

# Chapter 7

## The Importance of the Central Role of the Brand Experience

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### **ABSTRACT**

*With economic advancement, technological development, and the emergence of new trends related to brands, consumer behavior has been transformed as a result of several factors that influence their decision making towards a product, service, or brand. For this, it is necessary to know the importance of the brand experience in determining consumer behavior and intentions. The authors mobilize two theories on which to base their model and to formulate their research hypotheses. The investigation is one of the first empirical investigations of the determinants and consequences and the central role of brand experience. The purpose of this chapter is to propose a new model in the marketing literature. This model proposes (1) to test the central role of brand experience; (2) to measure its effects on customer loyalty, brand love, and emotional value brand; and (3) to measure the effects of customer engagement, sensory marketing, and customer loyalty as antecedents of brand experience. These three contributions make the research original.*

### **INTRODUCTION**

With the development of technology and the emergence of a new trends related to brands, consumer behavior has been transformed as a result of factors that influence their decision making towards a product, service, or brand, in that, despite the advancement of the experience economy that is applicable in many industries; some brands are more interesting than others (Eklund, 2022). For this, the need to know the relationship between consumer engagement and a brand will be an asset (Brakus et al. 2009, p. 53).

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Islam et al. (2019) define brand experience as “*the sensations, feelings, cognitions, and behavioral responses of a customer evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments.*” Furthermore, Nysveen and Pedersen (2014, p. 184) and Islam et al. (2019) indicate the need to create positive sensory brand experiences, i.e., customers must be engaged with a brand. It is in this context that, the literature on consumer engagement is growing significantly, but there is a little empirical research on its motives and outcomes (Leckie et al, 2016).

That is why, brand love significantly influences on customer’s engagement, this relationship that helps to explain the indirect effects of hedonic pleasure and escapism on customer engagement through brand love (Junaid, et al, 2019). Again, today, emotional branding has become a new marketing slogan that has been an evolution of consumer behavior from a more rational approach based on the satisfaction of product features to the development of an emotional feeling that is related to the brand. For this reason, consumers are no longer interested in the goods that meets their needs, but in the brand that represents their image and knows how the brand makes them feel, creating an attachment (Gokarna, 2021).

It is in this context that, studies on the emotional value of the brand are still limited in previous research (Mulyawati et al. 2020). Similarly, the concept of brand love which is a new construct and needs many more researches whose aim is to test their effects. The importance of sensory marketing is introduced by Mulyawati et al, (2020), who indicated that the existence of multiple empirical studies have been conducted in the field of sensory marketing due to the novelty of studying this concept and which raises many gaps to be filled by academic researchers, (Riza&Wijayanti, 2018).

For this reason, the feelings and emotions after a brand experience should only be enhanced. Any barriers involved in this process should be avoided (Gokarna, 2021). The use of improved brand evaluation processes will have to be a necessity.

According to our knowledge few research that examined the mediating role of brand experience, in addition, most of the research on brand experience focuses on the utilitarian attributes of products and category experience, not the experience provided by the brand (Riza, &Wijayanti, 2018).

According to Mathew & Thomas (2018), some researchers such as Nysveen and Pedersen (2014); Rahman (2014); Roswinanto and Strutton (2014) have examined antecedents, while studies by Brakus et al, (2009), Zarantonello and Schmitt (2010), Iglesias et al. (2011), Shamim and Butt (2013), Shamim et al. (2016) focused on its consequences, in addition, the emotions developed by the experience defined the nature of engagement (Kaufmann, et al 2016). Our study is interested in both in the exploration of its antecedents and consequences. In this sense, our objective is to propose a model that centralizes the role of the brand experience and find answers to the proposed research questions that are established through a reflection towards the gaps found in previous studies.

The objective of this work is to propose a new model in the marketing literature that centralizes the role of brand experience on the one hand and to measure its effects on consumer loyalty, emotional value and the love of a brand on the other hand, with the aim of knowing the degree of its effects on consumer behavior and emotions. Subsequently, our mission is to test the effect of consumer engagement on the brand experience to measure the attitude of the consumer towards the use of a brand, and our objective is to test the effect of sensory marketing and customer loyalty on the brand experience with the aim of knowing the relationship between the feelings of consumers and the experience of a brand on the one hand and measure its loyalty on the other hand. In this sense, the construction of this model is based on a gap justified by previous studies, so our mission is to find answers and relevant solutions to this problem.

In short, our investigation is one of the first empirical investigations on the determinants and consequences and the central role of the brand experience. The objective of this chapter is to propose a new

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