üzerinde diğer iki değişkene kıyasla daha büyük bir etkiye sahip olduğunu göstermektedir. Marka kalitesinin “müşterinin bir işletmenin genel kalitesi veya üstünlüğüne ilişkin algısı” olarak tanımlanması ışığında, işletmenin bu unsura katkıda bulunabilecek tüm işlevlerinin incelenmesi ve optimize edilmeye çalışılması esastır. Bu işletmelerin kalite artırıcı ve standartlaştırıcı unsurlara öncelik vermeleri büyük önem taşımaktadır. Bu çerçevede, hammaddede tedariki, üretim yönetimi, kalite kontrol, hizmet yönetimi ve hijyen unsurlarına özellikle dikkat edilmelidir. Ayrıca, pazarlamada satış teşvik unsurlarının değerlendirilmesi de önemli bir odak noktası olmalıdır. Söz konusu unsurların uygulanmasından sorumlu personelin etkin yönetiminin de incelenmesi önerilmektedir. Ayrıca, küresel marka olma hedefine sahip fast food işletmelerinin, marka kalitesine özel önem vererek bu vizyonla uyumlu uygulamalara öncelik vermesi gerektiği düşünülmektedir. Dünya çapında tanınan bir Türk fast food markasının bulunmadığı göz önünde bulundurulduğunda, devletin hem sağlıklı ürünlere hem de yüksek marka kalitesine odaklanarak böyle bir markanın gelişimini destekleyecek teşvik programları uygulaması önemlidir.

## **Introduction**

The term “globalization” manifests in numerous aspects of daily life, taking on various forms. One of the primary dimensions of globalization—whose effects, scope, and outcomes remain a subject of debate—is international business. In this context, the pressure to establish a global presence is significant. To remain competitive and achieve long-term success, businesses must expand rapidly beyond national borders to increase their customer base (Aboulnasr, 2007). Consequently, many companies are compelled to adopt international business strategies aimed at achieving global brand recognition (Haque et al., 2015). A number of reasons have been proposed for the pursuit of global brand status. Some of the reasons for pursuing globalization include the potential for economies of scale and scope in RandD, production and marketing. Furthermore, the strategic attractiveness of the market is likely to increase as consumers around the world develop similar needs and tastes. Additionally, globalization can accelerate a brand’s time to market by reducing time-consuming local variations (Steenkamp et al., 2003).

It is evident that global brands continue to maintain a presence in a multitude of sectors. One such sector is the food service industry. In terms of global segmentation of the food service industry, full-service restaurants represent 40 per cent of the market value, while quick service restaurants (QSRs) and fast food constitute the second largest segment of the market, accounting for 22 per cent of the market value (Quang et al., 2018). Goyal and Singh (2007) asserted that the fast-food sector represents the most rapidly expanding food category globally. It is evident that there are underlying factors contributing to this growth and development. The popularity of eating out has increased because of shifts in consumer preferences (Chun and Nyam-Ochir, 2020). In the social context, the reduction in time available for cooking at home and the concomitant increase in expenditure on fast food are the result of global changes in working styles (Phan and Mai, 2016). In general, consumers may prefer to consume food at fast food restaurants for reasons of convenience and to save time (Chun and Nyam-Ochir, 2020). In the present era, fast food is widely regarded as a popular choice, offering a range of appealing options at a reasonable price point (Xiao et al., 2018). The fast-food industry has experienced significant growth and has become a dominant force within the food industry. In response to the growing demand for fast food, fast-growing companies in the sector are continuously developing new marketing strategies to enhance brand recognition and convenience for customers (Phan and Mai, 2016). Also, the fast-food industry has experienced growth in Türkiye since the 1980s. Concurrently, there has been a rise in the consumption of fast food (Küçükergin and Dedeoğlu, 2014). A significant number of global brands operate within the fast-food industry. One such company is Burger King. As reported, Burger King has 14,000 restaurants distributed across approximately 100 countries since the beginning of the 21st century. The company’s headquarters are in Miami, Florida (Teoh et al., 2023).

In the context of global brands, there has been a historical tendency to emphasize a range of factors, including quality and price, within the field of marketing (Karataş and Altunışık, 2016). A multitude of factors, including quality, price, and image, may contribute to consumers’ brand preferences. These elements are significant in enhancing brand value as perceived by consumers (Aaker, 1996). The expectations of consumers in relation to global brands differ from those held towards more ordinary brands (Karataş and Altunışık, 2016). Therefore, global brands should be able to distinguish themselves from their counterparts in the market (Hollis, 2011). In the context of distinctive factors, the primary factors influencing consumer purchase intention are favorable price (Srivastava et al., 2023), brand quality (Arslandere and Yıldırım, 2021) and promotional activities (Basch et al., 2013). The price factor is an affordable and reasonable price that customers deem acceptable (Zhong and Ay, 2020; Phan and Mai, 2016; Shamah et al., 2018; Teoh et al., 2023). Sales promotions are instruments characterized by the effects of price discounts, coupons and financial offers, including promotions such as “buy 2 get 1” and offers such as free samples and free gifts (Temel et al., 2023). Brand quality can be defined as the customer’s perception of the overall quality or superiority of an organization (Aaker, 1991). In this context, brand quality is a more expansive concept that encompasses elements such as product and service quality.

A substantial body of research has demonstrated the influence of quality on purchase intention in global brands (Fatimah and Bagasworo, 2021; Mohamed et al., 2019; Steenkamp et al., 2003). Additionally, some studies have investigated the impact of quality and price on purchase intention (Srivastava et al., 2023). Similarly, numerous studies (Zhong and Ay, 2020; Phan and Mai, 2016; Shamah et al., 2018; Arslandere and Yıldırım, 2021; Teoh et al., 2023; Guan, 2015) have examined the impact of variables such as quality and price on purchase intention or reasons for preference in global fast-food brands. A review of the literature reveals a paucity of studies that specifically include promotion activities in the context of global fast-food brands. For example, Basch et al. (2013) and Guan (2015) are two notable exceptions. Additionally, numerous studies (Xiao et al., 2018; Pérez-Villarreal, 2020; Lassen et al., 2016; Jha et al., 2022; Küçükergin and Dedeoğlu, 2014; Veuphuteh, 2018; Öztokmak, 2018; Kingir et al., 2015) investigate the influence of attributes such as quality and price on purchase intention or reasons for preference within the broader fast-food sector, without specifying global brands. Similarly, there is a paucity of studies that examine the general fast-food sector without specifying global brands and include the effect of promotions on product preferences (İpek, 2019) and a dearth of studies that investigate the impact of advertising-promotion campaigns on product preferences (Öztokmak, 2018). Furthermore, there is a paucity of studies in the literature that examine brand quality in the context of fast-food brands (Arslandere and Yıldırım, 2021). In many studies conducted, the quality element has been analyzed as a structure in the context of product and service quality, rather than in the context of brand quality.

This study aims to contribute to the existing literature on the global branded fast-food sector, focusing particularly on the limited research addressing the effects of promotion activities (Basch et al., 2013; Guan, 2015) and the concept of brand quality in this sector (Arslandere and Yıldırım, 2021). The study examines the simultaneous effects of brand quality, price and sales promotions on purchase intention in the context of a global fast-food brand operating in Türkiye. In the study, a review of the existing literature was conducted, along with the formulation of hypotheses. Subsequently, the data collection instruments, and the results of the data

analyses were presented. In the final section of the study, an evaluation of the contributions and implications of the research for the existing literature is presented.

## **1. Literature Review and Hypothesis Development**

In the most basic sense, price can be defined as the sum of money or fee paid in exchange for the acquisition of products or services (Schindler, 2012). In other words, it is a price that individuals must accept because of their participation in purchasing transactions (Shirai, 2015). Prices play a pivotal role in shaping perceptions and values (Faith and Edwin, 2014) and thus serve as a crucial purchase incentive (Vanhuele and Drèze, 2002). In everyday life, consumers typically view product price as an indicator of quality, perceiving higher-priced items as superior in quality (Shirai, 2015). This situation suggests that price is the sole element of quality in the relationship between price and quality (Dülgeroğlu, 2017, p. 56; Tapiero et al., 1987). As posited by Kim and Berg (2017), enterprises that adhere to higher quality standards are compelled to shoulder greater production costs, which in turn gives rise to elevated selling prices. However, some authors (Monroe and Dodds, 1988; Jin and Kato, 2006) have put forth the argument that quality will not necessarily increase in tandem with price, and that quality products can be produced with low production costs. The notion of consumers attributing value to products or services based on price has been a topic of interest for numerous researchers (Lichtenstein, 2005). In numerous studies in the existing literature (Zhong and Ay, 2020; Phan and Mai, 2016; Shamah et al., 2018; Teoh et al., 2023; Xiao et al., 2018; Ryu and Han, 2010; Jha et al., 2022; Küçükergin and Dedeoğlu, 2014; Sweeney and Soutar, 2001), the price variable is examined within the context of the economic reasonable price plane. This study employs a similar approach to that taken in other studies of the price variable.

Aaker (1991) posits that brand quality offers several benefits to a brand, including added value, a compelling reason for consumers to purchase the brand, and a means of differentiation from competitors. The term “brand quality” is defined as “the customer’s perception of the overall quality or superiority of an organization” (Aaker, 1991). In its most basic form, brand quality can be defined as “the customer’s general perception of quality or the superiority of a product or service in relation to its alternatives in accordance with its intended use”. It should be noted that perceptions of quality may vary depending on the sector in question. In the cosmetics sector, product quality and product permanence are the primary determinants of quality. In contrast, in the food sector, in addition to production quality, factors such as taste, odour, appearance and materials used are of greater importance to consumers (Agyekum et al., 2015). As Perreault (1997) observes, many business managers adopt an erroneous approach by concentrating on minutiae and technical matters pertaining to production, with scant regard for the consumer’s perspective. As consumer groups evaluate products according to their own needs, they do so within the context of quality conformity and the total satisfaction it provides. Consequently, the initial stage is to conduct market research to identify consumer-oriented needs and wants.

The results of a study conducted on a sample of millennial consumers of fast-food restaurants in Malaysia indicated that quality and price have a positive effect on purchase intention (Xiao et al., 2018). The study, conducted on the example of fast-food hamburger restaurants in Mexico, reached the conclusion that utilitarian value, which includes the elements of affordable price and quality, has a positive effect on purchase intention through the formation of an attitude towards eating hamburgers. In the same study, it was observed that hedonic utility had a greater effect (Pérez-Villarreal, 2020). The study, which was conducted on university students in the fast-food sector in Türkiye and Canada, concluded that quality positively affects purchase intention in the Turkish sample, while a reasonable price does not affect purchase intention. In the Canadian sample, both price sensitivity and quality have a weak effect on purchase intention (Veuphuteh, 2018). In the study conducted in the Adıyaman and Gaziantep provinces, the most important factors influencing the preference for fast food-style food and beverage establishments were identified as (i) timely and fast service, (ii) offering menus suitable for taste, and (iii) having menus suitable for different budgets (Olçay and Akçi, 2014). In a study conducted on fast food customers among university students in the Diyarbakır province, it was observed that the participants exhibited the highest average scores for reasonable price and product quality among the factors affecting fast food consumption (Kıngır et al., 2015).

Zhong and Ay (2020) reached the conclusion in their study on global brands operating in the fast-food service sector in China that a reasonable price has a positive effect on customer perceptions and is an important factor in their repeat preference. In a study conducted on fast food restaurants in a sample of university students in Vietnam, it was determined that a reasonable price has a positive effect on purchase intention. The study indicated that global brands hold a dominant position in the fast-food sector in Vietnam (Phan and Mai, 2016). In a study on global fast-food brands in the sample of Morocco and Egypt countries in Africa, it was observed that a reasonable price had no effect on customer loyalty (Shamah et al., 2018). Ryu and Han (2010) demonstrated in their study of fast-casual restaurants in the USA that perceived reasonable price has a positive effect on customer satisfaction. In a study of Generation Z customers of fast-food restaurants in India, it was demonstrated that a reasonable price has a weak positive effect on purchase intention (Jha et al., 2022). A study conducted on fast food customers in İzmir province in Türkiye revealed that a reasonable price has a strong positive effect on repurchase intention (Küçükergin and Dedeoğlu, 2014). In a study conducted on McDonald’s customers, one of the global fast-food brands in Türkiye, it was revealed that brand quality has a strong positive effect on purchase intention (Arslandere and Yıldırım, 2021). A study on Burger King customers in Malaysia and India demonstrated that a reasonable price and quality positively influence purchase intention (Teoh et al., 2023). Qin and Prybutok (2009) posited in their research on fast food restaurants that product and service quality positively affect customer preference. In alignment with these assertions, the following hypotheses were developed. In hypothesis  $H_1$ , the price variable is evaluated in the context of a favorable price level for consumers, a price that is perceived as cheap and economical.

*H<sub>1</sub>: Price has a positive effect on purchase intention.*

*H<sub>2</sub>: Brand quality has a positive effect on purchase intention.*

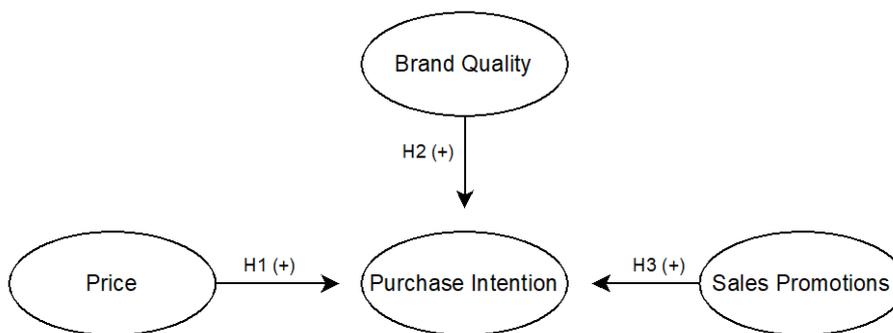
Sales promotion can be defined as the stimulation, encouragement or incentivization of the consumer to purchase a product or service in a more expedient manner on specific dates and at designated intervals (Kotler and Bliemel, 2001). The promotion of sales to consumers may be achieved through a variety of methods, including the distribution of sample products, the organization of sweepstakes, the distribution of coupons, the holding of competitions, the offering of price discounts, and the implementation of sales campaigns (Srinivasan and Anderson, 1998). Sales promotions function as a stimulus and incentive for consumers to act in the present, rather than in the future (Kotler, 2006). Sales promotions are ephemeral and constitute a call to action. Those who fail to take advantage of the campaigns within the specified period forfeit the benefits offered by the promotions (Blattberg and Brisch, 2010). As Chunawalla (2008) notes, the objective of sales promotions is to accelerate cash flow, to achieve regular sales, to address low sales, to dispose of unsold products and products accumulated in stock, to support new products, to compete with rival businesses, to foster consumer loyalty, and to establish the product as a preferred choice. Promotions have the potential to enhance purchasing attitudes and the probability of repurchase by fostering trial among those lacking brand experience (Vecchio et al., 2006).

A review of the literature reveals a number of findings pertaining to the use of sales promotions in the fast-food sector. To illustrate, a study conducted on KFC, McDonald’s and Burger King customers in Thailand revealed that, among the 15 factors influencing customer preference, good product taste was the third most important factor, promotional activities were the sixth most important factor and reasonable price was the eighth most important factor. The delivery service and ease of access to the restaurant were identified as the most important factors (Guan, 2015). In a study conducted on fast food restaurant customers in Denmark, it was observed that an average of 17% of the participants were affected by sales promotions and 19% by reasonable prices (Lassen et al., 2016). In a study conducted on fast food customers comprising university students in Konya province in Türkiye, the proportion of individuals who were found to be affected by promotional sales was determined to be approximately 10% (İpek, 2019). In a further study conducted on fast food customers comprising university students in Konya province in Türkiye, quality was found to be the primary factor affecting reasons for preference, with a rating of 91%. This was followed by reasonable price (86%), advertising and promotional campaigns (50%), and other factors (13%) (Öztoğmak, 2018). A study conducted on behalf of a prominent fast-food chain in the USA revealed that showcase promotions had a positive impact on sales (Basch et al., 2013). In alignment with the explanations, the following hypothesis was developed:

*H<sub>3</sub>: Sales promotions have a positive effect on purchase intention.*

The research model is illustrated in Figure 1 below.

**Figure 1. Research Model**



**2. Limitations of The Research**

In this study, the focus of the research is to determine the effects of brand quality, price and sales promotions on purchase intention in a global brand operating in the fast-food sector, which is one of the rising trends in the world among the branches of the food service sector. The research is limited to Burger King social media users in Turkey. The use of social media applications as a data collection method caused the exclusion of non-social media users and limited their representativeness. In the study, multiple linear regression analysis was used, and it was found that all three variables had a positive effect on purchase intention, with brand quality having the most significant effect. In addition, only the effects of brand quality, price and sales promotions on purchase intention were analyzed, but other factors that would expand customer preference (also, product variety, customer service or location accessibility) were not specified. The fact that the research was conducted on a single brand does not make it possible to evaluate different options of other global or local fast-food brands. In addition, the fact that the research was conducted over a certain period limited the examination of time-dependent changes in the effects of variables. These limitations should be handled carefully in terms of the generalizability of the results and application areas, and the data obtained by keeping these limitations can be used as a reference source for future studies. As a result, it has been tried to reveal the effects of brand quality, price and sales promotions on purchase intention in a global brand operating in the fast-food sector, which is one of the rising trends in the world among the branches of the food service sector.

### 3. Method, Data Analysis and Findings

#### 3.1. Measurement, Sampling and Data Collection

In the research, the necessary approval was obtained from Karamanoğlu Mehmetbey University Ethics Committee with the decision dated (26.12.2022) and numbered (289-292) to protect the rights of the participants and to be carried out in accordance with ethical principles. Ethics committee connections, modular planning, verification, analysis and reporting were carried out in accordance with the ethical principal legislation.

The initial section of the questionnaire, which was designed as a data collection instrument in the course of the research, comprises questions that are intended to ascertain the demographic characteristics of the participants. The initial section of the questionnaire addressed demographic characteristics, including marital status, gender, age, educational attainment, and the total income level of the household. Subsequently, a total of thirteen questions were posed in order to ascertain respondents' perceptions of brand quality, price, sales promotions and purchase intention. The study was conducted via social media, with the survey link disseminated to members of the Burger King community across various social media platforms. The scales employed in the study, along with their respective sources, are presented in Table 1 below. A seven-point Likert scale was employed to measure the participants' opinions, with the following options: (1) Strongly disagree, (2) Disagree, (3) Somewhat disagree, (4) Neither agree or disagree, (5) Somewhat agree, (6) Agree, (7) Strongly agree. The target group for the research is constituted by consumers who have purchased and consumed Burger King products in Türkiye. The study was conducted via social media, with the survey link disseminated to members of the Burger King community across various social media platforms. In this context, 380 respondents were reached by using the survey form. However, only 200 individuals responded. In general, a sample size of between 200 and 300 is sufficient for survey-type studies conducted in the social sciences (Gürbüz and Şahin, 2014).

**Table 1.** Measurement Items

Variable	Code	Items	Sources
Brand Quality	BQ1	This brand always represents very good products	Vera (2015)
	BQ2	This brand is one of quality	
	BQ3	The products within this brand are quality products	
Price	P1	Brand X is reasonably priced	Sweeney and Soutar (2001)
	P2	Brand X offers value for money	
	F3	Brand X is a good product for the price	
	P4	Brand X would be economical	
Sales promotion	SP1	I like X's sales promotions	Lim and Guzmán (2022)
	SP2	I see X's sales promotion is more frequent than competitors'	
	SP3	X's sales promotions are often attractive to me	
	SP4	I like joining X's sales promotions very much	
Purchase intention	PI1	The likelihood of purchasing this product is high.	Dodds et al. (1991)
	PI2	The probability that I would consider buying the product is high.	
	PI3	My willingness to buy the product is high.	
	PI4	I intend to buy this product.	

#### 3.2. Data analysis and Findings

The data obtained from the scales used in the research were entered into a computer environment and analyzed using the Statistical Package for Social Sciences (SPSS) software for Windows. In order to apply parametric test methods to the evaluation of the data, it was assumed that the sample should show a normal distribution (Gürbüz and Şahin, 2018). To ascertain whether the variables employed in the research exhibit a normal distribution, the researchers examined the skewness and kurtosis values. George and Mallery (2003) posited that if the skewness and kurtosis measure assumes values between -2 and +2, it will demonstrate a normal distribution. The kurtosis and skewness values of the variables employed in the research were found to be 0.498 and -0.639 for brand quality, 0.626 and 0.247 for price, -0.485 and 0.354 for sales promotions, and -0.450 and 0.091 for purchase intention, respectively. Given that normality had been established, parametric methods were deemed the most appropriate for the analysis of the data. A multiple regression analysis was conducted to investigate the influence of brand quality, price, and sales promotions on the purchase intention of a global fast-food brand. The following sections present an analysis of the research findings under the headings of descriptive statistics, reliability analysis and multiple regression analysis.

##### 3.2.1. Descriptive Statistics

The table below presents the frequency and percentage distributions, along with other descriptive data, regarding the demographic characteristics of the participants.

**Tablo 2.** Respondent Attributes

		Frequency	Percent	Cumulative Percentage
Gender	Male	95	47,5	47,5
	Woman	105	52,5	100
	Total	200	100	
Age	18-26	72	36	36
	27-35	51	25,5	61,5
	36-44	54	27	88,5
	45-54	22	11	99,5
	55+	1	0,5	100
	Total	200	100	
Marital Status	Married	91	45,5	45,5
	Single	109	54,5	100
	Total	200	100	
Education Level	Primary education	4	2	2
	Secondary Education	12	6	8
	High School	56	28	36
	License	102	51	87
	Postgraduate	26	13	100
	Total	200	100	
Profession	Student	68	34	34
	Public Personnel	31	15,5	49,5
	Private Sector	49	24,5	74
	Tradesmen	36	18	92
	Not working	16	8	100
	Total	200	100	
Income*	17.000 TL and below	9	4,5	4,5
	17.001 TL-37.000 TL	38	19	23,5
	37.001 TL- 57.000 TL	81	40,5	64
	57.001 TL-77.000 TL	46	23	87
	77.001 TL +	26	13	100
	Total	200	100	
Purchase Frequency	More than once a week	3	1,5	1,5
	Once a week	5	2,5	4
	Every 15 days	63	31,5	35,5
	One on the Moon	129	64,5	100
	Total	200	100	

\* The income question is asked as the total monthly income of your household.

As can be seen in Table 2 above, 105 of the participants in the study are female and 95 are male. There are 72 people in the age group 18-26, 51 people in the age group 27-35, 54 people in the age group 36-44, 22 people in the age group 45-54 and 1 person in the age group 55 and over. Among the participants, 91 people are married and 109 people are single. There are 4 primary school graduates, 12 secondary school graduates, 56 high school graduates, 102 undergraduate graduates and 26 postgraduate graduates. In terms of occupation, 68 of the participants are students, 31 are public sector employees, 49 are private sector employees, 36 are tradesmen and 16 are unemployed. There are 9 people in the income group of 17,000 TL and below, 38 people in the income group of 17,001-37,000 TL, 81 people in the income group of 37,001-57,000 TL, 46 people in the income group of 57,001-77,000 TL and 26 people in the income group of over 77,001 TL. In terms of frequency of purchase, 3 people purchased more than once a week, 5 people purchased once a week, 63 people purchased once every 15 days and 129 people purchased once a month. The table below shows the mean and standard deviation of the survey items.

### 3.2.2. Reliability Analysis

The internal consistency values of the scales for reliability analysis (Cronbach's Alpha) are shown in Table 4 below. If the Cronbach's Alpha reliability values are greater than 0.6, the scale can be considered highly reliable (Akgül andÇevik, 2003). Therefore, the scales were found to be reliable.

**Table 3.** Alpha Values of Brand Quality, Price, Sales Promotions and Purchase Intention

Variable	Cronbach Alpha Values
BQ	0,965
P	0,953
SP	0,914
PI	0,940

### 3.2.3. Multiple Linear Regression Analysis

There are prerequisites for multiple linear regression analysis. Büyüköztürk (2018) explained these preconditions as meeting linearity and normality, and not having a problem defined as multicollinearity between predictor variables. He stated that the variance inflation factor (VIF) values for multicollinearity should be less than 10, and the tolerance value should be greater than 20. In addition, Durbin-Watson (D-W) values were also examined to see if there was multicollinearity between variables. The lower (dL) and upper (dU) critical values for the number of independent variables 3 and sample 200 were analyzed. There is no autocorrelation between dL and 4-dL. The D-W value is 1.969 and it is seen that there is no autocorrelation according to these critical values. The VIF values were found to be 1,771 for sales promotion, 5,337 for price and 5,631 for brand quality and it was seen that the VIF<10 condition was met. Furthermore, it was concluded that there was no multicollinearity as the tolerance values were found to be greater than 0.2 (Özdamar, 2009; Sipahi et al., 2006; Büyüköztürk, 2018).

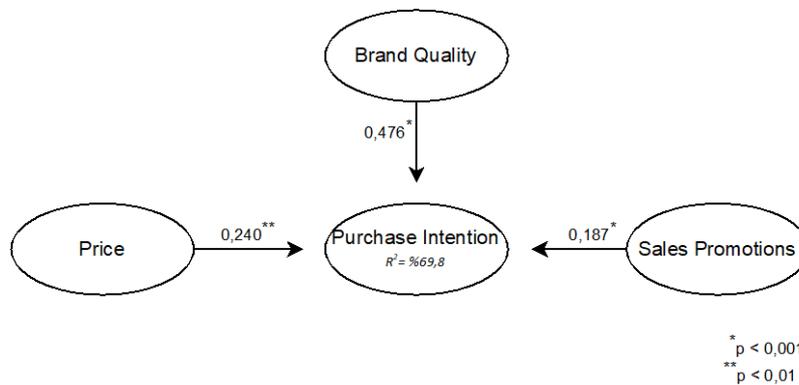
**Table 4.** Multivariate Regression Matrix between Price, Brand Quality, Sales Promotions and Purchase Intention

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Linearity Statistics	
	B	Std. Error	β			Tolerance	VIF
Price	1,091	0,21	0,240	5,201	0,000	0,217	5,337
Brand Quality	0,44	0,086	0,476	5,109	0,000	0,208	5,631
Sales Promotions	0,176	0,049	0,187	3,588	0,000	0,245	1,771

Dependent Variable: Purchase Intention; N=200, R=.836, R<sup>2</sup>=.698, F=151,122, p<0.001

Table 5 presents the results of the multiple regression analysis between the independent variables of price, brand quality, and sales promotions and the dependent variable of purchase intention. The statistical analysis revealed that the predictive power of price, brand quality and sales promotions on the purchase intention score was significant ( $F(3,196) = 151.122, p < 0.001$ ). The results indicate that price has a positive influence on purchase intention ( $\beta=0.240, p<0.05$ ), brand quality has a positive influence on purchase intention ( $\beta=0.476, p<0.001$ ), and sales promotions also have a positive influence on purchase intention ( $\beta=0.187, p<0.001$ ). The results demonstrate that the three independent variables collectively account for 69.8% of the variance in the purchase intention score, with an R-squared value of 0.698.

**Figure 2.** Hypothesis Test Results



## Conclusion

This study aimed to analyze the effects of price, brand quality and sales promotions on consumer purchase intention for the Burger King global brand in Türkiye. The results of the analysis are presented and discussed in the following sections.

### *Theoretical Implications*

In this study, the price variable was analyzed in accordance with the low and affordable price range within the model, and it was concluded that this has a positive effect on purchase intention. In this context, analogous findings have been reported in other studies of global branded fast-food customers (Zhong and Ay, 2020; Phan and Mai, 2016; Teoh et al., 2023). Furthermore, analogous findings were yielded by analogous studies (Xiao et al., 2018; Pérez-Villarreal, 2020; Jha et al., 2022; Küçükergin and Dedeoğlu, 2014) conducted in the fast-food sector without specifying global brands in the literature, which concluded that price has a positive effect on purchase intention. From this perspective, it can be observed that price is a variable that is subjected to close examination and considered to be significant by consumers in the fast-food sector. Additionally, the study concluded that brand quality has a positive effect on purchase intention. In this context, analogous findings were yielded by analogous studies on global branded fast-food customers in the literature (Arslandere and Yıldırım, 2021; Teoh et al., 2023). Furthermore, analogous outcomes were yielded by analogous studies (Xiao et al., 2018; Pérez-Villarreal, 2020) conducted in the fast-food sector without specifying global brands in the literature, which concluded that quality positively affects purchase intention. The findings of this study indicate that brand quality exerts a more pronounced influence on purchase intention than sales promotions and price. In this context, it can be posited that customers of Burger King accord the greatest importance to the factor of brand quality, with their expectations in this regard occupying a primary position, followed by other factors. The research findings indicated that sales promotions have a positive effect on purchase intention. In this context, the results of this study are consistent with those of similar studies on global branded fast-food customers (Basch et al., 2013). Furthermore, the findings of this study align with those of the study on global branded fast-food customers (Guan, 2015), which indicate that promotional activities are the third most important factor influencing product preference. Furthermore, analogous findings were yielded by analogous studies (Lassen et al., 2016; İpek, 2019) conducted in the fast-food sector, which did not specify global brands in the literature and demonstrated sales promotions as product preference reasons. Although it is evident that global branded fast-food customers prioritize brand quality, it is also apparent that other factors, such as price and sales promotions, influence their purchase intentions.

### *Practical Implications*

The findings of this study indicate that price, brand quality and sales promotions have a positive effect on purchase intention in the case of the Burger King sample, which represents a global brand operating in the fast-food sector in Türkiye. In this context, the study has significant implications, particularly for global branded businesses operating in the fast-food sector. In light of the positive contribution of these three variables to customers' purchase intentions, it is recommended that businesses accord them a high level of importance. In determining prices, it is recommended that businesses set competitive and economical prices, and that they continue sales promotion practices that contribute economically and add value to customers. It would be advantageous for them to implement effective purchasing management strategies that would allow them to offer competitive pricing, utilize lean production techniques in their manufacturing processes and monitor competitor pricing in the market. It is of particular importance that they pay close attention to the quality of the brand. One of the most significant findings of this study is that customers of Burger King place greater emphasis on brand quality than on price and sales promotions when making purchasing decisions. The results of the research indicate that brand quality has a greater impact on purchase intention than the other two variables. Considering the definition of brand quality as "the customer's perception of the general quality or superiority of an enterprise", it is essential to examine and strive to optimize all functions of the enterprise that may contribute to this element. It is crucial for these enterprises to prioritize quality-enhancing and standardizing elements. Within this framework, particular attention should be paid to raw material procurement, production management, quality control, service management, and hygiene elements. Additionally, the evaluation of sales promotional elements in marketing should be a significant focus. It is also recommended that the effective management of personnel responsible for implementing the elements be examined. Furthermore, it is believed that fast food enterprises with aspirations of becoming global brands should prioritize practices aligned with this vision, with particular emphasis on brand quality. Given the absence of a globally recognized Turkish fast-food brand, it is important that the government implement incentive programs to support the development of such a brand, with a focus on both healthy products and high brand quality.

## Additional Information/Author Declarations

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### **Statement of Research and Publication Ethics**

For this study the approval of ethical committee no 10-22/292 dated 26.12.2022 was taken from the Ethical Committee, Karamanoğlu Mehmetbey University.

### **Conflict of Interest**

There is no potential conflict of interest in the study.

### **Statement of Research and Publication Ethics**

No support is taken from any institution or organization.

### **Author Contributions**

The first author contributes 50% while the second author contributes 50 %.

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