



Rational Antecedent Framework of Brand Satisfaction in the Industrial Market: Assessing Rational Perceived Quality and Rational Perceived Value Roles

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ABSTRACT

Referring to the traditional paradigm, the industrial decision process is most likely influenced by rational aspects; is this perspective still relevant? The purpose of this paper is to explore further the role of rational satisfaction's antecedents, particularly perceived quality and perceived value. This study conducts a literature review and an in-depth analysis of 10 papers published by reputable Scopus index publishers, with respondents from various industries and time horizon of the last 5 years. This study finds that rational aspects of perceived quality and perceived value influence satisfaction directly, moreover rational perceived quality influences perceived value, and indirectly influences brand satisfaction. However, the study finds that the emotional aspects are involved; although the final decision process is a dual process, the rational aspects still dominate the process of taking final decision.

Keywords: Perceived Quality, Perceived Value, Customer Satisfaction, Rational Evaluation, Brand Equity

JEL Classifications: M31, L10

1. INTRODUCTION

Aaker (1996) defines brand equity as a set of assets (and liabilities) linked to a brand's name or symbol that adds to (or subtracts from) the value provided by a product or service to a firm or that firm's customers. The primary brand asset categories are brand awareness, brand loyalty, perceived quality, brand associations, and other proprietary brand assets. The brand equity concept was originally developed in the context of the B2C market, but the concept is also applicable to the B2B market (Davis et al., 2008; De Chernatony and Riley, 1999; Österle et al., 2018). Compared with retail buyers, industrial buyers are regarded as being more rational in the purchase decision process (Rossomme, 2003). With the relatively small number of industrial buyers and the greater rationality of the decision process, the role of brand equity can be implemented in the industrial context (Kim and Hyun, 2011).

The industrial buyer evaluation process tends to be a rational process (Briggs et al., 2016; Österle et al., 2018). However, other scholars have a different perspective; for instance, Elsässer and Wirtz (2017) develop a model and differentiate rational brand quality and emotional brand associations, both of which influence satisfaction in the B2B market. Rational brand aspects corroborate to determine the relationship between the industrial market and a specific brand, in terms of product quality, service quality, and price, (Jensen and Klastrup, 2008; Martensen and Grønholdt, 2004). However, perceived brand quality or perceived quality is acknowledged as one of the main components of brand equity (Aaker, 1996. p. 109), and it has been widely accepted (Yoo and Donthu, 2001). Perceived quality is the most relevant element of a strong brand (Michell et al., 2001); industrial customers tend to avoid a new brand alternative as long as the current quality level is perceived as adequate (Sharp, 1996). It is the background authors select perceived quality to be further explored its rational role in the B2B market.

In the past industrial marketing research, satisfaction is driven strongly by cognitive elements such as perceived quality (with the constituent of product quality and services quality), price (Zeithaml et al., 2018), or by such countable and cognitive criteria as economic costs and technical specification. Such an economic cost criterion is the combination of perceived quality and price to be a perceived value (Zeithaml et al., 2018); In the satisfaction development model by Zeithaml et al. (2018), the combination of product quality, service quality, and price becomes perceived value. Refer to the satisfaction development model by Zeithaml et al. (2018), the American Customer Satisfaction Index (Fornell et al., 1996), and the European Customer Satisfaction Index (Askariyazad and Babakhani, 2015); those have two primary constructs as the antecedent of satisfaction, which are perceived quality and perceived value. Hence those perceived quality and perceived value constructs are two key elements of satisfaction to be further analyzed for their rational role in the industrial market. Although satisfaction could be considered as an affective outcome, it comes as a result of cognitive and rational processes (Homburg et al., 2006; Pandey and Mookerjee, 2018).

Customer satisfaction influences the decision-making process at the buyer's side (Bendixen et al., 2004; Kalafatis et al., 2012; Kotler and Pfoertsch, 2007). It creates loyalty (Caceres and Paparoidamis, 2007; Lam et al., 2004; Vickery et al., 2004), improves buyer's willingness to pay a premium price (Netemeyer et al., 2004), and leads to a competitive advantage resulting in higher market share and profits (Fornell, 1992).

2. THE NATURE OF RATIONAL EVALUATION PROCESS: PERCEIVED QUALITY AND PERCEIVED VALUE AS ANTECEDENTS OF CUSTOMER SATISFACTION

2.1. Customer Satisfaction

Satisfaction is the customer's fulfilment response, the degree to which the level of fulfilment is pleasant or unpleasant (Oliver, 1996). Purposely to get customer satisfaction in the industrial market, firms should be able to predict and fulfil the buyer's need clearly; hence it is the prerequisite to be a success in the competition of the industrial market (Oliver, 2010; Theoharakis et al., 2009). Purposely to meet or even exceed buyer's need and to anticipate the trend of commoditization in the industrial sector, many firms pursue a service-led growth strategy as point of differentiation by offering services and solutions in addition to the traditional tangible products (Baines et al., 2009; Kindström, 2010; Kindström and Kowalkowski, 2014; Ulaga and Loveland, 2014; Ulaga and Reinartz, 2011). Service quality, product quality, and value for money are consistently the key drivers of industrial customer satisfaction (Brock et al., 2013).

The reputable customer satisfaction indexes, the American Customer Satisfaction Index (ACSI) (Fornell et al., 1996) and European Customer Satisfaction Index (ECSI) (Askariyazad and Babakhani, 2015), both confirmed perceived quality and perceived

value as antecedents of customer satisfaction. Moreover, perceived quality is an antecedent of perceived value. The ACSI and ECSI models are developed based on various industries as data sources, and both models use consumers and the industrial market as part of unit analysis. Satisfaction is characterized by feeling state or affective process, but it is a result of the cognitive component of the evaluations; hence, satisfaction is influenced by such rational antecedents as perceived quality and perceived value (Pandey and Mookerjee, 2018). Authors find relatively many papers that apply the cognitive psychological theory of the expectancy disconfirmation (E/D)-satisfaction method (Oliver, 1977). According to the theory, if expectations are met by the perceived performance, there is a confirmation of expectations (Oliver et al., 1994), but if not, then disconfirmation occurs. Disconfirmation can positively or negatively impact satisfaction. In the social discipline, customer satisfaction is considered a positive disconfirmation. On the other hand, if the performance is perceived less than the customer's expectation, then it is seen as negative disconfirmation (Oliver, 1977; Oliver and DeSarbo, 1988).

2.2. The Role of Perceived Quality

Perceived quality is the market's evaluation of recent consumption experience; it evaluates the customization and reliability of a given product or service (Turkylmaz et al., 2013). Oliver (2010) defines performance-based satisfaction, which is focusing on tangible products and/or services provided to the customer. It is necessary to understand how the company's products and services meet customers' needs in the B2B market (Kearney et al., 2017). Zeithaml et al. (2018) developed a model with product quality, service quality, and price as antecedents of customer satisfaction. The model clearly describes perceived quality with its dimensions of tangible products and service performance; meanwhile, price tends to be a factor that necessarily influences satisfaction.

Traditionally, industrial marketers communicate product benefits and tend to use functional and technical concepts in order to get the business, although the decision also has human involvement (Österle et al., 2018; Patti et al., 1991); hence, the traditional paradigm tends to use cognitive and rational approaches (Hutchins and Rodriguez, 2018). Meanwhile, service is a crucial part of developing satisfaction in the B2B setting (Briggs et al., 2016). The E/D model of satisfaction is confirmed to be a logical and more rational method (Coviello et al., 2002; Vargo and Lusch, 2008); the model generically applies to the consumer and industrial markets (Emerson and Grimm, 1999; Oliver and Burke, 1999). Service satisfaction evaluation is based on technical assessment, which is an evaluation between service performance and the established technical criteria (Oliver, 2010). Given the rational nature of business customer, services should be designed to provide quality and value (Lapierre et al., 1999); perceived value is commonly viewed as a trade-off between the costs and time invested by the customer compared to the service performance or quality (Gil et al., 2008; Whittaker et al., 2007).

The valuable provision and timely support services enhance a firm's performance, which, in turn, increase the services-related brand image (Cassia et al., 2017; Kuhn et al., 2008). The functional and emotional model (known as FE Model) combines

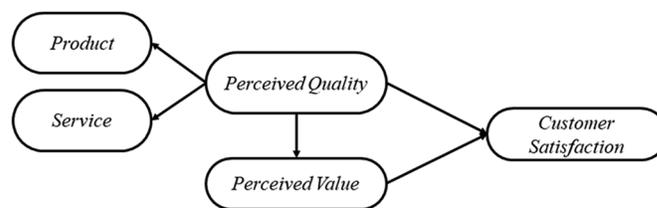
with the domination of the functional approach; hence it starts to expand beyond the rational process and into the emotional process (Hutchins and Rodriguez, 2018). The functional approach focuses on product benefits and technical skills. It enhances brand image and increases brand equity; the better quality of a tangible product shall create and enhance the goods-related brand image (Michell et al., 2001). Both tangible product and intangible services performances shall be evaluated rationally by customers, which, in turn, influences the brand image (Iyer et al., 2018).

To conclude, the role of perceived quality is such that brand equity offers a point of differentiation and sustainable advantage in the competition (Kotler and Pfoertsch, 2007). It enhances firm performance and in turn increase brand image (Hutchins and Rodriguez, 2018), to proceed value instead of quality only (Cassia et al., 2017; Lapierre et al., 1999), and as antecedents of satisfaction (Askariadz and Babakhani, 2015; Cassia et al., 2017; Elsäßer and Wirtz, 2017; Fornell et al., 1996) and perceived value (Askariadz and Babakhani, 2015; Briggs et al., 2015; Fornell et al., 1996; Ulaga and Chacour, 2001).

2.3. The Role of Perceived Value

Perceived value is the customer’s perception towards product quality relative to the price, and customer satisfaction depends on value, which in turn depends on the price (Turkylmaz et al., 2013). The industrial purchase decision process has been acknowledged as a rational process (Patti et al., 1991); in the application of perceived value concept, as an ordinary practice there will always be a comparison between what buyers get and give. Many past studies find the value to be an antecedent of satisfaction (Evanschitzky et al., 2012; Gil et al., 2008; Jayawardhena, 2010; Whittaker et al., 2007). Value is commonly defined as a trade-off between the costs and/or time invested by customers compares to the quality received. Lapierre et al. (1999) argue that even services

Figure 1: The proposed model



firms should take value concept, rather than quality concept, to effectively contribute to the bottom line or financial performance; hence the concept considers value from rational aspects. Value is driven by perceived quality; as consequence the perceived value construct is an output of perceived quality, and on the other side as the antecedent of customer satisfaction. These relationships are validated by ECSI (Askariadz and Babakhani, 2015) and the ACSI model (Fornell et al., 1996). To conclude, perceived value plays a role as an antecedent of satisfaction; by providing superior value to customers, it ensures to maintain the relationship (Eggert et al., 2006; Sharma et al., 2001).

Based on the role of perceived value and perceived quality towards brand satisfaction and the relationships among the constructs, authors proposed a common model, Figure 1.

3. METHODOLOGY

A literature review is a structured and reproducible design for purposely identifying, evaluating, and interpreting the recorded papers (Fink, 2014). There are two common objectives of a developed literature review: the first is to summarize papers by identifying patterns, themes, and issues; the second is to support the identification of the field content towards theory development

Table 1: The papers

Year	Author	Title	Journal	Index
2016	Briggs et al.	A framework of satisfaction for continually delivered business services	Journal of Business and Industrial Marketing	Scopus Q1
2016	Formentini and Romano	Towards supply chain collaboration in B2B pricing: A critical literature review and research agenda.	International Journal of Operations and Production Management	Scopus Q1
2018	Hutchins and Rodriguez	The soft side of branding: leveraging emotional intelligence	Journal of Business and Industrial Marketing	Scopus Q1
2017	Elsäßer and Wirtz	Rational and emotional factors of customer satisfaction and brand loyalty in a business-to-business setting	Journal of Business and Industrial Marketing	Scopus Q1
2018	Pandey and Mookerjee	Assessing the role of emotions in B2B decision making: an exploratory study	Journal of Indian Business Research	Scopus Q3
2017	Kaski et al.	Buyer versus salesperson expectations for an initial B2B sales meeting	Journal of Business and Industrial Marketing	Scopus Q1
2017	Kearney et al.	Emotional intelligence in front-line/back-office employee relationships	Journal of Services Marketing	Scopus Q1
2017	Cassia et al.	The effects of goods-related and service-related B2B brand images on customer loyalty	Journal of Business and Industrial Marketing	Scopus Q1
2018	Kemp et al.	The heart in organizational buying: marketers’ understanding of emotions and decision-making of buyers	Journal of Business and Industrial Marketing	Scopus Q1
2018	Wollenburg et al.	From bricks-and-mortar to bricks-and-clicks	International Journal of Physical Distribution and Logistics Management	Scopus Q1

(Formentini and Romano, 2016). To get the answer of the rational aspect role in the industrial market, authors do an in-depth analysis of the tendency of rational and/or emotional aspects from the customer's standpoint. An in-depth analysis is done on the ten selected papers. The in-depth analysis is limited to the industrial relationship or B2B spectrum. It refers to the journals published by a reputable publisher, which is Emerald. Nine papers have a Q1 Scopus index (Journal of Business and Industrial Marketing, Journal of Services Marketing, and International Journal of Operations and Production Management), and one paper has a Q3 Scopus index (Journal of Indian Business Research).

From the 10 selected papers, four papers assess or discuss brand equity. Meanwhile, six papers tend to be focus on the industrial relationship domain, with no brand discussions. All ten papers are concerned with one crucial element of brand equity, which is perceived quality. Authors select branding papers and relationship papers to assess how the rational and/or emotional aspects work in brand marketing and relationship marketing. Anticipating the fast growth of industrial market concepts, it is necessary to have a precise and updated view of the literature topic. Hence, the papers are limited to the time horizon of the last 5 years; the oldest reference paper was published in 2015 (Table 1). The papers discuss various topics, such as supply chain and logistics services, durable industrial goods or capital goods, telecom service providers, IT, training, footwear, retail, food, professional services, HR services, consulting services, and medical equipment. Some selected papers also focus on emotional topics, purposely to have a balanced perspective from two different evaluation process standpoints, which are rational and emotional elements.

4. DISCUSSION

The authors review and analyze some related papers that involve rational and/or emotional aspects of discussions. The analysis exemplifies which industries tend to hold more rational perspectives and shows the tendency of the cognitive and rational elements to be involved in the evaluation process. From the conceptual papers, the authors study three updated journals that various industries have explored conceptually.

First, Briggs et al. (2015) analyze the satisfaction evaluation in the continually delivered business services (CDBS) based on the E/D theory. The analysis is addressed to the most common CDBS industries, such as transport and logistic, information technology and web services, and financial services with a 10-year time horizon of 2003-2013. Briggs et al. (2016) modify Oliver's (2010) concept of satisfaction to identify the appropriate concept at a specific CDBS context: CDBS provider satisfaction is a customer's global evaluation of the degree to which a service firm is providing an appropriate level of fulfilment for its need. CDBS industrial satisfaction is considered rational processes (Briggs et al., 2016) and widely regarded as being more rational than emotional (Rossomme, 2003). Oliver's (2010) performance-based satisfaction concept focuses on the actual performance of a product or service according to the customer and is comparable to the established criteria of industrial customers. Although evaluation processes are more rational processes, customers also observe

social outcomes, which involve more emotional processes. CDBS satisfaction is strongly evaluated by rational aspects, with service performance and economic outcomes as results, and less significantly by emotional aspects of social outcomes. The customer observation of economic outcome indicates that perceived value is also considered rationally in order to achieve economic satisfaction. In the formation of satisfaction assessments, customers apply four distinct evaluation processes as follows: Disconfirmation method, velocity performance, service quality, and service value, thus showing that the evaluation processes tends to be more rational.

Second, Formentini and Romano (2016) focus their research on the B2B pricing process, thus adopting an internal perspective of pricing as a profit distribution rather than an opportunity to maximize profit. The attention is focused on retail and distribution channels, with the manufacturer-retailer industries being considered as significant in unit analysis. The sellers let customers get involved in the pricing process of the supply chain by adopting a value-based pricing method (VBP), activity-based costing (ABC), target costing (TC), kaizen costing (KC), and quality-based pricing (QBP). The pricing process is intended as a component of the joint-value proposition, which is constructed by the seller and the buyer. The target is purposely to set the selling price around the value rather than as a markup added to costs; the detailed objectives include sharing profits, sharing cost-saving, and confirming price reductions. To conclude, the way to get the final price is through corroborated cognitive, rational evaluations and based on the perceived value and perceived quality concepts. Pricing collaboration plays a vital role in achieving sustainability and economic benefits to the involved supply chain members, thus contributing to the satisfaction of all involved parties.

Third, Hutchins and Rodriguez (2018) identified the role of emotional intelligence (EI) as an essential behavioural asset. The unit analysis involves B2B companies that are considered the best at content marketing practices. These are 11 industrial companies from NewsCred's 50 best content brand marketing in 2017, which specifically communicate through social media marketing (SMM). These 11 B2B award winners come from various industries, such as health, lifestyle, fashion and beauty, food, technology and telecom (Fortune 500), technology (other), financial services, travel and hospitality, retail, healthcare and pharma, and insurance. Firms are necessarily leveraging the EI soft skills, in addition to hard skills, as product quality and process refinement. Otherwise, EI soft skills function as online communication strategies to enhance brand image, in turn increasing brand equity. Hutchins and Rodriguez (2018) suggest that industrial and B2C marketers exploit the current technological and digital landscape to connect with customers emotionally; the functional and emotional paths to B2B brand equity are also introduced. However, there is a strong tendency for SMM to contribute to brand image as an additional factor; the essence of the brand image is still built on functional hard skills, which are evaluated rationally by customers.

Authors explore seven research papers from various industrial respondents to gain broadened perspectives about the roles of rational and emotional aspects.

Fourth, Elsäßer and Wirtz (2017) identify satisfaction's antecedents from the standpoint of rational and emotional factors. The data is collected from a survey of durable industrial goods, which comprise machinery and equipment as capital goods. The model is developed based on a rational brand quality construct, with dimensions of tangible product quality, service quality, and delivery, and an emotional brand association construct, with dimensions of advertising style, brand image, country of manufacture, and salesman's personality. The finding confirms that both rational and emotional variables influence satisfaction and enhance brand equity, with brand loyalty as the endogenous final output.

Fifth, Pandey and Mookerjee (2018) are aware of the typical industrial cognitive elements at the evaluation process, such as perceived quality, price, perceived risks, quality, economic cost, and technical specifications. Hence, exploratory research is conducted to assess the role of emotions in industrial decision making. The survey is conducted in various industries such as telecom services providers, soft skills training, IT, footwear, telecom vendors. The empirical study finds some key values to evaluate that decision process: functional, emotional, cost, and symbol brand value. Hence, the study shows that a B2B purchase decision is a dual-process approach involving affective and cognitive processes in their interaction with the products and services. The assessment of products and services has an impact on the purchase intentions as a manifestation of satisfaction; the buyer's perceived quality and perceived value determine the final decision.

Sixth, Kaski et al. (2017) conduct an in-depth qualitative interview with both sides of the dyad to best determine where both sides match (zero disconfirmation, which is buyer's expectations likely met). The research takes a sample of 24 industrial salespeople from the multinational company (MNC) and 22 industrial customers. The research applies the E/D theory, whereas there is a potency of disconfirmation, and the disconfirmation can either be positive or negative. In social science, satisfaction is a function of positive disconfirmation (Oliver, 1977; Oliver and DeSarbo, 1988). This research aims to predict the point where the match takes place between a seller and buyer, but buyer and seller's expectations are found to be different. With the E/D theory, value propositions are evaluated rationally by buyers; a cognitive psychological E/D theory is used to explain post-purchase satisfaction as a result of expectations, perceived performance, and disconfirmation of belief. The empirical study tends to believe that the rational approach is an antecedent of satisfaction. In contrast, quality is reflected by a competitive service solution, whereas value is reflected by competitive price.

Seventh, Kearney et al. (2017) conducted research with a sample consisting of salespeople and back-office employees in B2B electronic MNC in the UK. The developed model identifies the relationship among constructs as sales people's customer orientation, citizenship behavior of back-office employees, and organizational performance, with moderators of sales people's EI and back-office employees' EI. The research finding confirms the role of the emotional factor as moderator and the indirect

effect on the firm's performance; this means that the emotional factor contributes to the results; hence, emotional factors also influence customers indirectly. Although the research understands and acknowledges the necessity of meeting customers' needs for quality products and services, Kearney et al. (2017) argued that they need customer service experts rather than product experts based on the concept of Sharma (2007). The study uses financial measures although they were not explicitly described in detail. The study indicates that perceived value should be involved in the process evaluation of measurements. However, the research discovers the moderating role of EI and its indirect effect on the firms' performance; there is no such proof that emotional aspects have a stronger impact on tangible product and service performance compared to rational aspects.

Eighth, Cassia et al. (2017) conducted research with a questionnaire-based survey of audiologists in the Italian healthcare industry. The structural model is developed with goods and services as antecedents of satisfaction and brand loyalty. According to the traditional goods-dominant logic, a brand is embedded with the goods and evaluated rationally by customers; hence, a goods-related brand image influences satisfaction. Conversely, the services contribute to the satisfaction as customers' affective responds, although some services parameters are the more cognitive-based mechanism, as timely support to solve the technical problem, technical training, and assisting in implementing goods. However, the goods-satisfaction path has a stronger effect than the services-satisfaction path. That indicates that the rational aspect has a stronger influence on decisions than the emotional aspect does.

Kemp et al. (2018) seeks the role of emotions in the decision-making of buyers, with the argument that industrial buyers may not only be influenced by logical considerations but also by emotions (Bagozzi, 2006) since humans are involved in the decision process. The research is conducted via an interview of marketing decision-makers in a Fortune 100 technology company, one of the top global brands. The interview finds that sellers use an emotional approach to get the buyer's attention in the initial stage, purposely to get product or brand recognition. The process then changes to rational evaluation, with a business-value oriented discussion during the vetting. Hence, sellers experience a significant decline in business potency once the discussion switches to a rational messaging appeal (Corporate Executive Board Company, 2013). The challenge of marketers is to ensure the use of an emotional approach throughout the buying process since the industrial decision process tends to be a rational activity (Patti et al., 1991).

Tenth, Wollenburg et al. (2018) conducted research with the identified respondents as the logistic managers across three continents: China, Central Europe, Eastern Europe, and the Middle East. The research topic is about service failure. De Matos et al. (2007) find that after successful service recoveries, customer satisfaction levels are higher than at the pre-failure level. In order to be successful, industrial sellers should respond and facilitate the proper services recovery program. Wollenburg et al. (2018) develop the inter-firm service recovery paradox model. Customer satisfaction with service recovery programs is a crucial step to

further the business relationship after experiencing a service failure (Colgate and Norris, 2001). The research finds that customers evaluate the service recovery program both rationally and emotionally in any service failure case. Two cognitive elements and two affective elements constitute the service paradox construct. The rational aspects are compensation and response speed, and the emotional aspects are apology and initiation. Compensation is in the form of such monetary or non-monetary and countable stuff as price discounts and free coupons (Smith et al., 1999). This is the most effective way to reverse the problem of recovery (Tax et al., 1998). Besides the service quality, this compensation becomes such a value guarantee to the buyer and should be under consideration in making a purchase decision. The response speed is a matter of a timeline to handle complaints. Meanwhile, customers perceive apology and initiation as a proactive engagement to be an act of courtesy, empathy, and respect (Smith et al., 1999). In contrast, more affective aspects influence customers to remain loyal. Service recovery is a crucial step to avoid dissatisfied customers because of service quality failure, especially as negative word-of-mouth shall harm the firm's brand reputation (Hansen et al., 1996).

5. CONCLUSIONS

This literature study contributes to the understanding of the rational and emotional roles in various industries. As a main dimension of brand equity, perceived quality is confirmed to be measurable; hence, it is evaluated rationally. Although the industrial decision process is a dual-process, either in the context of brand marketing or relationship marketing, those 10 papers depict the dominant role of perceived quality and perceived value on satisfaction, decision process, and business relationships. Such cognitive methods apply to the evaluation process, which confirms the dominance of rational aspects, as the E/D method applies to a lot of industries. The fairness pricing approach adopts the VBP method, ABC, TC, KC, and QBP. Even in the case of failure of service, although emotional aspects get involved in the buyer's evaluation recovery process, the element that contributes the most to the successful recovery program is a rational, measurable compensation, such as price discounts. Conversely, emotional aspects play a role as mediator, and or moderator; it plays a role also as a motivator in the early stage of the purchase decision process to introduce a product and/or service.

To conclude, B2B decision processes are a continuously shifting paradigm in the crux model of the functional and emotional model although the emotional involvement in every stage of the decision process is still challenging. By expanding beyond the traditional marketing approaches into the current digital landscape and AI technology, industrial marketers have options now to reach and influence customers through social media content marketing, thereby enhancing brand image and, in turn, increasing brand equity. Meanwhile, satisfaction is effectively influenced by the rational perceived quality and perceived value elements. Emotional elements also play a role although there is no single proved research about emotional influence as a dominant element on satisfaction. However, the role of emotional elements in every decision process step is still challenging, it needs further exercise and study.

6. LIMITATIONS AND FUTURE RESEARCH

Although the literature study explores the paper with various respondents' industries, it needs a more detailed analysis of the decision process pattern and the nature of service and manufacture businesses. That corresponds to the role of the rational and emotional aspects in the different business model that should have a different pattern in nature. Another limitation of the finding is less perceived quality-perceived value path analysis in the empirical study; hence, the proposed model (Figure 1) is based on conceptual papers and also logical analysis of empirical studies. Hence, the authors suggested having replicate studies with more comprehensive and structural papers on the specific industry, with the quality-value-satisfaction path model in the industrial branding, involving the rational-emotional aspects analysis.

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