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An Investigation of Customers' Awareness of a Hotel Brand Through Michelin-Starred Restaurants: the Case of Palais de Chine Taiwan

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Abstract

The study explores the impact of Michelin-starred restaurant on hotel brand awareness, as Palais de Chine hotel and Le Palais restaurant in Taiwan a case study. The purpose of this study is to understand whether customers will consider a Michelin-starred restaurant as a key factor of choosing a hotel, also if it has influence on hotel brand awareness and customer purchase intention. Adopting a positivist paradigm and deductive approach as methodology. Regarding SEM model to create a path diagram and hypotheses. Through survey to collect data and using descriptive analysis, reliability analysis, T-Test, ANOVA, and regression analysis, which is one of the SEM analysis methods, to analyse statistics. The survey targets customers who have stayed in the Palais de Chine hotel and had an experience dining in the Le Palais restaurant, the customers who haven't stayed in the Palais de Chine hotel but had an experience dining in the Le Palais restaurant, and also potential customers who are interested in high-quality dining and accommodation and who are aware of the Palais de Chine hotel but have neither stayed in the hotel nor had dinner at the restaurant. The results of the study shows that Le Palais has a premise on Palais de Chine as perceived value of the hotel can enhance customer hotel brand awareness and further impact on customer purchase intention. However, perceived quality of Le Palais has a significant effect on customer hotel brand awareness. Also, Le Palais brand image cannot moderate the relationship between hotel brand awareness and customer purchase intention. Last, although Michelin-starred restaurant can enhance hotel brand awareness, the majority of customers consider price or location as their priority factors when choosing a hotel. These results provide valuable information for luxury hotel operators in evaluating if investing in a Michelin-starred restaurant can effectively enhance market competitiveness.

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Chapter 1. Introduction

1.1 Background information

Taking the Palais de Chine in Taiwan as a case study, which investigates the significance of a Michelin-starred restaurant in travellers' decisions about hotels as well as their effect on the hotel's brand awareness. Further analysing how this Michelin-starred restaurant brand image in the hotel affects the decision-making processes of guests and whether it can attract more guests while boosting the hotel's reputation. The size of the market in the tourism industry is quite large and also has been developed for a long term (Buckley, 2011). As luxury gastronomy grows, more and more tourists start pursuing special and luxury dining experiences. Besides, Michelin-starred restaurants are closely associated with luxury gastronomy, which is regarded as a critical equity in the tourism industry. Since, many tourists will travel around to find the Michelin-starred restaurant which can be a destination for travellers and boost the tourism development (Hanzek and Susic, 2020; Adela, et al., 2022). Maybe it can also be a main factor in choosing a

hotel. Furthermore, examining how the hotel brand awareness is established by its Michelin-starred restaurant, which helps to increase its competitiveness in the market.

According to the Michelin Guide (2024), there are over 17,000 Michelin-starred restaurants all over the world this year. Le Palais in Palais de Chine hotel in Taiwan is one of the three stars restaurants in the Michelin Guide. It has been awarded three stars continuously for seven years since 2018. Moreover, it is when the Michelin-starred evaluation got into Taiwan in 2018, which makes the market of Michelin-starred restaurants more and more competitive in Taiwan (Hong, 2021). Meanwhile, the Michelin-starred guide has the potential to enhance the consumers' awareness. Due to the fact that it changed Taiwanese people's previous perception of " cheap and large portions", more people now persuade" quality and luxury in dining", attracting more potential customers to enjoy the meal in Michelin-starred restaurants(Yang, 2021). This starts the new chapter in the catering industry in Taiwan. Le Palais is known for its Chinese traditional dishes, which attract many customers to have the luxury meal. Since the unique charm of Chinese traditional cuisine draws many foreign tourists and local people who like to eat outside(Horng and Su, 2009).

During the age of the developed network now, some of the customers who have been to the Le Palais and had good experiences may give positive comments on social media as well as recommend to their friends, parents, etc. Over time, Le Palais has become more popular, which is what enhances its brand awareness. What's more, Le Palais is located in the Palais de Chine hotel. Hence, when customers mention Le Palais, they might know about the Palais de Chine hotel. This reflects how the hotel brand awareness has been enhanced through the promotion of the restaurant.

1.2 Rationale of the study

Gordin et al. (2016) investigate how hotel restaurants use local ingredients to make the delicious dishes and provide high-quality options to influence customers choosing hotels. They also analyse how customers know about the hotel and destination by analysing how the hotel promotes local dishes strongly. They selected six destinations: Lapland, Catalonia, Saint Petersburg, Marseille, Parma and Munich. According to the conclusion, hotel restaurants have a potential to enhance the attraction of destinations with customers and promote gastronomic brands.

This research focuses on the country where haven't been explored---Taiwan and to investigate it impacts customers on choosing a hotel. According to Gordin et al. (2016) research, they pointed out that customers usually choose the hotel based on the restaurant in the hotel. This research further studies only in the high-quality as well as high-price Michelin-starred restaurant to analyse its influence on the customer decision-making process. Moreover, the factors of hotel brand awareness and brand image are included in this study to find out how these brand components affect consumers' decision regarding luxury restaurants and hotels.

This study is important because it establishes a research theory combining the attraction of high-end dining with the influence of hotel brands, which includes brand cooperation, brand management and customer decision behaviour. It provides reference information for future relevant research. The study's conclusions might be an important foundation for hotel management operators while they develop brand management strategies. They can find out more about the role of luxurious restaurants by determining whether Michelin-starred restaurants can raise brand awareness and have a significant effect on consumers' hotel choices. Furthermore, they can decide whether to invest in opening Michelin-starred restaurants to boost market competitiveness after gaining more knowledge of the role that posh dining plays in brand establishment. For the owner of a Michelin-starred restaurant, this study can help them to understand the reciprocal relationship between its brand and hotel brand. Then, they can evaluate if this value strategy which they cooperate with the hotel is able to enhance brand attraction.

1.3 Aim and Objectives

To explore the potential for customers to consider a Michelin-starred restaurant as a factor for choosing the hotel and its impact on the hotel's brand awareness and image, the case of Palais the Chine in Taiwan.

1. To examine the influence of Micheline-starred restaurants on customers' attractions and brand recognition.
2. To analyse the importance of customers based on the Micheline-starred restaurant when choosing a hotel.
3. To study the relatedness between the Micheline-starred restaurant and brand image.

1.4 Summary of Methodology

This study adopts a positivist paradigm, deductive approach like survey to collect data. Surveys will be distributed to three main groups of customers. Then, consider the SEM model to establish a path diagram of research. For analysing data, personal information uses descriptive analysis, determining variable reality by reliability analysis, T-Test and ANOVA to know about the relationship between variables and customer purchase intention. Last,

use regression analysis, which is one of the methods of SEM to obtain the result of those relationships between each dependent, independent and moderating variable.

Chapter 2. Literature Review

2.1 Brand Awareness

"Brand awareness" is the crucial concept of brand management, which belongs to the first stage of customers' shopping journey. It also builds the connection of starting point between the customers and brand. Aaker (1991, np) defined brand awareness as " the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category." This means the ability of consumers to immediately associate a specific brand when they see its logo, hear related advertising slogans or music, and mention keywords.

Nowadays, in a highly competitive market, consumers are frequently attracted to purchase products from well-known and easily recognizable brands. According to research by Chabot & Gustafson (2007), the more consumers know about a brand, the more likely they are to buy its goods. As a result, building a strong brand awareness can provide a significant advantage in industry competition and have a steady position in the market (Islam et al., 2014). In the study by Brown and Hoyer (1990), it is noted that when customers encounter a brand for the first time, they frequently base their decision mostly on brand recognition, especially if they are unfamiliar with the brand. They also mentioned that when known brands compete with unknown brands, consumers are more willing to choose the known brands. Even if the quality of the known brands is much lower than unknown brands. Macdonald and Sharp (2000) supports the view that consumers often choose familiar brands when faced with multiple options. Since brand awareness can shorten the time when consumers make purchasing decisions. Additionally, brand awareness has a strong impact on customers choosing a brand when repeating purchases. It means that brand awareness is a key role as choosing process (Percy & Rossiter, 1992 ; Huan & Sarigollu, 2012). Kapferer (2008) further indicates that brand awareness has a positive correlation with quality, trust and reliability which can strengthen the brand identification with consumers. Especially in the service industry, brand awareness is more important than the product itself (Lamb & Low, 2000). In other words, when customers choose a hotel, they usually base their decision on brand awareness. Therefore, establishing a strong brand awareness is key to enhancing performance and increasing customer loyalty in the hospitality industry.

Kapferer (2008) refers that brand recall and brand recognition are the crucial of brand awareness evaluation. Furthermore, Aaker (1991) proposed a pyramid of brand awareness, including Unaware of Brand, Brand Recognition, Brand Recall and Top-of-Mind as below figure 1.

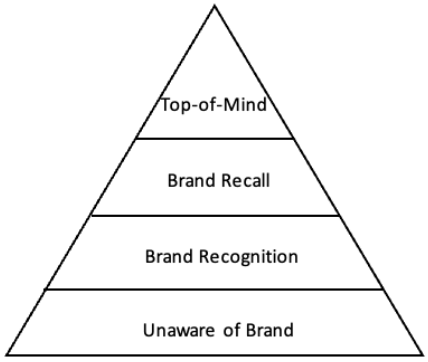

Figure 1: Pyramid of Brand Awareness (Aaker, 1991, np.).

Aaker (1991) also mentioned that brand awareness is able to increase the value of a brand for four aspects as illustrated below figure 2.

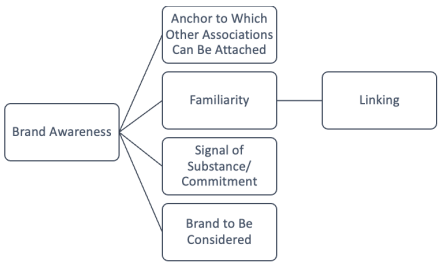

Figure 2 : The Value of Brand Awareness (Aaker, 1991, np.).

2.2 Brand Image

Brand image is the perception of consumers to a brand, which comes from the associations consumers have with the brand in their memories (Chandon, 2003; Kotler & Keller, 2006). Like famous brands Pepsi and Coors, the consumers can't tell the different taste if there isn't the brand labels on the bottle. But consumers still buy what brand they like, based on the brand image (D'Amico & Zikmund, 1996). Bernarto et al.(2020); Biel(1992) indicates that brand awareness has a significant impact on brand image, brand trust, and brand loyalty. As brand awareness increases, brand image also tends to enhance. Both brand awareness and brand image play a significant role in market strategy and help companies to stay in better position of their goods. Furthermore, focus on niche markets in order to achieve long-term and sustainable

growth for the future (Lee et al., 2014; Malik et al., 2012). At the same time, brand image is a core factor in marketing that influences consumer behaviour, brand loyalty, and brand equity (Lee et al., 2014; Zhang 2015). In other words, a positive brand image can encourage consumers to purchase its products and enhance customer loyalty to the brand, which can bring profit to the company.

The study by Lee et al. (2014) mentions that a company's image is dynamic and changes based on how customers engage with the brand. As opposed to relying just on consumers' previous perceptions or connections with the brand. For example, the well-known brand Apple initially had a brand image emphasised around high-tech products (computers, ipods), but subsequently, it began to highlight its products as part of a modern lifestyle and enhancing design fashion (Apple watch, iphones). Currently, consumers associate innovation, fashion, and personal lifestyle together with the Apple brand.

To understand how brand image influences consumer behaviour can through functional, symbolic and experiential. This is particularly important in luxury products, tourism and technology industries where providing consumers a special experience to differentiate the brand(Jaworski et al., 1986; Lee et al., 2014). Huang et. al (2015) also mentioned that a good brand image of the hotel can enhance the willingness of purchasing intention. Therefore, companies should adopt a brand management strategy which is based on the costumers to make the brand image correspond with consumers' expectations and needs to improve market performance in the hospitality industry.

2.3 Proposed model and hypotheses

This research according to its aim designs a model figure 3 as below based on the SEM framework. Rectangles represent measured variables, while circles represent latent variables that cannot be directly measured. A straight line with an arrow indicates a direct influence relationship between two variables. The perceived quality of a Michelin-starred restaurant will be measured through several questions based on four main aspects: food quality, restaurant atmosphere, service quality and price which will evaluate its impact on hotel brand awareness. The existence of a Michelin-starred restaurant is used to evaluate the perceived value of the hotel as well as how it affects hotel brand awareness. The Michelin-starred restaurant brand image is a moderating variable, which will be measured in connection to hotel brand awareness to determine its impact on the customer purchase intention process.

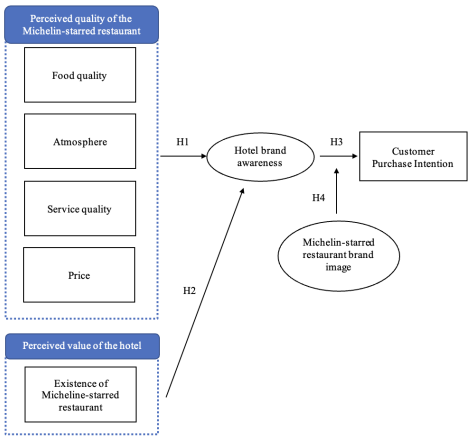

Figure 3 : Path diagram of the research (Author, 2024).

Given the model in figure 3, following hypothesis have been developed and will be tested:

H1o: Perceived quality of the Michelin-starred restaurant has no impact on customer hotel brand awareness.

H1a: Perceived quality of the Michelin-starred restaurant has a positive impact on customer hotel brand awareness.

H2o: A Michelin-starred restaurant on the premises of the hotel does not influence customer hotel brand awareness.

H2a: A Michelin-starred restaurant on the premises of the hotel influences customer hotel brand awareness.

H3o: Hotel brand awareness has no impact on the customer purchase intention.

H3a: Hotel brand awareness has an impact on the customer purchase intention.

H4o: Michelin-starred restaurant brand image has no moderating effect on the relation of customer hotel brand awareness and customer purchase intention.

H4a: Michelin-starred restaurant brand image has a moderating effect on the relation of customer hotel brand awareness and customer purchase intention.

Chapter 3. Methodology

3.1 Research design

According to the aim of this research, this study adopts a positivist paradigm. This methodology conducts experiments using particular variables and measuring techniques while testing established hypotheses. The results of these tests can help advance scientific development (Artino et al., 2020). For example, this paper will measure the relationship between brand image and brand awareness based on perceived value, perceived quality and customer choice behaviour, which can all be measured by questionnaire. According to

Elyas et al. (2013), the positivist paradigm typically uses quantitative research methods and logical reasoning to produce certain hypotheses. Following the positivist paradigm, this study opts for a deductive research approach, which is the process of beginning with a general statement or hypothesis, then exploring various possible options. Ultimately, reaching a clear and understandable conclusion. The purpose of this research is to test whether the concepts and models in the theory are valid (Baikady et al., 2022). Numerous research on customer behaviour, brand awareness, brand image, and the hospitality industry have been researched and had a lot of articles so far. For example, as above the literature review, many researches mention that brand image and brand awareness affect customer behaviour. However, induction is exactly the opposite of deduction. It forms a theory through specific observations (Goddard & Melville, 2004). The main goal of this study is to determine perceived quality of the Michelin-starred restaurant and perceived value of hotel can raise hotel brand awareness and then further affect consumer decisions. Therefore, a correlational design that can measure the correlation between multiple variables is adopted for the research design (Jackson, 2016). The SEM model is used as the statistical tool because it can analyse the complex correlation between multiple variables at the same time.

3.2 Sample and data collection

This research paper designed a questionnaire based on the hypothesis and model in figure 3. Then, contributed questionnaires to the customers who have stayed in the Palais de Chine hotel and had an experience dining in the Le Palais restaurant, the customers who haven't stayed in the Palais de Chine hotel but had an experience dining in the Le Palais restaurant, and also potential customers who are interested in high-quality dining and accommodation and who are aware of the Palais de Chine hotel but have neither stayed in the hotel nor had dinner at the restaurant. Gender did not be specifically excluded, but those under 18 and students were excluded. Since, they did not have a stable income and did not fit the high-priced, high-quality customer segment. According to the research by Iacobucci (2010) which refers to the sampling size for the less complicated SEM model can be only 100-200, planned to collect 200 questionnaires through distributing surveys on social media such as Instagram, Facebook and Line and distributed those online for a week. Then used stratified random sampling to ensure that each group was adequately represented. This way allows for a deeper exploration of the different impacts on these three specific customer groups.

3.3 Measurement of variables

The questionnaire of this study was designed based on previous research and adapted for the context. For the Michelin-starred restaurant brand image, it used the three dimensions proposed by Jaworski et al. (1986) including functional, symbolic and experiential. Hotel brand awareness was measured using Aaker (1996) two aspects: brand recognition and brand recall. Perceived quality of the Michelin-starred restaurant is evaluated using four dimensions suggested by Choi & Kim (2019), which includes food quality, service quality, atmosphere as well as price. Perceived value of the hotel was assessed by four dimensions from Sweeney & Soutar (2001): emotional value, social value, price-value for money and quality-value for money. Last, customer purchase intention was measured by two aspects from Biswas (1992): purchase likelihood and likelihood of recommending to others.
The questionnaire included 53 questions, with 9 questions about personal information. All of the questions except personal information were evaluated according to the 5-point Likert scale, ranging from "strongly disagree" to "strongly agree", which scored from 1 to 5.

3.4 Data analysis

All data analysis using SPSS, including personal information uses descriptive analysis, determining variable reality by reliability analysis, T-Test and ANOVA to know about the relationship between variables and customer purchase intention. Iacobucci (2010) mentioned that SEM is a strong statistical tool, especially fit in the research of consumer psychology. It can make the research more precise and predict the customer behaviour. This study looks into the connections and influences among multiple variables. Thus, choosing SEM analysis to analyse the complex relationships between variables. SEM combines route analysis and factor analysis, allowing not only to examine relationships between variables but also handle latent variables from the data. Based on the model in Figure 3 above, for instance, SEM can help examine how the existence of a Michelin-starred restaurant indirectly affects customers choosing a hotel through mediating variables such as "brand awareness" and "brand image". This method provides a more accurate explanation of how a Michelin-starred restaurant influences the consumers' decision-making process by showing direct effects and identifying mediating factors. Descriptive statistical analysis is used to analyse basic information in order to better understand the overall pattern and data distribution.

3.5 Ethical issues

This study uses the survey as a method of collecting data. All the questions in the survey were designed to respect the participants' privacy and autonomy, which ensures they can answer each question freely with full knowledge of the study's purpose. The questionnaire was confidential and their personal information weren't disclosed to any third parties, only for researcher of the study to analyse.
In addition, if participants feel uncomfortable when filling out questionnaires, they can stop to continue at any time. The design of all questions will avoid causing any psychological or emotional distress, and also prevent bias or discrimination.

3.6 Limitations

The study faced challenge in collecting adequate sample not only in total samples but also in individuals who have stayed in the Palais de Chine hotel and had an experience dining in the Le Palais restaurant and the customers who haven't stayed in the Palais de Chine hotel but had an experience dining in the Le Palais restaurant, which probably affect the reliability of result. Especially in the perceived quality of a Michelin-starred restaurant. Hence, the result of this study tended to the thought of those potential customers who are interested in high-quality dining and accommodation and who are aware of the Palais de Chine hotel but have neither stayed in the hotel nor had dinner at the restaurant, which has limitation on more realistic thought of customers who already been to the restaurant and hotel before. Future research only focusing specifically on customers who have stayed in the Palais de Chine hotel or had an experience dining in the Le Palais restaurant may yield more significant and reliable results, allowing for further comparison of the differences.

Chapter 4. Results

Based on the final total of 120 collected questionnaires, obtain following results by analysing and organising data:

4.1 Descriptive statistics

According to the table 1 below, the majority of respondents of this study are female (70%), while male are 30%. In terms of age, the most respondents are 19-25 years old (49.2%), followed by 51-60 years old (25%). Regarding nationality, 86.7% are Taiwanese, and 13.3% are foreigners. It indicates that the study mainly focuses on the local market.
In terms of average monthly income, there is the same highest percentage in 300-600 USD and 601-1200 USD (27.5%), followed by 1201-1800 USD (16.7%). It shows that most of the income of respondents is not too high. In relation to the frequency of staying at the hotel, over half of the respondents are once a year or less (54.2%), followed by once every six months (24.2%). Furthermore, the most frequent dining at high-end restaurants is also once a year or less (40.8%), followed by once every six months (25%). It indicates that most of the respondents very rarely go to stay at hotels and dine at high-end restaurants.
When it comes to the factor of priority when choosing a hotel, most respondents are focused on price (37.5%), then location (26.7%), however, the hotel restaurant is the lowest (7.5%). Additionally, only 15% of respondents have stayed at Palais de Chine hotel, and 19.2% of respondents have dined at Le Palais restaurant. This suggests that most of the respondents have limited experience about this hotel and restaurant.

Statistical variable	Category	Frequency	Percentage
Gender	Female	84	70
	Male	36	30
Age	19-25	59	49.2
	26-30	14	11.7
	31-40	5	4.2
	41-50	10	8.3
	51-60	30	25
	Over 60	2	1.7
Nationality	Taiwanese	104	86.7
	Foreigner	16	13.3
Average monthly income	300-600 USD	33	27.5
	601-1200 USD	33	27.5
	1201-1800 USD	20	16.7
	1801-2400 USD	9	7.5
	2401-3000 USD	9	7.5
	Over 3000 USD	16	13.3

How often do you usually stay at a hotel?	Weekly or more frequently	1	0.8
	Once a month	7	5.8
	Once every quarter	18	15
	Once every six months	29	24.2
	Once a year or less	65	54.2
How often do you dine at high-end restaurants?	Weekly or more frequently	2	1.7
	Once a month	12	10
	Once every quarter	27	22.5
	Once every six months	30	25
	Once a year or less	49	40.8
What is the factor of your priority when choosing a hotel?	Price	45	37.5
	Hotel restaurants (including Michelin-starred restaurant)	9	7.5
	Hotel brand	15	12.5
	Hotel facilities and services	19	15.8
	Location	32	26.7
Have you ever stayed at the Palais de Chine Hotel?	Yes	18	15
	No	102	85
Have you ever dined at Le Palais Restaurant?	Yes	23	19.2
	No	97	80.8

Table 1. Descriptive statistics of personal information (Author, 2025)

4.2 Reliability analysis

Based on the table 2 below, the study analysed the reliability of each five variables. It shows that all the Cronbach's α of variables are higher than 0.7, which means that this measurement is reliable. What's more, these results confirm that the questionnaire is consistent.

Variable	Cronbach's α
Hotel Brand Awareness	0.863
Michelin-Starred restaurant brand image	0.926
Perceived quality of the Michelin-Starred restaurant	0.978
Perceived value of the hotel	0.962
Purchase intentions	0.850

Table 2. Reliability analysis of variables (Author, 2025)

4.3 T-Test & ANOVA analysis

This study analysed gender, nationality, have ever stayed at the Palais de Chine hotel and have ever dined at Le Palais restaurant having relationship with customer purchase intention by T-Test, while the others were assessed by ANOVA. The results as table 3 below, showing that all the P-values are not lower than 0.05, which means that these variables are not significant in relation with customer purchase intention. Namely, customer purchase intention won't be affected by these factors. Maybe there are some other related factors that still need to be found.

Variables	Customer purchase intention (P)
Gender	0.203
Age	0.541
Nationality	0.598
Average Monthly Income	0.374
Frequency of staying at a hotel	0.097
Frequency of dining at a high-end restaurant	0.317
The factor of priority when choosing a hotel	0.177
Have ever stayed at the Palais de Chine Hotel	0.084
Have ever dined at Le Palais Restaurant	0.600

*p<0.05 = Strongly significance

Table 3. T-Test & ANOVA analysis of relationship between personal information and customer purchase intention (Author, 2025)

4.4 Regression analysis

This study uses regression analysis to determine whether there is a significant relationship between each variable. First of all, table 4 below shows that although perceived quality of the Michelin-starred restaurant and customer hotel brand awareness have a positive correlation, there is no significant effect between them (β=0.208, p=0.170). Because the p-value is not less than the 0.05 significance standard. Hence, H1a is not supported, which means that perceived quality of the Michelin-starred restaurant does not have a statistically significant impact on customer hotel brand awareness.

Nonetheless, seeing the table 5 below, perceived value of the hotel has a strongly significant effect on customer hotel brand awareness (β=0.434, p<0.001), which presents H2a as supported. It indicates that customers are more likely to recognise and remember the hotel brand according to the hotel value by Micheline-starred restaurant on the premises of the hotel, rather than just Micheline-starred restaurant.

Next, as shown in table 6 below, hotel brand awareness has significantly influenced customer purchase intention (β=0.489, p<0.001), furthermore, H3a is supported, which indicates that higher the recognition of the hotel brand awareness, customers are more willing to choose to stay at this hotel. Nevertheless, the table 7 as below, shows that there is no significant effect between hotel brand awareness and customer purchase intention when Micheline-starred restaurant brand image as a moderating variable (β= -0.021, p<0.812). Hence, H4a is not supported. This demonstrates that Micheline-starred restaurant brand image cannot influence the process between hotel brand awareness and customer purchase intention, although it has a high brand image.

Dependent variable: Customer hotel brand awareness

Independent variable	Standardised β	T	P	adj R square	F
Perceived quality of the Michelin-starred restaurant	0.208	1.395	0.170	0.021	1.946

*p<0.05 = Strongly significance

Table 4: The regression analysis of perceived quality of the Michelin-starred restaurant and customer hotel brand awareness (Author, 2025)

Dependent variable: Customer hotel brand awareness

Independent variable	Standardised β	T	P	adj R square	F
Perceived value of the hotel	0.434	5.238	<0.001	0.182	27.441

*p<0.05 = Strongly significance

Table 5: The regression analysis of perceived value of the hotel and customer hotel brand awareness (Author, 2025)

Dependent variable: Customer purchase intention

Independent variable	Standardised β	T	P	adj R square	F
Hotel brand awareness	0.489	6.089	<0.001	0.233	37.072

*p<0.05 = Strongly significance

Table 6: The regression analysis of hotel brand awareness and customer purchase intention (Author, 2025)

Dependent variable: Customer purchase intention

Independent variable: Hotel brand awareness

Moderating variable	Standardised β	T	P	adj R square	F	VIF
Micheline-starred restaurant	-0.021	-0.239	0.812	0.221	12.244	1.179

*p<0.05 = Strongly significance

Table 7: The regression analysis of the Micheline-starred restaurant brand image as a moderating effect (Author, 2025)

Chapter 5. Discussion

	Hypothesis	Results
H1a	Perceived quality of the Michelin-starred restaurant has a positive impact on customer hotel brand awareness.	Rejected
H2a	A Michelin-starred restaurant on the premises of the hotel influences customer hotel brand awareness.	Accepted
H3a	Hotel brand awareness has an impact on the customer purchase intention.	Accepted
H4a	Michelin-starred restaurant brand image has a moderating effect on the relation of customer hotel brand awareness and customer purchase intention.	Rejected

Table 8: Summary of hypothesis results (Author, 2025)

5.1 The influence of Micheline-starred restaurant on customer hotel brand awareness

The result of this study shows that there is not a significant relationship between perceived quality of Le Palais restaurant and Palais de Chine customer hotel brand awareness, which is different from Gordin et al. (2016) that hotel restaurants have potential to enhance hotel brand awareness and attract more customers to come. This inconsistency might be due to the fact that only 23 respondents have dined at Le Palais restaurant, which causes the result to be unreliable because of insufficient statistical data.

5.2 The impact of hotel perceived value on customer hotel brand awareness

Le Palais restaurant on the premises of Palais de Chine hotel is able to enhance customer hotel brand awareness of Palais de Chine. Customers tend to consider that a hotel with a Michelin-starred restaurant provides excellent service and increases customers' social image as well as taste, which lets them feel worthy to stay at this hotel. On the other hand, customers are more likely to attach importance to the hotel overall perceived value, rather than only depend on perceived quality of the Michelin-starred restaurant. This result is the same with Casidy and Wymer (2015), which mentioned that the brand value of a high-end hotel comes from its overall experience, not only food and beverage service. Hence, Michelin-starred restaurant as a part of the hotel might have an effect on increasing customer hotel brand awareness, but this effect is not the only factor.

5.3 The relationship between hotel brand awareness and customer purchase intention

This study confirmed that hotel brand awareness has significant impact on customer purchase intention, which has consistency with the study of

Chabot and Gustafson (2007); Lamb and Low (2000); Lee et al. (2014); Zhang (2015), mentioned that customer willingness to buy a product based on its brand awareness, especially in service industry. Therefore, enhancing hotel brand awareness is more important than only relying on Michelin-starred restaurants as a tool of attracting customers.

5.4 The moderating effect of Michelin-starred restaurant brand image

The result of the study shows that the Michelin-starred restaurant brand image cannot strengthen the relationship between hotel brand awareness and customer purchase intention, which means that brand image mainly influences customer comment on Michelin-starred restaurants, rather than on hotel brand awareness and purchase intention. Although a Michelin-starred restaurant is able to enhance a hotel's attractiveness in the competitive market, its influence only on cuisine not on the decision of choosing a hotel (Liang & Wu, 2009). What's more, most of the respondents consider price or location as the most important factors of choosing a hotel, which is totally opposite to Gordin et al. (2016) , who mentioned that customers usually choose a hotel based on the hotel restaurant.

Chapter 6. Conclusion

As the high-end dining and travelling industry develops, the Michelin-starred restaurants' impacts on hotel brand awareness are becoming more concerned. The study explores Michelin-starred restaurant influencing customer purchase intention through analysing the relationship between Michelin-starred restaurant and hotel brand awareness and use Palais de Chine in Taiwan as a case study. The result shows that the perceived value of Palais de Chine, which Le Palais restaurant exists in, has a significant positive relationship with customer hotel brand awareness and further impact on customer purchase intention. It means that customers tend to associate the prestige and exclusiveness of a Michelin-starred restaurant with the overall awareness and reputation of the hotel, further enhancing brand recognition. However, perceived quality of Le Palais restaurant is not a significant impact on customer hotel brand awareness might due to insufficient statistical data. This part can be re-validate by future research. Le Palais restaurant brand image doesn't have a moderating effect between Palais de Chine hotel brand awareness and customer purchase intention. One possible explanation is that customers may regard hotel dining as a complementary feature rather than a decisive factor when choosing a hotel, which is the same with the result that most of the respondents are more likely to choose a hotel based on price or location, oppositely, the hotel restaurant is the last consideration.

These findings for those managers who are managing or preparing to run a hotel are important to understand whether a luxury hotel should introduce Michelin-starred restaurants to enhance hotel brand awareness and further effect on customer purchase intention. In reality, although Michelin-starred restaurants in the high-end hotel can enhance its brand awareness, most customers choose the hotel based on other reasons. Therefore, this question is worthy to clearly consider.

This study contributes to a further understanding of the dynamic relationship between Michelin-starred restaurants and hotel brand awareness, and also emphasises the need for more powerful and sufficient statistical data to better understand the impact of perceived quality of Michelin-starred restaurants and customer hotel brand awareness. The results offer valuable insight for the hospitality industry, especially focusing on customers' purchase behaviour and trend of hotel establishment in the Taiwanese market. It is worthy for further research.

For future research, because the study mostly focuses on local people, collecting more foreigner respondents to compare different cultural backgrounds probably has different recognition and consumer behaviour on Michelin-starred restaurant and hotel brand awareness. Furthermore, explore whether there are some special factors that cater to nowadays developed generations, like eco-friendly or technology, will be the important factor to customers choosing a hotel.

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