



The Impact of Brand Experience on Customer Satisfaction of Consumer Goods: Brand Attachment in Pakistan

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Abstract

This study analyzes the impact of customer brand encounter on their image fulfillment, brand trust and brand connection in a Pakistan setting. Five theories are placed and keeping in mind the end goal to exactly test them, an example information set of 150 was gathered from Punjab Province of Pakistan. The outcomes demonstrate that brand encounter absolutely impacts brand fulfillment, brand trust and brand connection in an important manner. Drawing from the study's discoveries, administrative ramifications are talked about and limits and future examination headings are recommended. All things considered, this study greatly contributes new information to the current assemblage of brand administration writing in Pakistan - a setting that is regularly most dismissed by a few specialists in creating nations.

Keywords: Brand Experience; Brand Satisfaction; Brand Trust; Brand Attachment; Pakistan

Introduction

It is generally another improvement that is yet to develop (Tsai, 2011). Thus, mark connection has I though the idea of brand connection can be followed to Bowlby (1979), brand connection ideal model pulled in enthusiasm from both scholastic scientists and professionals in the showcasing order (Nguyen & John, 2005; Thomson, 2006; Park & MacInnis 2006; Fedorikhin, Park, & Thomson, 2008; Park et al. 2009). As indicated by Park, MacInnis, Priester, Eisingerich and Iacobucci (2010), brand connection shows the quality of the bond associating the consumer with the brand. Brand connection is vital to advertisers on the grounds that it influences repurchase practices that cultivate brand gainfulness and client lifetime esteem (Thomson, MacInnis & Park, 2005). Clients who over and over buy brands add to reliable income streams and supported benefit (Fedorikhin, Park & Thomson, 2008). As a consequence of this, business endeavors regularly execute programs that encourage buyer brand connection (Büschken, 2004; Thomson, MacInnis, & Park, 2005; Carroll & Ahuvia 2006). Additionally in view of this perceived significance, academicians have created unmistakable fascination in the exact examination of brand connection originators (Gillath, Shaver, Baek & Chun, 2008; Bell, 2010).

However, a round of questioning of the current sequence of brand administration writing appears to demonstrate that a large portion of these studies concentrated on, among others, wistfulness, socialization, extraordinary promoting qualities, client inferred advantages, brand responsibility, trust, fulfillment, self-idea association, stylish engaging quality, and joy as precursors of brand connection (Kuenzel & Halliday, 2008; Grisaffe & Nguyen, 2011; Tsai, 2011). In spite of this, there appear to be an absence of studies that explored the impact of brand experience as a vital indicator of brand connection (Mzoughi, Hadiji & Slimane, 2009; Sahina, Zehir & Kitapç, 2011). Promoting specialists now understand that seeing how shoppers experience brands is basic for creating advertising methods for merchandise and administrations (Chattopadhyay

& Laborie, 2005; Schmitt, 2003; Shaw & Ivens, 2002; Smith & Wheeler, 2002). Brand experience, as indicated by Brakus, Schmitt and Zarantonello (2009), alludes to subjective, interior shopper reactions (sensations, sentiments, and comprehensions) and behavioral reactions evoked by brand-related jolts that are a piece of a brand's outline and character, bundling, correspondences, and situations (Brakus, Schmitt & Zhang, 2008). As per Sahina, Zehirb and Kitapç (2011), related knowledge with a brand has a generous effect on brand decision for consequent buys. Consequently, mentality toward the brand are principally framed after the first buy. This assessment, thusly, is utilized as pre evaluation for rehash buys. Brand devotion is in this way grown through the experience of repurchasing a brand after some time (Ercis, Unal, Candan & Yildirim, 2012). Given the impact of brand experience on, for occasion, brand state of mind, brand confidence, responsibility and brand execution, it is shocking that brand experience has seldom been exactly tried as a potential indicator of brand connection.

Against this scenery, the reason for the present study is to fill this void by researching the impact of brand experience on brand connection. Besides, this study tries to investigate the directing part of brand fulfillment and brand confidence in this brand experience – brand connection relationship in the setting of Pakistan. Plus, the present study is relied upon to make educational and practical commitments to the current showcasing administration writing and the act of marking in creating nations – Pakistan specifically. This paper comprises of segments displaying writing survey; research procedure, which incorporates information accumulation strategy, develop operationalization, and estimation; information investigation and results; dialog and ramifications of the study discoveries; a conclusion; impediments of the study; and proposals for future examination.

Literature Review

Brand Experience

There is developing proof from promoting exploring showing that marking uncovered clients or customers to different particular brand-related boosts, for example, brand-distinguishing hues (Ofir & Simonson, 2007), shapes (Veryzer & Hutchinson, 1998; Joy & Sherry, 2003), typefaces, foundation plan components (Mandel & Johnson, 2002), and mottos, mascots, and brand characters (Johar, Sengupta, & Aaker, 2005). These brand-related jolts show up as a feature of a brand's outline and character (e.g., name, logo, signage), bundling, and promoting interchanges (e.g., commercials, leaflets, sites) and in situations in which the brand is showcased or sold (e.g., stores, occasions). While these brand-related boosts constitute the real wellspring of subjective and interior customer reactions, the fundamental assessment of an administration happens after utilization (Arnold, Reynolds, Ponder & Lueg, 2005). Brand experience is an individual wellspring of data that can be used to shape the premise of future choices, for example, repurchase expectation (Brakus, Schmitt, & Zhang, 2008). This idea is buttressed by Sahina, Zehirb and Kitapç (2011) who figured out that related knowledge with an administration has a considerable effect on brand decision for consequent buys of the administration. Hence, disposition toward the brand are essentially framed after the first purchase. This assessment, thusly, is utilized as preevaluation for rehash buys. Brand dedication is therefore grown through the experience of repurchasing a brand over the long haul (Ercis, Unal, Candan & Yildirim, 2012). Reliable with this thought are discoveries that demonstrate that the more continuous the related knowledge, the more grounded the state of mind (Grace & O'Cass, 2004). A comprehension of the part of past involvement with a buy choice is along these lines basic to a comprehension of the advancement of attitudinal brand faithfulness. In this study, brand experience is characterized by, Schmitt & Zarantonello (2009) who communicated it as subjective, inside buyer reactions and behavioral reactions evoked by brand-related boosts that are a piece of a brand's outline and character, bundling, interchanges, and situations.

Brand Satisfaction

Numerous studies have been led on brand fulfillment (e.g. Kuenzel and Halliday, 2008; Kuenzel & Halliday, 2008; Grisaffe & Nguyen, 2011; Tsai, 2011). Among a portion of the distinguished precursors of fulfillment in the surviving writing are practical, typical, and experiential advantages (Nam, Ekinici & Whyatt, 2011). It is contended, in the writing, that through the interceding impact of brand traits, past utilization encounters influence brand fulfillment (Jones & Suh, 2000; Pappu & Quester, 2006). In the meantime, some observational studies have regarded brand state of mind as a result of brand fulfillment (Cooil, Keiningham, Aksoy, & Hsu, 2007). As per He, Li and Harris (2012), fulfillment happens when the execution of a brand meets the desires of the buyer. In the event that execution neglects to meet desires, negative disconfirmation happens, which brings about disappointment (Patterson, Johnson & Spreng, 1997). In this token, Nam,

Ekinci and Whyatt (2011) portrayed brand fulfillment as an evaluative rundown of direct utilization experience, in view of the disparity between former desire and the genuine execution saw after utilization (Kuenzel & Halliday, 2008). Then again, in the present study, brand fulfillment is characterized by & Nguyen (2011) who communicated it as the aggregate fulfillment as in general buyer's assessment in view of the shopper's aggregate buy and involvement with a brand of item or administration.

Brand Trust

Brand trust is "the ability of the normal shopper to depend on the capacity of the brand to perform its expressed capacity" (Chaudhuri & Holbrook, 2001; Schau, Muniz & Arnould, 2009). This idea is more noticeable in circumstances of instability, data asymmetry, and trepidation of advantage; therefore, the part of trust is to decline vulnerability and data asymmetry and make clients feel great with their image (Chiu, Huang, & Yen, 2010; Gefen, Karahanna, & Straub, 2003; Pavlou, Liang, & Xue, 2007). In promoting writing, trust is viewed as a key element for the improvement of brand connection and has been perceived as an exceptionally critical device for improving brand execution (Carroll & Ahuvia, 2006; McAlexander, Schouten & Koenig, 2002; Ruyter, Moorman & Lemmink, 2001). These literary works noticed that rehashed associations with a brand and brand experience are keys to building trust (Wang & Emurian, 2005; Schau et al., 2009). Indeed, as per Zhou, Zhang, Su & Zhou (2012), the expanded level of collaborations in the middle of shoppers and the brand is a quality making practice which makes them trust and adoration a brand (Wang & Emurian, 2005).

Brand Attachment

As noted by Tsai (2011), the thought of brand connection has its establishes in the interpersonal connection hypothesis, which was begun by Bowlby (1979) however further grew by Simpson, Collins, Tran, and Haydon (2007), Gillath, Shaver, Baek, and Chun (2008) and Bell (2010), among others. This hypothesis propounds that connection to figures is an intrinsic behavioral framework (Tsai, 2011). Connected to the brand connection standard, the hypothesis subjected that clients have an inalienable affinity to be appended to a few brands (Pawle & Cooper, 2006; Parish & Holloway, 2010). It is contended, in the degree writing, that shoppers, specifically, create enthusiastic adoration for specific brands which inevitably prompt brand connection (Fedorikhin, Park, & Thomson, 2008; Park, Macinnis & Priester, 2009). In this vein, four pointers of energetic love and brand connection are placed to be 1) a privilege physical science between the brand and the shopper, 2) the brand and the purchaser implied for one another, 3) the brand fits the perfect standard of the customer's mental self-portrait, and 4) the buyer feels hopeless if the brand is not accessible (Tsai, 2011). While Thomson, MacInnis, and Park (2005) accept that brand connection is identified with the relationship in the middle of debauchery and self-expressiveness, Albert, Merunka, and Valette-Florence (2008) grow this degree to catch eleven measurements of brand connection; to be specific, energy, term, self-congruity, dreams, recollections, delight, fascination, uniqueness, magnificence, trust, and presentation of influence. Then again, as per Park, MacInnis, Priester, Eisingerich & Lacobucci (2010), a brand that scores high on notoriety, execution, trust, duty, erotic nature, closeness, enthusiasm, and riddle turns into the affection imprints brand. In such manner, such a brand may order increased force of brand connection, paying little heed to which class the brand has a place (Tsai, 2011).

Conceptual Model and Hypothesis Development

In order to empirically test the influence of brand experience on brand satisfaction, brand trust and brand attachment, a conceptual model is developed premised on the reviewed brand management literature. In this conceptualized model, brand experience is the predictor variable, while brand satisfaction and brand trust are the mediators, and brand attachment is the single outcome variable.

The hypothesized relationships between the research constructs will be discussed hereafter.

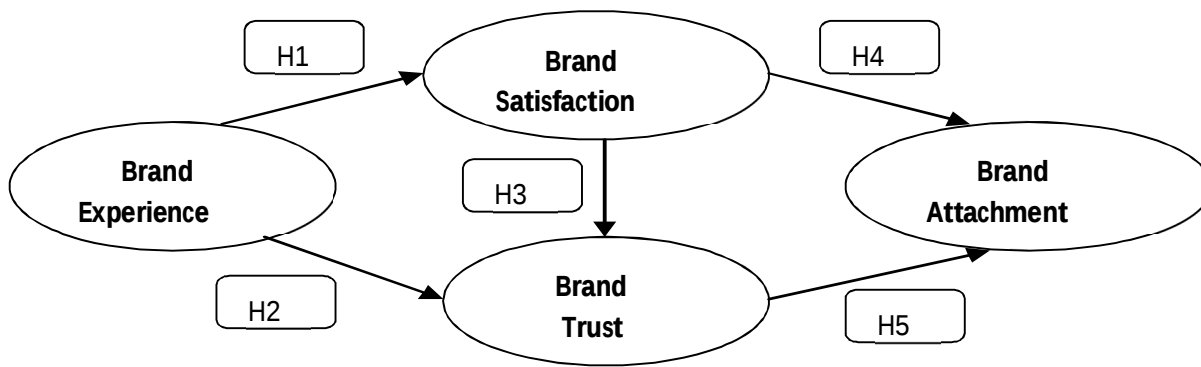


Figure 1: Conceptualized Research Model

Hypotheses

Brand Experience, Brand Satisfaction and Brand Trust

H1: Brand experience is positively related to brand satisfaction in Pakistan.

H2: Brand experience is positively related to brand trust in Pakistan.

Brand Satisfaction and Brand Trust

H3: Brand satisfaction is positively related to brand trust in Pakistan.

Brand Satisfaction, Brand Trust and Brand Attachment

H4: Brand satisfaction is positively related to brand attachment in Pakistan.

H5: Brand trust is positively related to brand attachment in Pakistan.

Methodology

Sample and Data Collection

The target population for the study was Pakistan consumer in Punjab who purchased any consumer goods. The sampling unit was the individual consumer and a mall intercept survey was used. This method has the advantage of speed, is less costly, and the researcher has control over respondent type. Four shopping malls in Lahore were selected for this survey and students from the Punjab University were recruited as research assistants to distribute and collect the questionnaires. Of the total of 170 questionnaires distributed, 150 usable questionnaires were retrieved for the final data analysis, representing a response rate of 89 percent. To eliminate differences in response patterns due to different reference points, all respondents were prompted to answer the questionnaire with reference to non-durable consumer goods. The reason for selecting this category was that consumers frequently purchase these products. In this regard, the respondents were asked to identify a product category in which they had frequently made a purchase intention decision. Respondents were then asked to name a brand in that category and they were requested to think about that brand as they completed the entire questionnaire, guided by the research assistants.

Measurement Instrument and Questionnaire Design

Research scales were operationalized on the basis of previous work. Proper modifications were made in order to fit the current research context and purpose. “Brand experience” measure used a four-item scale while “Brand satisfaction” used an four-item scale, all adapted from Sahina, Zehir and Kitapç (2011). “Brand trust” used a four-item scale measure adopted from He, Li and Harris (2012). Finally, “Brand attachment” was measured using a four-item scale adapted from Tsai (2011).

All the measurement items were measured on a five-point Likert-type scale that was anchored by 1 = strongly disagree to 5 = strongly agree to express the degree of agreement.

Analysis and interpretation

170 questionnaires were distributed to the target participants. Mixed response was observed from the student's many enthusiastically participated in the research process and answered the questionnaire with keen interest and diligence and a few showed little interest in the research. The questionnaires 150 were received complete in all respect and were used for the research. It can be observed from the table below that, 72 male students' 48 % and 78 female students which constitute 52% participated in the study which returned questionnaire completely. Interestingly female students seem to be shy or reluctant in responding the research.

Demographic Profile

Table 1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	72	48.0	48.0	48.0
	Female	78	52.0	52.0	100.0
	Total	150	100.0	100.0	

Table 2: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-27	126	84.0	84.0	84.0
	28-40	24	16.0	16.0	100.0
	Total	150	100.0	100.0	

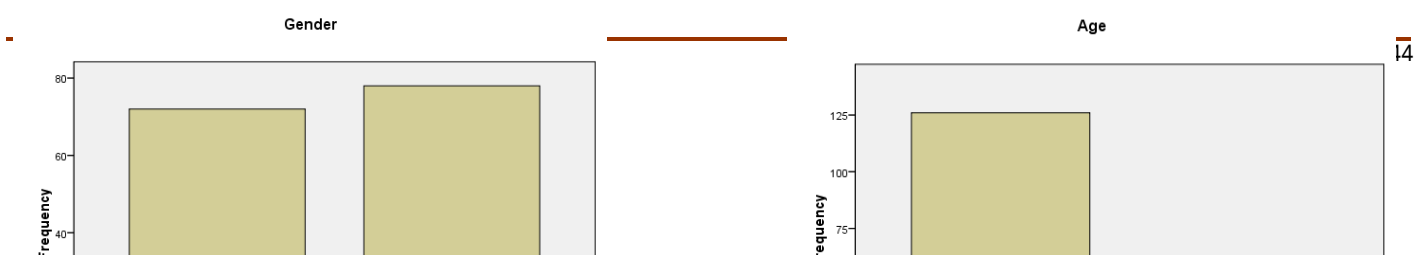
Table 3: Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	27	18.0	18.0	18.0
	Single	123	82.0	82.0	100.0
	Total	150	100.0	100.0	

Table 4: Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	1	.7	.7	.7
	College	1	.7	.7	1.3
	University	148	98.7	98.7	100.0
	Total	150	100.0	100.0	

Bar Chart



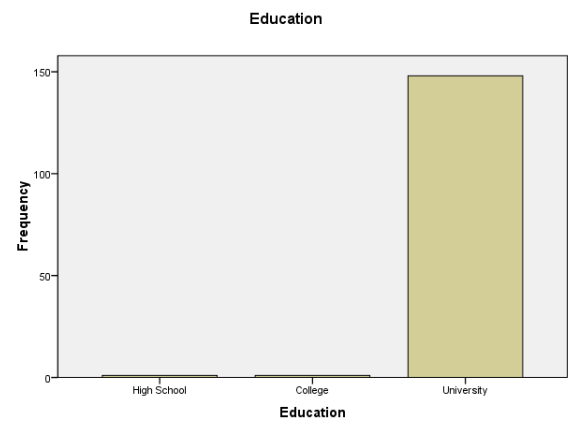
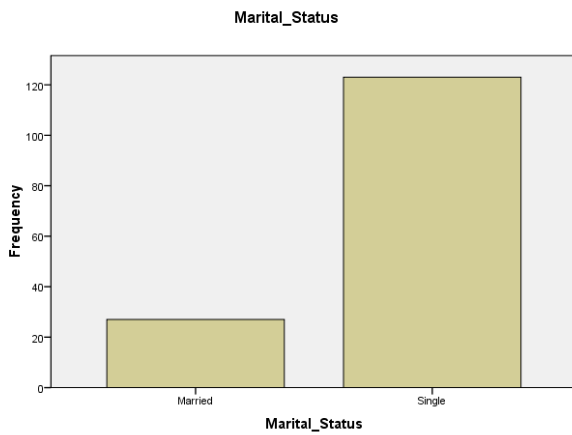


Table 5: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand experience	150	1.50	4.33	3.2667	.54913
Brand satisfaction	150	1.00	4.88	3.5542	.70166
Brand trust	150	1.00	4.56	3.4244	.69848
Brand Attachment	150	1.00	4.67	3.4778	.66788
Valid N (list wise)	150				

This Table provides the mean and standard deviation scores of independent variables and dependent variables adopted in this study. To answer the questions, the respondents were asked to rate each of the four dimensions on a five-point scale ranging from strongly disagree (1) to strongly agree (5). Overall, the mean scores for the six scales which consist of total thirty eight items shows the positive high mean values which ranged from 1.00 to 4.88.

Table 6: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.667	.664	4

The value of Cronbach's alpha is .667 but the standard is .7 it is good but too much not good.

Table 7: One-Sample Test

	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Brand experience	5.948	149	.000	.26667	.1781	.3553
Brand Satisfaction	9.673	149	.000	.55417	.4410	.6674
Brand trust	7.442	149	.000	.42444	.3118	.5371
Brand Attachment	8.761	149	.000	.47778	.3700	.5855

This table shows the level at which different independent factors affecting the process brand experience of people of Lahore. All of these independent variables of the current study were tested at test Value of 3 in One-Sample Test.

The results showed that:

T- Value of brand loyalty is 8.761 which are positively related to brand experience, satisfaction, and brand trust with significant value of .000 which shows that considered brand attachment as a significant independent variable important for the impact on brand attachment.

Table 8: Correlations

		Brand experience	Brand satisfaction	Brand trust	Brand Attachment
Brand experience	Pearson Correlation	1	.504**	.516**	.463**
	Sig. (2-tailed)		.000	.000	.000
	N	150	150	150	150
Brand Satisfaction	Pearson Correlation	.504**	1	.717**	.695**
	Sig. (2-tailed)	.000		.000	.000
	N	150	150	150	150
Brand trust	Pearson Correlation	.516**	.717**	1	.784**
	Sig. (2-tailed)	.000	.000		.000
	N	150	150	150	150
Brand Attachment	Pearson Correlation	.463**	.695**	.784**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	150	150	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation between the brand experience and brand attachment is statistically significant because the “sig” is less than .05. Thus, we can reject the null hypothesis of no relationship and state that there is an association between (brand experience and brand attachment). The Pearson Correlation coefficient is .807. The correlation between (brand experience and brand attachment) is statistically significant because the “sig” is less than .05. Thus, we can reject the null hypothesis of no association and state that there is an association between (brand experience and brand attachment). As the correlation is positive this means that higher the brand experience higher will be the impact on brand attachment.

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	.651	.644	.39850

a. Predictors: (Constant), brandtrust, brandexperience, satisfaction

The Model Summary table shows that the multiple correlation coefficients (R), using advertising predictor, is .807 and Adjusted R² is .651. R value of .538 shows the goodness of the model. Regression analysis shows that 64% change in dependent variable is due to the independent variable, while remaining 39% is the unexplained variability.

Anova Table

ANOVA table shows that F=90.839 and is statistically significant. This indicates that the brand experience predictors combine together to brand attachment. Also model is considered to be good fit if significance value falls between 0% to 5%. The value of .000 which means that relationship between Independent and dependent variable is highly significant hence the model is good fit.

Table 10: ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	43.277	3	14.426	90.839	.000 ^a
Residual	23.186	146	.159		
Total	66.463	149			

a. Predictors: (Constant), brand trust, brand experience, satisfaction

b. Dependent Variable: brand attachment.

Table 11: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.372	.282		4.857	.000
Brand exp	.680	.088	.538	7.764	.000

a. Dependent Variable: satisfaction

Regression coefficients i.e. Beta (β) of brand experience with brand loyalty intention is .1.372 with significant value .000 which shows there is a strong relationship between brand experience and brand attachment.

Conclusion and Discussion

The purpose of this study was to investigate the influence of brand experience on brand satisfaction, brand trust and, consequently, brand attachment. In particular, five hypotheses were postulated. To test the proposed hypotheses, data were collected from Punjab Province in Pakistan. The empirical results supported all the posited research hypotheses in a significant way.

Important to note about the study findings is the fact that brand experience has stronger effects on brand satisfaction than on brand trust. However, brand satisfaction strongly influences relationship brand trust. Especially, too the relationship between brand trust and brand attachment is strong. By implication, this finding indicates that brand experience can have strong influence on brand trust and brand attachment via brand satisfaction. Perhaps this could be due to the fact that customers are likely to trust and be more attached to brands when they are satisfied with the brands in the first place – which sounds logical.

Implications of the Study

When customers or consumers are attached to a brand, they are likely to repurchase that brand, hence:

Contributing to a firm's profitability. Therefore, in order to ensure customer brand attachment, managers ought to invest in strategies that foster brand satisfaction and brand trust. The current study is an attempt to investigate the influence of brand experience as a forecaster of brand satisfaction and trust, which eventually leads to brand attachment in an often most disused context – the Pakistani context. By and large, the findings of this empirical study are expected to have provided fruitful implications to both practitioners and academicians.

On the academic side, this study makes a significant contribution to the brand management literature by systematically exploring the impact of brand experience on brand satisfaction, brand trust and brand attachment in Pakistan. Overall, the current study findings provide tentative support to the proposition that brand experience, brand satisfaction and brand trust should be recognized as significant antecedents for gaining and satisfying brand attachment in Pakistan.

On the practitioners' side, the important influence of brand experience and mediating role of brand satisfaction and brand trust in Pakistan is highlighted. This study therefore submits that marketers can benefit from the implications of these findings. For instance, given the strong relationship between brand experience and brand satisfaction, and also between brand satisfaction and brand trust, marketers must pay attention to both brand experience and brand satisfaction in order to build customer brand trust. For example, by improving the quality of brands and supplying them accompanied with quality service, customers are likely to be satisfied and trust such brands. Eventually, the customers will become attached to a brand that satisfies their needs and they perceive to be truthful.

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