

**Brand Awareness for Entrepreneurial Hotel Chains:
Perceived Quality and Brand Loyalty**Fengzeng Xu^{1,2*}, Yunhe Li^{1,2} and Jian Zhou^{1,2}¹*School of Management, Shandong University, 27 Shandan. Rd. Jinan,
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27 Shandan. Rd. Jinan, Shandong, China 250100***KEYWORDS** Hospitality Industry. Hotel Growth. Brand Strategy. Price Fairness. Perceived Quality

ABSTRACT Brand strategy, an important means of competition for service companies, is drawing increasing attention, while few present literatures offer quantitative researches on related theories. Taking customers of entrepreneurial hotel chains as research samples, by examining the mediation effect of perceived quality, this paper explores the effect of brand awareness on brand loyalty. To discuss the relationship between brand awareness and perceived quality this paper investigates the joint moderating effects of brand image and price fairness. The results show that: (1) brand awareness has significant positive influence on brand loyalty; (2) perceived quality mediates the relationship of brand awareness and brand loyalty; (3) the relationship between brand awareness and perceived quality is influenced by brand image and price fairness, and it is the strongest when the brand image and perceived price fairness are both high. Finally this paper ends by the limitations of this paper and the prospect for future researches.