

Investigating the relationship of brand experience and loyalty: A study of luxury brand in Thailand

Supawan Uecharoenkit, Centre of Research in Marketing (CREAM) Brunel Business School, Brunel University, UK

Supawan.Uecharoenkit@brunel.ac.uk

Dr. Geraldine Cohen, Centre of Research in Marketing (CREAM) Brunel Business School, Senior Lecturer, Brunel University, UK

Geraldine.Cohen@brunel.ac.uk

Abstract

The concept of 'brand experience' has evolved as an imperative arena of study in the marketing discipline. Although the importance and the concept of experience have been adapted in marketing such as customer experience, consumption experience and so on, the explanations of brand experiences have remained vague and absent a thorough theoretical foundation. This research aims to understand the concept of 'brand experience' and its impact of consumer behaviour (loyalty) direct or indirect through brand personality, satisfaction or [and] brand trust in the luxury brand context (Thailand).

This research is carried out in one stage 'quantitative'. Furthermore the research data will be collected based on distributing survey questionnaire. Among of 400 Thai citizen samples will be surveyed to measure a modify framework from (Brakus et al, 2009).

The result will provide meaningful information in both academic research and marketing practice. Furthermore, it will be presented the prediction of consumer behaviour via brand experience. Moreover, it guides marketers to various marketing strategy option such as experiential marketing or traditional marketing.

Keywords: brand experience, experience marketing, satisfaction, loyalty, luxury brand

1 Introduction

This paper has been divided into four sections. The first section starts by introducing aim, objective and background of the study, with the introduction. The next section addresses the scholarly as well as popular literature bearing on this topic and provides an overview of the current study. The third section presents a conceptual framework of this study comprising brand experience, brand personality, brand trust, satisfaction and loyalty. The fourth section demonstrates a brief research methodology which will be applied in the study. Furthermore, conclusion will be appeared at the end.

“Brand experience is conceptualised as sensations, feelings, cognitions, and behavioural responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments” (Brakus et al., 2009, p. 52).

Previously, the subject of brand personality, brand trust, satisfaction and loyalty has been attracted marketing scholars. However, nowadays researchers and practitioners place more emphasis on brand experience (Brakus et al., 2009).

The aim of this research is to investigate the concept of luxury brand experience and its consequences in the Thailand context. In this research, the author will test the impact of luxury brand experience towards satisfaction and loyalty directly or indirectly via brand personality or brand trust.

1.1 Background of experiential marketing

Pine and Gilmore (1999) were the original researchers who introduced experiential marketing in the economic literature. They explained that

“when a person buys a service, he purchases a set of intangible activities carried out on his behalf. But when he buys an experience, he pays to spend time enjoying a series of memorable events that a company stages to engage him in a personal way” (Pine and Gilmore (1999, p.2).

Holbrook and Hirschman (1982) stated experiential marketing is a consumption of fantasies, feelings and fun. The idea of experience has been wide spread in the marketing literature in different contexts comprising brand experience, consumption experience, product experience, shopping experience and service experience (Brakus et al., 2009; Zanrantonello and Schmitt, 2010). It is generally believed that today’s consumers not only purchase products or services based on the functional usage but also consider the experience with the products/services offered. It results in new marketing strategies in order to create a successful business, satisfy customers demand and build customers loyalty. As a result, the concept of experiential marketing had been applied in branding theory (brand personality, brand attitude, brand trust, brand attachment and more) and continues to draw interest and attention to scholars and practitioners (Schmitt and Rogers, 2008; Smith and Milligan, 2002; Lindstrom, 2005; Gobe, 2001; Morrison and Crane, 2007; Fournier, 1998).

The reason is, what is the relationship between brand experience and other brand constructs, how it affects when it applies to brand experience. How is brand experience defined and thereby distinguished from related constructs? These questions draw truly challenge to academicians and marketers. However, despite this interest there is a small number of researches to answer these questions due to brand experience is rarely a new topic and lack of consensus regarding what brand experience really is. As a result, an understanding of how luxury brand experience relates to brand personality, brand trust and thereby affects satisfaction and loyalty in developing country has remained elusive.

2 Literature Review

Most recently, there has been a dramatically increasing in term of ‘experiences’, companies tend to develop brand experience instead of the traditional commercial approach such as differentiate products or services (Brakus et al, 2009; Alloza, 2008; Schmitt, 2009; Ha and Perk, 2005). Thereafter, the experience has been adapted into vary arenas including science, philosophy, sociology and psychology, and anthropology and ethnology (Caru and Cova, 2003). The academicians and researchers have come to realise that the notion of brand experience is rarely a new concept due to there are several studies of customers’ experience for the past few years. However, the phenomenon of brand experience has not been widely spread in the past. Therefore, this study will mention the essential of brand experience at the present time.

The definition of experience has been stated in variety terms, dictionary is the simplest source of definition. According to Collins Advance Dictionary (2009, p.544) gave a definition of experience that “experience is knowledge or skill in a particular job or activity which you have gained because you have done that job or activity for a long time” or “the part events knowledge’s and feelings that make up someone’s life or character” or “something that you do or that happens to you especially something important that affects you”. Additionally, Oxford Advanced Learner’s Dictionary (2010, p.533-534) defined that “experience is knowledge and skill that you have gained through doing something for a period of time” or “the things that have happens to you that influence the way you think and behave” or “events or knowledge shared by all the members of a particular group in society that influences the way they think and believe” or “to have and be aware of a particular emotion or physical feeling”.

From these definitions the conclusion has been made that experience is generally claims as an accumulation of previous knowledge or skill or [and] activity and something important that affects feeling and behaviour. (Ismail, 2010) concluded that emotions, feelings and sensations are the stimuli experience that provokes during experiences. However, in the marketing literature Schmitt (1999a, p.57) argued that

“experiences occurs as a result of encountering, undergoing or living through things ... provide sensory, emotional, cognitive, behavioural, and relational values that replace functional values”
(Schmitt, 1999a, p.57)

The notion of experience has been developed over the period from Holbrook and Hirschman (1982) who are the founder of experience in the consumption and marketing field. After several years Pine and Gilmore (1999) has been studies experience in economy. Furthermore, in 2001 Addis and Holbrook explained experience as a key element in understanding consumer behaviour. Most recently, experience has been adapted in marketing studies (Schmitt, 1999b; LaSalle and Britton, 2003; Brakus et al., 2009).

2.1 Field of Experience: Experience concept in consumer and marketing research

It is generally discussed in consumer and marketing research arena that consumers often perceive experience when they search for products, shop, get a service and also consume them. The detail below will give a clear explanation of them.

2.1.1 Product Experience

Brakus et al (2009) noted that product experience might happen either direct or indirect way to consumers as long as they have an interaction to it; product experience directly affects customers when they participate to the products and indirectly by advertisement, word of

mouth and so on. Brehmer (1980); Einhorn and Hogarth (1978) asserted that direct experience is effective source of knowledge although difficult to learn it well.

It is generally agreed that advertising plays a crucial role in consumer's perception toward product experience (Hoch and Ha, 1986). Advertisings claim as a firsthand experience before consumers purchase or try the product (Wright and Lynch, 1995). There is an argument between the advantage and disadvantage of advertising; some consumers note that advertising insults their intellect. Conversely, they claimed that advertising helps them to make a better decision (Hoch and Ha, 1986). The study from Wright and Lynch (1995) highlighted that advertising is a less effective source compared to direct experience. Hoch (2002) explained that personal experience is overconfident; people are likely to believe and trust on their experience more than marketing sources. In the same way, they trust in their ability to learn more about product itself rather than believe in surrounding information as such advertisement since advertising become low-credibility source. Efficiency product advertising can create by showing a proof of product performance in the advertising (Hoch and Ha, 1986).

2.1.2 Service Experience

Recently, the phenomena of service experience have been found vital in consumer behaviour context and mostly in satisfaction/dissatisfaction theory (Brakus et al, 2009; Hui and Bateson, 1991). Hui and Bateson (1991) defined a service experience as "the consumer's emotional feelings during the service encounter" p.174. Hume et al (2006) stated that

"service experience relates to a number of contributory events and a number of transactions or interactions between a customer and a provider in the exchange of the service"
(Hume et al., 2006, p.307)

The service experience will not happen from any individual chances but it will happens when there is an interaction between consumer and environment surrounding such as atmosphere, sellers, advertising and so on (Singh, 1991).

In addition, the study from Sherman et al. (1997); Verhoef et al. (2009) explained that store atmosphere, scent, music and colour influence on service experience; proper store physical environment affects customer emotion, affects such areas as decision making, reduces decision time and increases service experience.

Nonetheless, Bolton et al, (2000); Hume et al, (2006) recommend that loyalty program and customer satisfaction play a crucial role related to service experience due to maximise customer loyalty and customer satisfaction lead to the highest experience. Again, a high level of satisfies experience will not causes customers to switch to another service providers (Bolton et al, 2000).

Other existing literatures suggest that marketers or researcher should be aware of the factors caused service experience because it is not only the interaction between the company or its employees with the customers caused good or bad service experience but also the interaction between customers to customer themselves (Baron et al. 1996; Martin 1996; Martin and Pranter 1989).

2.1.3 Shopping Experience

The concept of shopping experience has been started since 1970s under purchasing behaviour concept. It goes beyond the hypothesis of consumer rationality (Caru and Cova, 2003). Babin et al (1994) noted that the study of shopping experience had been focused on behaviour and utilitarian and then shifted the important to the hedonistic value of shopping. Caru and Cova (2003) explained that consumers mostly involve in individual emotionally during their

shopping which sensory, imaginary and emotive aspect. On the other hand Falk and Campbell (1997) claimed in sociological literatures that sensory and imagination are not derived from shopping or demanding or appreciating products/service but it is likely related to culture and social consumption.

It has been frequently maintained that there are several variables affect attitudinal and behaviour response in shopping experience. For example, consumer price, product quality, salespeople and value of perception (Kerin et al, 1992). The above factors are likely to influence customer satisfaction, patronage decision and purchase behaviour. It has been confirmed by Ghosh and McLafferty, 1987 cited in Kerin et al. (1992) “the value a customer receives from shopping at a particular store is determined jointly by the quality of the shopping experience and price” p.377. Similarly, (Kerin et al. 1992; Zeithaml, 1988; and Buyukkurt 1986) mentioned that price and value perception can affect customers’ perception when they do shopping. Beside, Kerin et al, (1992) also demonstrated that shopping place has a relationship between consumer perception and shopping experience, for instance the perception of price and product quality in the retail are generally affected the store image.

2.1.4 Consumption Experience

Consumption should not be characterized as “a mere act of devouring, destroying, or using things” (Firat and Dholakia, 1998, p. 96), for it is equally engaged in producing consumption experience, the source of consumer value (Holbrook, 1999)—so much so, in fact, that consumption itself might be considered

“an experiential phenomenon. Indeed, in a phenomenological sense consumption consists of the generation of internal thoughts [and] sensations, which constitute the content of experience”
(Hirschman, 1984, p. 115).

As with other species of experience, the experience generated by consumption is always an experience of something, pointing in this case to a consumption object, which can be physical, phenomenal, mental, or even spiritual in nature. Relationally defined as well, consumption experience cannot be understood apart from its object, whose corresponding valence, qualities, and content lend meaning to experience (Mitias, 1982).

To sum up, the majority of researches demonstrated that experience plays an important role especially in marketing practice. In the literature of marketing and consumer behaviour highlighted that experiences happen in everyday life, thereby, when consumers participate with products, services including search, shop, receive and consume (Arnould et al, 2002; Brakus, Schmitt and Zhang, 2008; Holbrook, 2000). Furthermore, the concept of experience can be used indirectly via advertising and marketing communication (Brakus et al, 2009). However, it is fundamental to understand traditional marketing due to in particular market segmentation traditional marketing is a powerful strategy.

2.2 Congruence of Traditional Marketing and Experiential Marketing

Experiential marketing is a new approach of marketing, previously, traditional marketing emphasises consumer as a rational decision maker that takes functional features and benefits as the first criteria. Conversely, experiential marketing mainly focuses consumer as rational and emotional of experience (Schmitt, 1999a). In addition, marketers and practitioners implied traditional marketing as principles and concepts of products feature, behaviour of consumers and competitive activities (Schmitt, 1999a). Thus, these concepts have been used to develop [improve] new products, communication campaigns and strategies against competitors (Schmitt, 1999a).

Apparently, there are four characteristics of traditional marketing namely: functional features and benefits, product category and competition, customers rational decision makers, and

methods and tools (Schmitt, 1999a). First, functional features and benefits has been mainly emphasised on traditional marketing. In term of features Kotler (1994) described that feature is a basic function of product or a characteristic of product's function. Traditional marketers try to differentiate their products by promoting their product's benefit from product's feature because they believe that consumers select products based on the functional usage of products (Schmitt, 1999a). For instance, marketers advertise toothpaste base on its feature and benefit, cavity prevention, tartar control and whitening (Schmitt, 1999a). Second, product category and competition are narrowly defined. It is generally agreed that product line is significant consideration factor in term of competition (Schmitt, 1999a). In the same meaning Schmitt (1999a) noted that the competition strategy in the traditional marketplace, companies are likely to compete against the other competitors in the same range. For example, Pepsi competes against Coke but not against Green Tea. L'Oreal competes against Max Factor, Rimmel and Revlon but L'Oreal does not compete against Chanel, Dior and Lamer (Schmitt, 1999a). Last but not least, customers are viewed as rational decision makers in traditional marketing. It refers to reasoned decision steps providing need recognition, information search, evaluation of alternatives, purchase and consumption (Schmitt, 1999a). Finally methods and tools, it is certainly correct that typical marketing uses analytical, quantitative and verbal as a method and tool to evaluate consumers (Schmitt, 1999a). In order to forecast consumer purchasing behaviour, product choices or [and] product positioning, marketers collected data by interviews as a verbal or surveys as a quantitative (Schmitt, 1999a).

On the other hand, Schmitt (1999a) explained another four characteristics of experiential marketing: customer experiences, consumption as a holistic experience, customers are rational and emotional and methods and tools. First, there is a contrast between traditional marketing and experiential marketing while above mentioned that traditional marketing is likely to focus on features and benefits of product but experiential marketing put more weight on customer experiences (Schmitt, 1999a). Experiences comprise sensory, affective, intellectual, behaviour and social aspects; all of these aspects can be replace functional values (Schmitt, 1999a; Schmitt, 1999b). Then, experiential marketing views consumption as a holistic experience. For example, experiential marketers will not market individual products but they will market and advertise them as a package to enhance customer experience (Schmitt, 1999a). In term of competition, instead of narrow product category experiential marketing focuses on all product lines under the same category. The example from Schmitt (1999a) mentioned that McDonald's does not only compete against Burger King or KFC but also every fast food products including "quick bite" or "hang-out" (another fast food product). Third, in the experiential marketing customer emotional decision is important as well as customer rational decision (Schmitt, 1999a). According to Holbrook and Hirschman (1982,48) refers experiences pursuit fantasies, feelings and fun. Also, Robinette et al (2002) claimed that experience accumulates from sensory, information and emotion. The last, there are analytical, quantitative and verbal methodologies in traditional marketing whereas experiential marketers use multi-faceted techniques as such eye-movement methodology to analyse the way consumers think about products or advertisements, brain-focusing method to understand imagination and creative thinking (Schmitt, 1999a).

2.3 The Concept of Brand and Brand Experience

A large number of scholars have traced the evolution of brands. Brand had been found since 1922 as a trade or proprietary name (Stern, 2006). Currently, brands impact on every aspect of life, and it does not simple a means of differentiating products or services from competitors. The definition and the concept of brand and other brand constructs namely brand experience, brand personality, trust, satisfaction and loyalty briefly demonstrate under conceptual framework.

2.3.1 Conceptual Definition of a Brand

There are a large number of definitions in literature of a brand; Aaker (1991) provided an explanation that brand is a signal to the customer, it is a source of product and it makes differentiate from competitors. Brand comprises name, symbol, letter and slogan but the most vital one is the name which should not be change. It provides and identification which customer can identify products or services (Weilbacher,1995). Additionally, from the customer perspective brand can be defined as a collective of their experiences and created customer contact points. However, in other perspectives brand can be defined as follow:

“A brand is not a product; it is the product’s source, its meaning and its direction and it defines its identify in time and space” Kapferer (1992, p.12)

“A product is anything that meets the needs of the consumers whereas the brand is a name, symbol ...” Doyle (1989, p.78)

Moreover Keeble (1991) discussed that brand can be perceived differently by emotion, rational, physical reactions, packaging and price. Bullmore (1984) claimed that the difference between brand and product is product made in the factory; product is tangible while brand is something bought by consumers with a complex set of perception and satisfaction (Bullmore, 1984).From these definitions a conclusion tends to quote the one by Kotler (1991)

“Brand is a name, sign, symbol or design or a combination of them which is intended to identify a goods or services of one seller or group of sellers and differentiate them from those of the competition”
(Kotler, 1991, p.295).

It is widely accepted that branding and brand management have been well recognized and used as companies strategic objectives for many years (Kapferer, 2008; Keller, 2008; Post, 2008). Building a strong brand is one of the crucial goals of brand management. Strong brands result in higher revenue (Aaker, 1991; Kapferer, 2004; Keller, 2003) enjoy customer loyalty, charge premium prices (Ghodeswar, 2008), reduce cost and greater security of demand (Temporal, 2000). Brand concept and how brands affects consumer behaviour have been developed by brand researchers. The brand concept includes brand personality (Aaker,1991) , brand community (Fournier, 1998; Grossman, 1998; McAlexander et al, 2002; Muniz and O’Guinn, 2001), brand relationship (Fournier, 1998), brand trust (Lau and Lee, 1999) and brand attachment (Thomson et al, 2005), it pulled a heavily attention from brand researchers and practitioners to develop and discover a further knowledge.

2.3.2 Brand experience

The brand experience originates from a set of interaction between a customer and a brand, a company or a part of the organization involved. The term ‘experiential branding’ has been shown to be interesting to marketing academicians nowadays; also in business arena ‘experiential marketing’ has become a mainstream to discuss (Schmitt, 2009).

Braunsberger and Munch, (1998) concluded that brand experience is an exposure of high level expression of familiar things with a particular subject. Hirschman & Holbrook (1982); Padgett & Allen (1997); Brakus et al (2009) noted that brand experience as subjective, internal consumer responses that can be categorized into sensory, affective, behavioural and intellectual intentions evoked by brand-related stimuli. This brand related stimuli had been shown as a part of brand identity (brand logo, brand name), packaging, communications and environments (Schmitt, 2009). Also, Schmitt (1999a); Gentile et al (2007) identified experience in to five types; sensory experience (sense) which is visual, sound and olfactory; affective experience (feel) which refers to feeling and emotion make by brand to consumer, cognitive experience (think), physical experience (act) and social-identity experience (relate).

3. Conceptual Framework

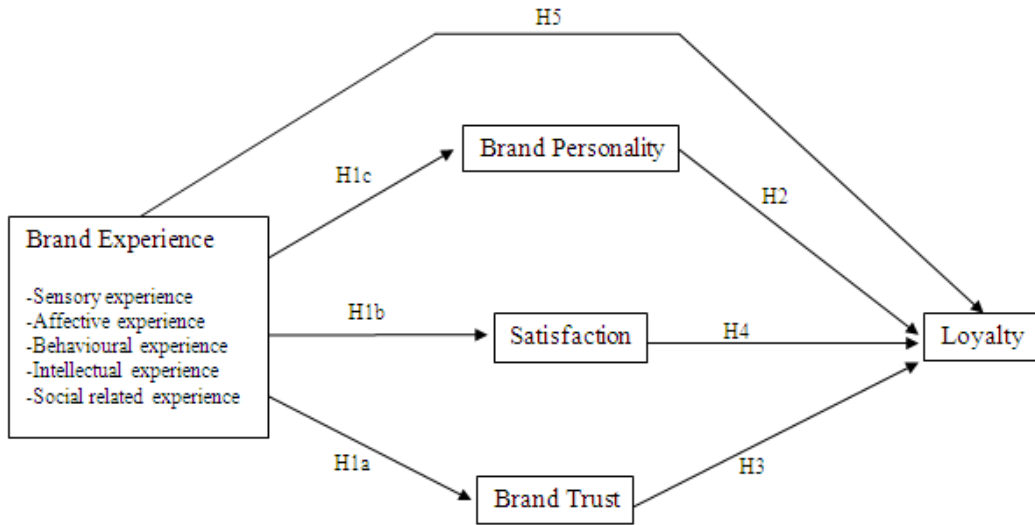


Figure 3.1: Conceptual framework developed by the researcher

3.1 Brand experience

Managing brand experience has generally been assumed to create a competitive advantage for companies. However, there is still much debate over exactly what brand experience is and what constitutes brand experience.

The research done by Ha and Perks (2005) investigates the relationship of brand experience, brand familiarity, brand satisfaction and brand trust on the web. Obviously the result points out that only brand experience has a significant influence toward brand trust and assert that strong brand image increases the level of trust also contributes a positive brand experience. According to this study had been applied on the web, so the limitation is that Internet users behaviour can be change all the time.

On the other hand, Lau and Lee (1999) studied consumers' trust in a brand and the link to brand loyalty, the congruence of consumer trust in brand and brand experience had been researched whether experience is likely to increase the level of trust toward brand. They came up with the assumption that "A consumer's experience with a brand is positively related to the consumer's trust in that brand" (Lau and Lee, 1999, p.350). Surprisingly, the result demonstrated that experience is not an antecedent of trust, it means experience in a brand does not result in an increase in brand trust (Lau and Lee, 1999). The limitation of this research is the questionnaire due to it conducted in English that may cause a bias in a process of selection respondents. Thus, Singapore has a limit of English speaker. Moreover, the research had been narrowed by product category; durable products (non-frequently purchase) were excluded. It may be argued that brand trust is more necessary in durable products because any satisfy or dissatisfy purchase would stay with consumers for a long period (Lau and Lee, 1999).

H1a: Brand experience affects trust positively.

In addition, Brakus et al (2009) researched on brand experience and consumer behaviour, the objective of this study is to use the brand experience concept to predict consumer behaviour. The relationship of brand experience and consumer satisfaction had been tested. As a result, (Brakus et al, 2009) found that brand experience has a behavioural effect to consumer satisfaction. However, the study had been conducted in North America, therefore, in this perspective the author assumes that brand experience will has a relationship to consumer satisfaction in Thailand.

H1b: Brand experience affects consumer satisfaction positively.

3.2 Brand Personality

In the study of this brand construct researchers have examined brand as an object identifying human characteristics (Aaker, 1997). Brand personalities used to describe human characteristics that human participate with the brand (Aaker,1997,13). Correspondingly, Aaker (1997) gave a clear definition of brand personality that is “the set of human characteristics associated with a brand” p.374. Moreover, in consumer behaviour research, there is an explanation of brand personality; it is the instrument to express consumer ideal self or their actual self (Belk, 1988; Escalas and Bettman 2005).

Previous researches explained the product as a symbol, some of the researchers study brand personality and consumer perception regarding brand image (Sirgy, 1982) from the different type of car, different brand of beer and cigarette (Dolich, 1969). The study from Dolich (1969) led to the conception of real self and ideal self, which, is important in the classification, which products and brands influences by self or ‘social’. In term of brand personality traits, people tend to use brand that accepted in the society and the environmental surrounding. In the same way, consumer brand decision process generally involves some motivations such as environment and society (Belk, 1988). For instance, consumers tend to select the brand relying on ‘social group’ to show their self-image to their society rather than satisfy their individual need. Thus, the author assumes that brand experience is an antecedent of brand personality.

H1c: Brand experience affects brand personality positively.

Aaker (1999) pointed out that consumers express themselves by particular brand. Prior researches pointed out that brand personality perception and self personality perception derived consumers’ brand loyalty (Lastovicka and Joachimsthaler, 1988). Therefore, the concept of brand personality and human personality (self-congruity) together are determined as important factors contribute consumer loyalty. The research from (Upshaw, 1995) pointed out that brand personality may derive from greater loyal consumers in the brand image. On the other hand, the result from (Kim et al, 2001) revealed that even through brand personality has a positive impact to brand identification and word of mouth communication, there is no direct affect to brand loyalty. Therefore, brand personality has an indirect affect to brand loyalty through positive word of mouth.

To sum up, in the previous researches have been argues to direct and indirect affect of brand personality and loyalty. Additionally, this study, the author hypothesizes that brand personality is playing a crucial role to consumer loyalty, as well as, she expects that the more consumers identify with the brand personality, the more will be consumer loyalty. Therefore, as the results of these previously indicated studies showed, the following can be assumed.

H2: Brand personality affects consumer loyalty positively.

3.3 Brand Trust

Trust has been studied in academics in a variety of disciplines such as psychology (Deutsch, 1960), sociology (Rempel et al, 1985; Schlenker et al, 1973) and management (Lau and Lee, 1999; Esch et al, 2006) as well as consumer behaviour (Ha and Perks, 2005) and marketing (Ballester and Aleman, 2001). Lau and Lee (1999) give an explanation of trust that is the willingness to rely on something without any security issues even there is risk, the willingness occurs from the understanding of previous experience (Ballester and Aleman, 2005; Lau and Lee, 1999). Accordingly, the trust in a brand as a feeling of confidence held by the consumers toward brand due to belief and expectation that the brand will deliver a positive result for the customers (Lau and Lee, 1995). In the current study, brand trust is assumed to be highly correlated to consumer loyalty, because consumers will choose their preferable and trustworthy brand. (Morgan and Hunt, 1994) supported that brand trust has an essential impact on brand loyalty and [or] commitment due to trust is a crucial aspect in exchange relationship.

The importance of brand loyalty has been shown in the review of marketing arena for over three decades (Howard and Sheth, 1969). In this connection, previous research in marketing and brand management has fundamentally recognized that trust in brand states have a significant impact on consumer loyalty and it led to certain marketing advantages such as reduce marketing costs, increase market share and enjoy a premium price (Chaudhuri and Holbrook).

H3: Brand trust affects consumer loyalty positively.

3.4 Satisfaction

The facet of satisfaction has been wide spread and developed into various means of strategic marketing. Some organisations start to examine how satisfaction affects on customer retention (Bolton, 1998), commitment and the direction to make profits (Jones and Sasser, 1995; Reichheld, 1996; Mittal and Kamakura, 2001), change in consumer behaviour and purchase intention (Birgelen et al, 2006; Mittal and Kamakura, 2001; Bolton, 1998). The most interesting is satisfaction has been applies into brand experience and customer experience (Brakus et al, 2009; Bennett et al, 2005; Sirohi et al, 1998; Mano and Oliver, 1993; Ha and Perks, 2005).

There are some evidences show that satisfaction has a major influences on brand loyalty either direct or indirect way (Bolton, 1998; Jones and Suh, 2000; Yang and Peterson, 2004; Bodet, 2008; Bloemer and Lemmink, 1992; Chandrashekar et al, 2007). The work from Yang and Peterson (2004) tested the relationship between customer satisfaction and brand loyalty applied in online marketing context. The finding demonstrated that customer satisfaction and positive perception of products or services have a positive affect on customer loyalty (Yang and Peterson, 2004). What's more, in order to satisfy online customer Yang and Peterson (2004) suggested that a company should focuses on quality of customer services, security/ privacy, able to fulfill customer needs, differentiate the products and easy to use.

In sum, it has been frequently affirmed that expectation, perceived quality and disconfirmation (Oliver, 1977,1980) are antecedents of satisfaction and retention, repurchase intentions (Anderson and Sullivan, 1993), brand loyalty are consequences of satisfaction (Bolton, 1998; Jones and Suh, 2000; Chandrashekar et al, 2007; Yang and Peterson, 2004; Bodet, 2008).

H4: Consumer satisfaction affects consumer loyalty positively.

3.5 Loyalty

It is certainly correct that loyalty is one of the most significant company core strategies in order to obtain a sustainable competitive advantage (Gounaris and Stathakopoulos, 2004; Dick and Basu, 1994). Due to several reasons, obviously, loyalty reduces the marketing cost as such advertising cost, promotion and information obtained, it is more inexpensive in order to remains existing customers than acquires new customers (Aaker, 1992; Reichheld, 1996; Uncles and Laurent, 1997). Also, it reduces the number of switching brand owning to loyalty customers are less likely to search for further information and other substitute products (Uncles and Laurent, 1997; Dick and Basu, 1994). Thus, businesses seeking to foster loyalty by improving brand experience to consumers.

In the current study and in accordance with the literature of brand experience (Brakus et al, 2009; Schmitt, 1999b; Schmitt, 2009; Ghodeswar, 2008; Schmitt, 1999a; Gentile et al, 2007) the author implies that well-coordinate experience from brands are likely to be a key contribution to building consumer loyalty. In the same meaning, a positive brand experience will be deeming into a consumer loyalty. Therefore

H5: Brand experience affects consumer loyalty positively.

4. Research methodology

To accomplish the aims of this research, an empirical study is carried out in one stage 'quantitative'. A self-administered questionnaire uses to measure each of the constructs of the study; it developed from a basic of the literature review. A self-administered questionnaire is distributed among 400 Thai customers who visit the shopping mall that located at downtown Bangkok (Emporium mall, Gaysorn Plaza and Siam Paragon). The questionnaire had been designed with Likert scale style to measure the study constructs. Respondents were asked to rate their agreement with each item on a five-point Likert scale ranging from (1) strongly disagree to (5) strongly agree. Thereby, some questionnaire items were taken from preciously valid scales.

5. Conclusion

Brand experiences happen in a variety of setting such as when consumers search for brands, shop for brands and even consume brands. Accordingly, from the previous studies, brand experience can be categories into five dimensions (sensory experience, affective experience, behavioural experience, intellectual experience and social-identity experience) which are differentially evoked by various brands. Also, the above mentioned that this paper aims to investigate the concept of brand experience and its consequences in the Thailand context. Additionally, the notion of brand experience will be tested the direct effect of consumer behaviour (loyalty) and then the indirect effects mediated by brand personality, brand trust and satisfaction. The result will be useful not only in academic research but also in marketing practice especially in the luxury brand context. As marketers engage in projects to understand and improve the experience their brands provide for their customers.

6 References

- Aaker, D.A. (1991), *Managing Brand Equity*, The Free Press, New York, NY.
- Aaker, D.A. (1992). *Strategic Market Management*. New York: John Wiley & Sons.
- Aaker, J.L. (1997). Dimensions of brand personality, *Journal of Marketing Research*: 34(3) 347-356.
- Aaker, J.L. (1999). The Malleable Self: The Role of Self-Expression in Persuasion, *Journal of Marketing Research*: 36(February) 45–58.
- Alloza, A. (2008). Brand Engagement and Brand Experience at BBVA, the Transformation of a 150 Years Old Company, *Corporate Reputation Review*, 11(4): 371–379.
- Anderson, E.W., and Sullivan, M.W. (1993). The antecedents and consequences of customer satisfaction for firms, *Marketing Science*, 12 (2): 125-143.
- Arnould, E., Price, L. and Zinkhan, G. (2002) *Consumers*. New York: McGraw-Hill.
- Babin B.J., Darden W.R. and Griffin M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value, *Journal of Consumer Research*, 20(March): 644–56.
- Ballester, E.D., and Aleman, J.L.M. (2001). Brand trust in the context of consumer loyalty. *European Journal of Marketing*. 35 (11/12): 1238-1258.
- Ballester, E.D., and Alema, J.L.M. (2005). Does brand trust matter to brand equity?, *Journal of Product & Brand Management*, 14 (3): 187–196.
- Baron, S., Kim, H., and Davies, B.J. (1996). Oral Participation in Retail Service Delivery: A Comparison of the Roles of Contact Personnel and Customers, *European Journal of Marketing*, 30(9): 75–90.
- Belk, R.W. (1988). Possessions and the Extended Self, *Journal of Consumer Research*, 15 (September): 139–168.
- Bennett, R., Härtel, C.E.J., and McColl-Kennedy, J.R. (2005). Experience as a moderator of involvement and satisfaction on brand loyalty in a business-to-business setting, *Industrial Marketing Management*, 31(1): 97-107.
- Birgelen, M.V., Jong, A.D., and Ruyter, K.D. (2006). Multi-channel service retailing: The effects of channel performance satisfaction on behavioral intentions, *Journal of Retailing*, 82(4): 367-377.
- Bloemer, J.M.M. and Lemmink J.G.A.M. (1992). The importance of customer satisfaction in explaining brand and dealer loyalty, *Journal of Marketing Management* 8: 351-364.
- Bodet, G. (2008). Customer satisfaction and loyalty in service: Two concepts, four constructs, several relationships. *Journal of Retailing and Consumer Services*, 15: 156-162.
- Bolton, R. N. (1998). A dynamic Model of the Duration of the Customer's relationship with a Continuous Service Provider: The Role of Satisfaction, *Marketing Science*, 17(1): 45-65.
- Bolton, R.N., Kannan, P.K., and Bramlett, M.D. (2000). Implications of Loyalty Program

Membership and Service Experiences for Customer Retention and Value, *Journal of the Academy of Marketing Science*, 28(1): 95-108.

Brakus, J., Schmitt, B. H., and Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?, *Journal of Marketing*, 73(May): 52-68.

Brakus, J., Schmitt, B. H., and Shi Zhang (2008), Experiential Attributes and Consumer Judgments, in *Handbook on Brand and Experience Management*, Bernd H. Schmitt and David Rogers, eds. Northampton, MA: Edward Elgar.

Braunsberger, K and Munch, J.M. (1998), Source expertise versus experience effects in hospital advertising, *Journal of Service Marketing*, 12(1), p.23-38.

Brehmer, B. (1980). In One Word: Not From Experience, *Acta Psychologica*, 45: 223-241.

Bullmore, J. (1984). The Brand and its Image revisited, *International Journal of Advertising*, 3(1), p.235.

Buyukkurt, B.K. (1986). Integration of Serially Sampled Price Information: Modeling and Some Findings, *Journal of Consumer Research*, 13(December): 357-373.

Caru`, A., and Cova, B. (2003). Revisiting consumption experience: A more humble but complete view of the concept. *Marketing Theory*, 3(2): 267-286.

Chandrashekar, M., Rotte, K., Tax, S. S., and Grewal, R. (2007). Satisfaction Strength and Customer Loyalty, *Journal of Marketing Research*, 44(February): 153-163.

Chaudhuri, A., and Holbrook, M.B., (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(April): 81-93.

Collins Cobuild (2009) *Advance Dictionary*, Great Britain: Harper Collins.

Deutsh, M. (1960). Trust, Trustworthiness and the F-scale, *Journal of Abnormal and Social Psychology*, 61: 138-140.

Dick, A.S., and Basu, K. (1994). Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, 22(2): 99-113.

Dolich, I.J. (1969). Congruence relationships between self images and product brands. *Journal of Marketing Research*, VI(February): 80-84.

Doyle, P. (1989). Building successful brands: The strategic options. *Journal of Marketing Management*, 5(1), p.77-95.

Einhorn, H.J. and Hogarth, R.M. (1978). Confidence in Judgment: Persistence of the Illusion of Validity, *Psychological Review*, 85 (5): 395-416.

Escalas, E.J., and Bettman, J.R. (2005). Self-Construal, Reference Groups, and Brand Meaning, *Journal of Consumer Research*, 32(3): 378-89.

Esch, F. R., Langner, T., Schmitt, B. H., Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of Product & Brand Management*, 15 (2), p98-105.

- Falk, P. and Campbell, C. (eds) (1997) *The Shopping Experience*. London: Routledge.
- Firat, A.F., and Dholakia, N. (1998). *Consuming people: From political economy to theaters of consumption*. London: Routledge Consumer Research and Policy Series.London.
- Fournier, S. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research*, 24(March): 343-373.
- Gentile, C., Spiller, N., and Noci, G. (2007). Customer Experience: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal*, 25(5): 395-410.
- Ghodeswar, B.B. (2008). Building brand identity in competitive markets: a conceptual model. *Journal of Product & Brand Management*, 17(1): 4-12.
- Gobé , M. (2001) *Emotional Branding: The New Paradigm for Connecting Brands to People*. New York: Allworth Press.
- Gounaris, S., and Stathakopoulos, V. (2004). Antecedents and consequences of brand loyalty: An empirical study. *Brand Management*, 11(4): 283-306.
- Grossman, R.P. (1998), Developing and managing effective consumer relationships, *Journal of Product & Brand Management*, 7(10), p.27-40.
- Ha, H.Y., and Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. *Journal of Consumer Behaviour*, 4(6): 438–452.
- Hirschman, E.C. (1984). Experience-seeking: A subjectivist perspective of consumption. *Journal of Business Research*, 12(1): 115–136.
- Hirschman, E.C., and Holbrook, M.B., (1982). Hedonic consumption: Emerging concepts, methods and propositions. *Journal of Marketing*, 46, p.92-101.
- Hoch, S.J. (2002). Product Experience Is Seductive. *Journal of Consumer Research*, 29 (December): 448-454.
- Hoch, S.J. and Ha, Y.W. (1986). Consumer Learning: Advertising and the Ambiguity of Product Experience. *Journal of Consumer Research*, 13(September): 221-233.
- Holbrook, M.B (2000), The Millennial Consumer in the Texts of Our Times: Experience and Entertainment, *Journal of Macromarketing*, 20(2), 178-192.
- Holbrook, M.B. and Hirschman, E.C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings and fun. *Journal of Consumer Research* 9: 132 – 140.
- Holbrook, M B. (1999). Introduction to consumer value. In M. B. Holbrook (Ed.), *Consumer value: A framework for analysis and research* (pp. 1–28). Routledge Interpretive Marketing Research Series. London: Routledge.
- Howard, J.A., and Sheth, J.N., (1969), *The theory of Buyer Behavior*. New York: John Wiley & Sons.
- Hui, M.K., and Bateson, J.E.G. (1991). Perceived Control and the Effects of Crowding and

- Consumer Choice on the Service Experience. *Journal of Consumer Research*, 18(September): 174-184.
- Hume, M., Mort, G.S., Liesch, P.W., and Winzar, H. (2006). Understanding service experience in non-profit performing arts: Implications for operations and service management. *Journal of Operations Management*. 24: 304–324.
- Ismail, A.R. (2010). Investigating British customers' experience to maximize brand loyalty within the context of tourism in Egypt: Netnography & structural modeling approach thesis. Brunel University.
- Jones, T. O., and Sasser W.E (1995). Why Satisfied Customer Defect, *Harvard Business Review*, 73(November/December): 88-99.
- Jones, M.A., and Suh, J. (2000). Transaction-specific satisfaction and overall satisfaction: An empirical analysis. *Journal of Services Marketing*, 14(2): 147-159.
- Kapferer, J. N. (1992). *Strategic Brand Management*, Kogan Page Ltd.
- Kapferer, J.N. (2004), *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long-Term*, Kogan page, London.
- Kapferer, J.N. (2008), *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long-Term*, Kogan page, London.
- Keeble, G. (1991). *Creativity and the Brand in Understanding Brands'* ed Cowley D., Kogan Page Ltd.
- Keller, K.L. (2003), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Pearson Prentice-Hall, Upper Saddle River, NJ.
- Keller, K.L. (2008), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Pearson Prentice-Hall, Upper Saddle River, NJ.
- Kerin, R.A., Jain, A., and Howard, D.J. (1992). Store Shopping experience and consumer price-quality-value perceptions. *Journal of Retailing*. 68(4): 376-397.
- Kotler, P. (1994), *Marketing Management* (Eighth edition), Englewood Cliffs: Prentice-Hall.
- LaSalle, D. and Britton, T.A. (2003) *Priceless: Turning Ordinary Products into Extraordinary Experiences*. Boston, MA: Harvard Business School Press.
- Lastovicka, J. L. and Joachimsthaler, E. A. (1988). Improving the Detection of Personality-Behaviour Relationships in Consumer Research, *Journal of Consumer Research* 14 (March): 583–87.
- Lau, G.T., and Lee, S.H. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market - Focused Management*. 4 (4): 341-370.
- Lindstrom, M. (2005) *Brand Sense: Build Powerful Brands through Touch, Taste, Smell, Sight, and Sound*. New York: The Free Press.
- Mano, H., and Oliver, R.L. (1993). Assessing the Dimensionality and Structure of the Consumption Experience: Evaluation, Feeling, and Satisfaction. *Journal of Consumer*

Research. 20 (December): 451-466.

- Martin, C.L. (1996). Customer-to-Customer Relationships: Satisfaction with Other Consumers' Public Behavior, *Journal of Consumer Affairs*, 30 (1): 146-69.
- Martin, C.L. and Pranter, C.A. (1989). Compatibility Management: Customer-to-Customer Relationships in Service Environments, *Journal of Service Marketing*, 3 (Summer): 6-15.
- McAlexander, J.H., Schouten, J.W., and Koenig, H.F. (2002), Building brand community, *Journal of Marketing*, 66(1), p.38-54.
- Mitias, M.H. (1982). What makes an experience aesthetic?. *Journal of Aesthetics and Art Criticism*, 41(2), 157-169.
- Mittal, V., and Kamakura, W.A. (2001). Satisfaction, Repurchase Intent, and Repurchase Behavior: Investigating the Moderating Effect of Customer Characteristics. *Journal of Marketing Research*. 38 (February): 131-142.
- Morgan, R.M., and Hunt, S.D., (1994). The Commitment-Trust Theory of Relationship Marketing, *Journal of Marketing*, 58(July): 20-38.
- Morrison, S., and Crane, F.G. (2007). Building the service brand by creating and managing an emotional brand experience. *Journal of Brand Management*. 14 (5): 410-421.
- Muniz, A.M. Jr and O'Guinn, T.C. (2001), Brand community, *Journal of Consumer Research*, 27(4), p.421-432.
- Oliver, R.L. (1977). Effects of Expectations and Disconfirmation on Postexposure Product Evaluations, *Journal of Applied Psychology*, 62(April): 246-250.
- Oliver, R.L (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions, *Journal of Marketing Research*, 17(November): 460-469.
- Padgett, D., and Allen, D. (1997), Communicating experiences: A narrative approach to creating service brand image. *Journal of Advertising*, 26. P.49-62.
- Pine, B.J., and Gilmore, J.H. (1999). *The Experience Economy*. Boston, MA: Harvard Business School Press.
- Post, R.S. (2008), *Global Brand Integrity Management: How to Protect Your Product in Today's Competitive Environment*, McGraw-Hill, New York, NY.
- Reichheld, F., (1996). *The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value*. Boston: Harvard Business School Press.
- Remple, J.K., Holmes, J.G., and Zanna, M.P. (1985). Trust in Close Relationships, *Journal of Personality and Social Psychology*, 49(1): 95-112.
- Robinette, S., Brand, C., and Lenz, V. (2002). *Emotion marketing: The hallmark way of winning customers for life*. New York, NY: McGraw-Hill.

- Schlenker, B.R., Helm, B., Tedeschi, J.T. (1973), The Effects of Personality and Situational Variables on Behavioural Trust. *Journal of personality and Social Psychology*, 25, p.419-427.
- Schmitt, B.H. (1999a). Experiential Marketing. *Journal of Marketing Management*. 15: 53-67.
- Schmitt, B.H. (1999b). *Experiential Marketing: How to Get Customers to SENSE, FEEL, THINK, ACT and RELATE to Your Company and Brands*. New York: The Free Press.
- Schmitt, B.H. and Rogers, D.L.M.(2008) (eds.) *Handbook on Brand and Experience Management*. Cheltenham, UK and Northampton, MA: Edward Elgar .
- Schmitt, B.H. (2009). The concept of brand experience. *Journal of Brand Management*. 16(7): 417–419.
- Sherman, E., Mathur, A., and Smith, R.B. (1997). Store Environment and Consumer Purchase Behavior: Mediating Role of Consumer Emotions. *Journal of Psychology & Marketing*. 14(4): 361–378.
- Singh, J., (1991). Understanding the structure of consumer's satisfaction evaluations of service delivery. *Journal of the Academy of Marketing Science* 19 (3): 223–244.
- Sirgy, M.J. (1982). Self-concept in consumer behavior: a critical review, *Journal of Consumer Research*, 9(3): 287-300.
- Sirohi, N., McLaughlin, E.W., and Wittink, D.R. (1998). A Model of Consumer Perceptions and Store Loyalty Intentions for a Supermarket Retailer. *Journal of Retailing*. 74 (2): 223-245.
- Smith, S. and Milligan, A. (2002). *Uncommon Practice: People Who Deliver a Great Brand Experience*. Cambridge, UK: Pearson Education.
- Stern, B. B (2006). What does brand mean? Historical-analysis method and construct definition. *Journal of the Academy of Marketing Science*, 34(20), 216-223.
- Temporal, P. (2000), *Branding in Asia*, John Wiley & Sons, Singapore.
- Thomson, M., MacInnis, D.J., Park, C.W. (2005), The ties that blind: measuring the strength of consumers' emotional attachments to brands, *Journal of Consumer Psychology*. 15(1), p.77-91.
- Turnbull, J., Lea, D., Parkinson, D., Phillips, P., Francis, B., Webb, S., Bull, V., and Ashby, M. (2010) *Oxford Advance Learner's Dictionary* 8thed, Oxford: Oxford University Press.
- Uncles, M. and Laurent, G. (1997) Editorial, *International Journal of Research in Marketing*, 14: 399–404.
- Upshaw, L.B. (1995). *Building Brand Identity*. New York: John Wiley & Sons.
- Verhoef, P.C., Lemon, K.N., Parasuraman, A., Roggeveen, A., Tsiros, M., and Schlesinger, L.A. (2009). Customer Experience Creation: Determinants, Dynamics and Management Strategies. *Journal of Retailing*. 85 (1): 31-41.
- Weilbacher, W.M. (1995), *Brand Marketing*, NTC Business Books, Chicago, IL.

- Wright, A.A and Lynch, J.G. (1995). Communication Effects of Advertising versus Direct Experience When both Search and Experience Attributes Are Present. *Journal of Consumer Research*. 21 (March): 708-718.
- Yang, Z., and Peterson, R.T. (2004). Customer Perceived Value, Satisfaction, and Loyalty: The Role of Switching Costs. *Psychology & Marketing*. 21 (10): 799-822.
- Zarantonello, L., Schmitt, B.H. (2010). Using the brand experience scale to profile consumers and predict consumer behaviour. *Journal of Brand Management*. 17 (7): 532-540.
- Zeithaml, V.A. (1998). Consumer Perceptions of Price, Quality, and Value: A Means-end Model and Synthesis of Evidence, *Journal of Marketing*, 52 (July): 2-22.