

# Does Brand Experience Build Customer's Satisfaction and Loyalty in the Automobile Industry

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## Abstract

This paper aimed to investigate how satisfaction and loyalty are influenced by brand experience. The data were collected from 511 car owners in the Kingdom of Bahrain, using appropriate data collection technique. SPSS was used to test the suggested relationships in the model. The results indicated a relationship between brand experience, brand satisfaction and brand loyalty in the automobile industry. The highest correlation coefficient was found in the super luxurious car classification in terms of brand satisfaction and brand loyalty. The results, via ANOVA, showed that there was a significant difference at (0.01) level for all brand experience dimensions as the variances for these dimensions for the super luxurious cars in terms of sensory and affective dimensions were high, while the variances for 4X4 cars classification in terms of behavioral and relational was the highest. Thus, results indicate that brand experience is a key predictor of both satisfaction and loyalty as perceived by the customer in this industry.

**Keywords:** Brand experience, Brand satisfaction, Brand loyalty, Purchase intentions.

## 1: Introduction

Since many years, scholars revealed that customers while interacting with a product; use or consumption, they passed through an experience that might be good or bad (Carbone and Haeckel 1994).

Customers feel delighted when receiving a service with high involvement from the part of provider who assure them the delivery of a real memorable experience (Stuart and Tax, 2004).

Therefore, a paradigm shift occurred from a simple design of a service to the creation of a memorable experience that lasts with a person and will not forget it (Berry and Bendapudi, 2003; Pine and Gilmore, 1999).

The term "experience" in marketing literature has a long history as early academicians argued that "what people really desire are not products, but satisfying experiences" (Abbot 1955).

Although the brand experience notion is not a new phenomenon as it has been introduced by Holbrook *et al.* (1982) long period ago, this concept continues to exercise an impact on multiple discipline such as economics when Pine and Gilmore, (1998) stipulated that experience can be perceived as an increment in the economic product' value.

Then, Schmitt, (1999) perceived consumer's experience as a key component of marketing a brand where he projected the light on the drivers to the transformation from traditional marketing to experiential marketing.

Recent researches revealed that consumers are not nowadays seeking to buy the core product/benefit, however they are in continuous search for the antecedent of that purchase which is simply the experience. (Morrison and Crane 2007).

"The idea of creating a distinguished and unique customer experience has attracted a lot of attention of the marketing academics as the experience concept was emerged as consumer behavior, and marketing" (Shamim and Butt 2013).

Tynan and Mckechnie, (2009) recognizes that companies seek to differentiate itself than other rivals might personalize its offerings given to customers by delivering more value through its brand experience. Therefore, the focus turned from consumers to companies offering this experience. (Carù and Cova, 2003). Consequently, the provision of a distinguished brand with a favorable experience will enable companies to manage these experiences as perceived by Schmitt, (2009).

As the concept of experience has different meaning, Brakus *et al.*, (2009) recognized that in-depth contextualization is needed and therefore have set four underlying dimensions of the

## 2: Literature review

### 2.1: Customer Experience

The search keyword "customer experience" recorded huge hits rates in online databases, the fact that signifies the emerging interest in the concept of experience as a new marketing paradigm from both practitioners and academicians perspectives. The term experience appeared in the marketing literature a long time ago. The initial definitions identify the experience as aggregated knowledge and focused on the useful view of experience (Abbot, 1955).

The conception of experience appears in the marketing literature through expressions such as customer experience (Gentile, Spiller, and Noci 2007), consumer experience (Tsai 2005), service experience (Hui and Bateson 1991), product experience (Hoch 2002), consumption experience (Holbrook and Hirschman 1982), shopping experience (Kerin, Jain, and Howard 1992), and brand experience (Brakus et al. 2009). These notions are often used similarly, and few academics provide a thorough discussion of their conceptual differences.

These definitions reflect the conventional way of considering brand experience as part of consumer behavior. Therefore, a key concern introduced by researchers is whether B/C experience offers anything new theoretically, beyond established marketing constructs. Relatively few studies on B/C experience provide a systematic conceptualization of the experience phenomenon. Cambridge Dictionary (2011), defines experience as: “something that happens to you that affects how you feel”, implying that experiences concerns emotional reactions to an event. In accordance with this broad view on experience, much of the literature on B/C experience underpinned the recognition of hedonistic aspects of goods and services, thus some value creation beyond functional aspects. This is revealed in some of the formal definitions where experience is conceptualized as purely emotional (Hui and Bateson 1991; Lee 2010).

Gentile et al., (2007, p. 397) found that the origin of customer experience refers to the sum of reciprocal action between a buyer and a brand, a firm, or part of its business, that induce a response. This experience is rigidly private and involves the customer’s interaction at several stages. In the same context, experience was defined as a distinct marketing offer as good as the products/services. This unique offer is addressed to buyer senses to get them involved emotionally, intellectually, socially, morally and tangibly in consuming a product or service (Caru` and Cova, 2003).

The focus on emotions shows the differentiation of experiential marketing as a new marketing concept, evolving past the traditional focus of product features as differentiators. However, most definitions of B/C experience denote experiences as not only emotional responses, but address a more holistic approach by identifying affective, cognitive, and behavioral processes.

Thus, multidimensionality is expressed in several formal definitions of B/C experience (e.g. Brakus et al. 2009; Gentile et al. 2007).

From marketing perspective the term customer experience is defined as:

*“The internal and subjective response customers have to any direct or indirect contact with a company.”* (Meyer and Schwager, 2007). Thus, it is remarkable that experience involves several variables where researchers address its conceptualization in different ways.

## **2.2: Brand experience**

However, brand experience remained within the orientation of product/service experience till the year 1999 when Schmitt grab the world’s attention towards the apparent aspect of sensory, affective and creative experiences (Brakus et al., 2009, Schmitt, 2009).

Furthermore, brand experience was overseen as a multidimensional structure expressed in terms of sensory, emotional, cognitive, behavioral and social dimensions (Iglesias et al., 2011 and Brakus et al., 2009).

Sensory dimensions emphasizes on four major consumers’ senses of seeing, sniff, savor and touch.

The emotional dimension focuses on consumer’s passions and sensations towards the brand.

The cognitive dimension evokes a buyer’s inventive thoughts and the means of replicating the things in a diverse manner.

The behavioral dimension expresses buyers’ life in search for tangible experiences. Finally, the social dimension involves collective engagement of people, groups, or a society (Brakus et al., 2009; Schmitt, 1999; Zarantonello and Schmitt, 2010).

Delgado et al., (2005) found that brand experience permit to us to feel more relaxed with the brand and to start building trust – as long as that the brand meets its expectations.

Although several formal definitions of the terms customer experience and brand experience were found in the literature, the single definition of brand experience that consider dimensionality is the one by Brakus et al. (2009), which denotes four underlying experience dimensions.

Brand experience describes a relative extent of familiarity between an individual and the brand resulted from some patterns of exposure (Braunsberger and Munch, 1998; Ha, 2005).

While the term brand experience comprises all forms of consumer experiences being sensational, contextual, emblematic and non-beneficial are the features that are receiving the maximum consideration in recent times (Arnould and Thompson, 2005; Brakus et al., 2009; Hulten, 2009; Zarantonello and Schmitt, 2010).

Recently, brand experience begins to emphasize on the sensory, imaginary and passionate features of the commodity consumption experiences (Hirschman and Holbrook, 1982).

The following brand experience implications can be concluded from the several definitions identified in the brand literature:

Initially, for experiences to occur, it necessitates that the consumers to get engaged with the brand. This

involvement can be indirectly when they are seeking, purchasing or exposing to any form of ads and marketing communications and directly when they go for shopping, acquire, and consume products. (Brakus et al., 2009; Hamilton and Thomson, 2007). Though, the direct facet of the experience constitutes a source of trustworthy information, the preferences built from both types of experience involvement are the same (Thomson et al., 2005).

Secondly, the consequences of this interaction are the factual outcomes saved in consumer memory (Pine and Gilmore, 1998; Shaw and Ivens, 2005)

Thirdly, the reactions conveyed from this interaction vary from unobjective inner responses (sensations, emotions, and cognitions) and behavioral reactions such as societal experience (Brakus et al., 2009). The extent of interaction and the situation differentiate between the experience delivered by a service or brand (Gupta and Vajic, 1999).

Fourthly, brand experience is coherent in nature as perceived by the consumer and it phased from the pre-experience, current-experience, and post-experience. This view adds value for the consumer from a phase to another. (Tynan and Mckechnie, 2009).

Fifthly, consumer judgment of the current experience relies on comparing his expectations with the facets of brand performance that took place at diverse contact points with the stimuli (Shaw and Ivens, 2002).

A customer's total experience with a brand passes by different stages, including the pursuit, buying, consumption, and post purchase (Verhoef et al., 2009). Based on the assumption denoted by marketing scholars that brand experience is broader than customer experience, other contact points beyond those recognized by Verhoef et al. (2009) would be investigated. For instance, a brand experience may arise in spite of the consumer's active search behavior after some need recognition. Thus, Duncan and Moriarty (2006) argued that marketing managers tend to exert a narrow view of touch points as they are considering only those created by planned marketing communication activities. In support of this view, Berry et al. (2002, p. 89) speculates that: "*Anything that can be perceived or sensed – or recognized by its absence – is an experience clue*". In support of this view, Klaus and Maklan (2007, p.119) contends that every contact point, creates an experience in the mind of the customer". By considering these contact points that are monitored by the firm, important determinants of brand experience may be disregarded. Nonetheless, the definition stated by Mascarenhas et al. (2006) proposes that experiences occur as yield of distinct market offerings, thus ignoring non-controllable influences.

According to Heinonen et al. (2010), the definition proposed by Brakus et al. (2009) also confirms such narrow view. Their definition of brand experience supposes that the service firm can basically control the customer's experience by managing the different types of brand-related stimuli (e.g. name, logo, advertisement, packaging, stores, etc.). It may be contended, nonetheless, that this definition in fact considers non-controllable aspects; For example, a brand's identity (included as a brand-related stimulus in the definition) is to a large extent triggered by sources outside the firm's control, and environments may be related to non-controllable factors surrounding the brand. Heinonen et al. (2010) argues that customer experience is not only a result of the company's actions, but rather something beyond direct interactions between customer and company.

Many of the definitions of B/C experience constitute a narrow view, perceiving experience as a construct that is staged and created by the service firm (Gupta and Vajic 2000; Pine and Gilmore 1998).

Nonetheless definitions vary to some extent in scope, context, and focus, it was possible to specify some common aspects across the majority of the definitions: (1) Experiences are subjective; (2) they are internal/rational; (3) they result from diverse touch points between the brand and the consumer (which may be direct or indirect, controllable or non-controllable), (4) an experience may require different types of relations (e.g. between customers, or between the brand and customers), and (5) an experience is a multidimensional construct since it engages different types of consumer responses.

Harris (2007) highlighted the role of the employee in creating customer experiences by reporting that it is the employees who execute the brand attributes and whose responses ultimately promote customer experience – whether good or bad." (p. 102) and the brand in essence is nothing else but its employees behavior and attitudes (Alloza 2008).

In the branding literature, researchers are more focusing on the antecedents of brand experience in terms of transformational potential into preferential treatment and less concerned in measuring buyer's opinions about their brand experiences. This argument may be due to that brand related experiences tend to be part of a personal lasting memory (Brakus et al., 2009; Keller, 2003).

### **2.3: Brand Experience Dimensions**

Every interaction between an individual and a tangible or intangible product can be perceived as a brand experience that is typically personal and call for the customer's engagement in four different dimensions; sensory, affective, behavioral, and intellectual (Brakus et al., 2009).

The dimensionality of the experience can be identified by consumer responses induced by brand-related stimuli whether it is direct or indirect (e.g. Gentile et al., 2007; Brakus et al., 2009), by the type and extent of

association between the consumer and the event (Pine and Gilmore, 1998), or by the conforming effort exerted by consumers at different experience levels (Hoeffler and Ariely, 1999)

Experience occurs in many contexts, when people consume, purchase or use the brand. The generated response resulting from interacting with the brand are defined by the unobjective, inner and behavioral responses (Brakus et al., 2009; Gentile et al., 2007).

Thus, there is a rather high consensus around five main dimensions that include the sensory, emotional, intellectual, behavioral, and social. The first three dimensions (sensory – emotional – intellectual) can be attributed to personal experience while the other dimensions (behavioral- relational) are associated to common experience (Chang and Chieng, 2006; Schmitt, 1999). In this context, Chang and Chieng (2006) argued that the first set of dimensions can exert significant impact on the second set.

Sensory experience (i.e. seeing, sound, savor, touch, and sniff) emphasizes on how the brand creates an impression on the customers and was able to capture their interests (Suddin, et al., 2014)

According to Hulten (2011), sensory experience is described as buyer perceived opinion of the brand object using his senses that evoked specific images in his mind.

However, consumers' intellectual responses exerted during shopping, consumption or reading secure the sensory fact of the brand experience (Hirschman, 1984).

In this regard, it should be noted that the brand seduces the five senses of the consumer and it is adding more value to the brand (Schmitt, 1999)

Among all brand experience dimensions, sight is considered to have the most significant influence that holds the details of the brand. The sense of sound refers to sentiments and passions. The sense of smell is linked to pleasure and is related to sentiments and passions. Taste is perceived as a distinct sense and often relates with other senses. Finally, the sense of touch constitutes the tangible facet of interaction between consumer and the brand. Thus, it is notable that the term multi-sensory stands to brand provoking multiple consumer senses (Hulten, 2011), sometimes referred to the consumer receipt of the experience in multiple sensory patterns (Hirschman and Holbrook, 1982).

### **3. Hypothesis:**

*H1 Sensory dimension of the brand experience positively influences Brand Satisfaction.*

*The sensory experience relates closely to the emotions that draw the consumer experience in any context: service (e.g. Otto and Ritchie, 1996; Walls et al., 2011) or goods (e.g. Brakus et al., 2009; Gentile et al., 2007), and retailing (Verhoef et al., 2009).*

*H2 Affective dimension of the brand experience positively influences Brand Satisfaction.*

*The third dimension of experience which is cognitive, (sometimes referred to intellectual) is related to creative thinking. This dimension is created by inducing consumer curiosity and keeping him/her always provoking and astonishing. (Schmitt, 1999*

*H3 Intellectual dimension of the brand experience positively influences Brand Satisfaction.*

*The fourth dimension is behavioral that can be referred to actions and behavioral experiences created by brand related stimulation derived from the product design and identity, packaging, communication, and environment (Richins, 1997).*

#### **Brand Antecedents**

##### **Customer Satisfaction**

Along decades, consumer decision regarding brand selection is considered a complex issue. The consumer chooses among a wide array of diverse brands based on major criteria such as preferences, experiences and brand knowledge, all associated with the extent of satisfaction acquired.

In reference to the marketing literature, satisfaction was defined as “an overall evaluation based on the total purchase and consumption experience with a product or service over time”. Anderson et al. (1994, p. 54).

A similar definition is provided by Levesque and McDougall (1996, p.14) who defined satisfaction as a thorough customer approach towards a service supplier or an overall evaluation or a certain mood toward a product or service (Olsen, Wilcox, & Olsson, 2005).

Gerpott et al. (2001) reported that satisfaction relied on customer's perceived experience and whether service performance offered by the service provider matches his or her expectations or not, his view supports Zineldin, (2000) that stated customer satisfaction is an passionate reaction to the difference between customers' expectations and their actual receipt.

##### **Brand Loyalty**

In the marketing literature, Aaker (1991) defined brand loyalty as the bond or deep adherence to a brand, when consumers got a positive perception of a brand, loyalty results.

This point of view is supported by Oliver, (1999, p.34) who defines brand loyalty as:

“A deeply held commitment to rebuy or repatronise a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and

marketing efforts having the potential to cause switching behaviour.”

According to Chaudhuri and Holbrook (2001), this definition reveal two key dimensions of brand loyalty: behavioral loyalty expressed in terms of frequent brand purchases and attitudinal loyalty referred to moral commitment in terms of the consumer’s mood.

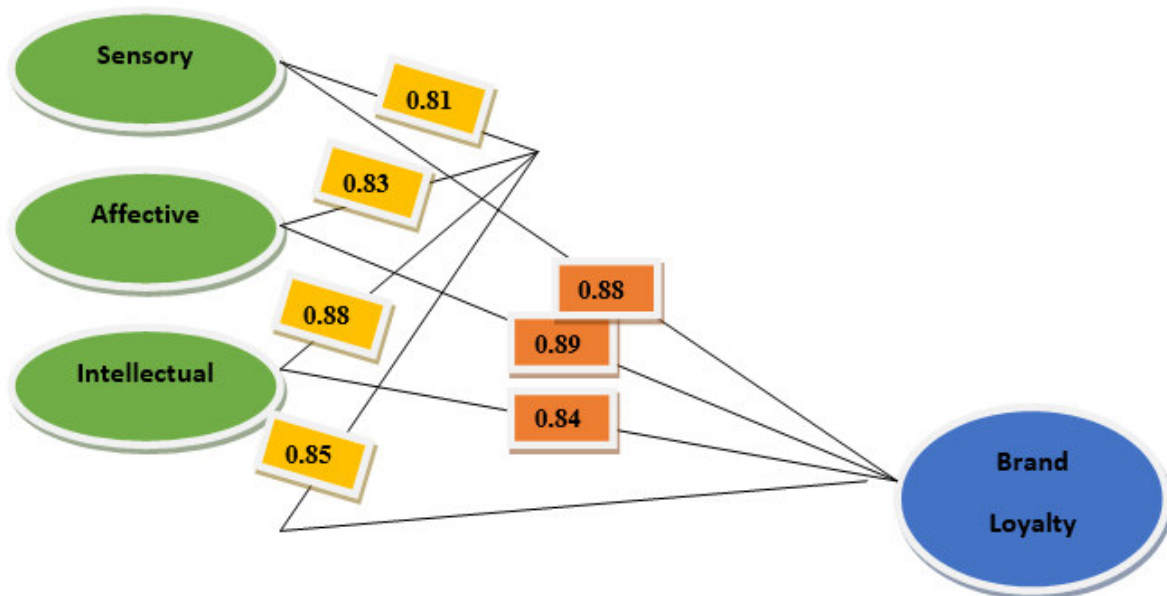
This support the idea that customer loyalty is made up from two dimensions; behavioral and attitudinal (Julander et al., 1997). The behavior dimension refers to customer’s repeat purchases, exhibiting a frequent brand preference over time (Bowen and Shoemaker, 1998).

While, attitudinal dimensions refer to customer intent to repurchase and recommend (Brown et al., 2003).

Consequently, customers who intends to repurchase and recommend the brand to others are more likely to remain with the firm. (Getty and Thompson, 1994), and being loyal, these customers will owe high barriers toward switching to another competitor regardless of the factors that might be technical, economical or psychological that make it costly or difficult for them to change supplier. (Fornell, C.1992)

Consumers cross four stages to become loyal: intellectual, emotional, attemptable and act. At stage one, customers are reasonable and emphasized on the brand characteristics and advantages. At stage two, passionate growth arises due to that a customer with a satisfactory brand performance is enriched by favorable experiences. At stage three, affective or passionate loyalty is converted into behavioural intents of purchasing the brand. At the final stage, where customers are loyal entails the act of procurement and repeat brand purchases, and thus get over barriers (Oliver, 1999).

*model*



**Methodology**

To study the effects of brand experience on brand satisfaction and brand loyalty, an empirical study was conducted to measure these variables for vehicle brands offered in the automobile sector in the Kingdom of Bahrain. The selection of brand was based on a rule to make the sample reflect the market share of the car brands.

To test the hypotheses aforementioned in the model, data was collected through the use of a structured questionnaire that consisted of two sections, the first is concerned with the collection of demographic information and the second part of the questionnaire deals with the measurement of variables proposed in the causal model. Based on the literature review, the construct of the model consists of experience dimensions (sensory, affective, intellectual, and behavioral). Measurements of items to measure brand experience were adapted from Brakus et al.(2009). This factor consisted of 20 items. For customer satisfaction factor, 7 items are used, which were adopted from previous branding studies (Grace and O’Cass, 2005; Fullerton, 2005; Garbarino and Johnson, 1999; Heitmann et al., 2007; Yi and Suna, 2004; Lyer and Muncy, 2005; Lin et al., 2003; Methlie and Nysveen, 1999; McAlexander et al., 2003). For loyalty intention factor (i.e. consumers' intent to repurchase and their willingness to recommend the branded product), it comprised of 6 items that were drawn from Chiou & Droge (2006) and Kuenzel & Halliday (2008). Respondents were requested to fill the survey questions while identifying the brand of their existing vehicle. The data set includes thirty four brands of vehicles that fall under five main classification ; super luxurious cars (namely Bentley, Rolls Royce, Maybach), Luxurious cars (namely Jaguar, Mercedes, B.M.W, Lexus, Infinity, Audi), High Speed cars (namely Ferrari, Maserati, Lamborghini,

Porsche, Bugatti, Aston Martin, Corvette McLaren, Lotus), Salon cars (namely Toyota, Nissan, Honda, Mazda, Hyundai, Kia, Mitsubishi, Volkswagen), 4X 4 cars (namely Cadillac, Chevrolet, GMC, Dodge, Jeep, Range Rover, Volvo)

### **Sample size**

In total 550 questionnaires were distributed in different governorate in Bahrain. A total of 511 questionnaires were received back, indicating a response rate of 92.9 percent. Apart from demographic variables, all the other variables were measured using a five-point Likert type scale, where “strongly agree” was given five and “strongly disagree” at one.

### **Data analysis technique**

Data was analyzed using via the Statistical Package for Social Science (SPSS) computer program version 17, Cronbach Alpha, Kuder- Richardson 20, Factor Analysis, Pearson Correlation, multiple regression, mean, standard deviation, T-Test and ANOVA.

### **Reliability and Validity**

The data was analyzed for its reliability by measuring Cronbach's alpha for all the scales used in this research. As illustrated in the table 1 that the values of Cronbach's Alpha Coefficient & Kuder-Richardson are high, thus confirming the measurements used in this study had high internal consistency.

### **Validity Statistics**

To confirm the validity of the questionnaire, Cronbach's Alpha Coefficient was calculated for every statement in the questionnaire. Additionally, the correlation coefficient was calculated for every item and for the overall degree of the questionnaire. The values of the correlation coefficient were between (0.533), (0.856) while the consistency values were between (0.568) and (0.842)

To confirm the validity of the independent variable, Pearson correlation coefficient was calculated for all five dimensions and the overall degree of the dependent variable as shown in table 2.

The validity of the dependent variables being brand satisfaction or brand Loyalty was confirmed by the use of Cronbach's Alpha where the values of Cronbach Alpha calculation were between (0.622) and (0.782) for the brand satisfaction variable, while the values varies between (0.698) and (0.787) for the brand loyalty variable.

### **Factor analysis**

Factor analysis was conducted to assure that the items under each dimension is related to it. Furthermore it was used to assure the validity of the dimensions that made the whole construct. Results was shown in table 3.

Interesting results were yielded from testing the influence of brand experience dimensions on brand satisfaction and loyalty as follow.

Mean, standard deviation and variances between groups as well as ANOVA were calculated to confirm the function of differences between groups.

From the results of the variance of analysis and mean calculation, it is shown that there are significant statistical differences in the brand experience dimensions for the five classification of cars and variations were at statistical function at level (0.01). For the super luxurious cars, the sensory and affective dimensions have a significant effect which confirms that owners of these cars feel that this brand offered them unique and distinguished sensation than other car brands. For Luxury cars, the intellectual dimension has a significant effect, while the (4x4) cars got a positive impact in terms of behavioral and relational dimension than other car brands.

It is clear from the correlations matrix of both the brand experience and brand satisfaction that the super luxurious cars have a significant effect in the sensory and affective dimensions, however intellectual dimension has significant effect in luxurious cars, while both behavioral and relational dimensions were the highest for (4x4) cars. All correlations coefficients were at significant effect at level (0.01) while at the salon type car, the intellectual dimension was at the highest significance. The Correlation coefficient was at (0.05). Thus, these revealed results support hypotheses (H1- H5) that brand experience has a direct effect on brand satisfaction.

In terms of the effect of brand experience on brand loyalty, the correlation coefficient was calculated using “Pearson Equation” as shown in table 6, then the volume of effect of the dependent variable dimensions on the independent variables (Brand Satisfaction and Brand Loyalty) was examined through the use of multiple regression.

It is clear from the correlations matrix of both the brand experience and brand loyalty that the Super Luxurious cars have a significant effect in the sensory dimension, however affective dimension has significant effect in high speed cars, while both behavioral and relational dimensions were the highest for (4x4) cars. All correlations coefficients were at significant effect at level (0.01) while at the salon type car, the intellectual dimension was at the highest significance. The Correlation coefficient was at (0.01)

All revealed results showed that there is a significant effect for the five dimensions of brand experience on brand satisfaction and brand loyalty, this is confirmed by high calculated (F) value, Where the level of significance was (0.00), which is lower than (0.01-0.05), this finding is supported by the correlation coefficient that was (R= 0.898) for the relationship between Brand Experience and Brand satisfaction and (R= 0.867) for the relationship between Brand Experience dimensions and Brand Loyalty. Additionally, the Brand Experience

dimensions (sensory, affective, intellectual, behavioral and relational) had an effect of 80.6% on the level of Brand Satisfaction and 75.3% on the level of Brand Loyalty. This is supported by the value of determination coefficient ( $R^2 = 0.867$ ) and ( $R^2 = 0.806$ ) and confirmed by  $\beta$  values. Thus, these revealed results support hypotheses (H6- H11) that brand experience positively influence brand satisfaction that by its turn positively influence brand loyalty.

In order to portray the respondents profile and interpret the analysis of their demographic data, the mean, standard deviation, T-test and ANOVA were used to confirm the variance between dependent groups and its effect on both brand satisfaction and brand Loyalty as follow:

#### **1-Income**

In terms of occupational status, the results showed that respondents with high income (above 6000 B.D) showed high level of satisfaction and loyalty towards the super luxurious cars. On the other hand, respondents whose income is within the range of 250-1000 B.D showed high level of satisfaction and loyalty towards the salon type car. However, those respondents with the range of income 1000-5000 B.D their satisfaction and loyalty was addressed towards Luxurious, 4x4 and high speed cars.

#### **2-Occupational Status**

The revealed results showed that there are statistical significant differences at level (0.01) for the occupational status for the five classification of cars, as those respondents who are self- employed showed higher extent of satisfaction and loyalty towards super luxurious and luxurious car. Those employed respondents showed high extent of satisfaction and loyalty towards 4x4 cars, finally unemployed respondents showed high extent of satisfaction and loyalty towards salon type and high speed cars.

#### **3-Age**

In terms of age, the revealed results showed that there are no statistical significant differences in the age in terms of Brand Satisfaction and Brand Loyalty for the five classification of cars. However there are significant statistical differences at level (0.01), results shows that respondents below the age of 20 confirm their satisfaction and loyalty towards the speed car classification, which means that this is the type of car preferred by the youth than other car types.

#### **4-Gender**

The revealed results showed that there are statistical significant differences in the gender for the classification of super luxurious, luxurious, high speed and 4x4 cars as confirmed by the male respondents.

#### **Educational Qualification**

The revealed results showed that there are no statistical significant differences in the educational qualification in terms of Brand Satisfaction and Brand Loyalty for the classification of luxury, 4x4 and salon type cars, however there are differences with statistical significance at level (0.01) for the classification of super luxurious and high speed cars as the extent of Brand satisfaction and Brand Loyalty increased for the respondents who hold bachelor degree, however those who hold Master/PhD showed a high extent of satisfaction and loyalty for the super luxurious cars.

#### **Recommendation**

- 1- This study examined the effect of brand experience dimensions (sensory, affective, intellectual, behavioral, and relational) in forming satisfaction and loyalty towards car brands. As its theoretical framework is developed based on previous researches, the estimation of the structural model indicated that the postulated hypotheses were supported and consistent with expectations as follow:
- 2- The study evidenced that brand experience has positive effects on brand satisfaction, and loyalty. These findings are supported by Brakus et al., (2009), Zarantenello and Schmitt, (2000); Ha and Perks, (2005).
- 3- Sensory dimension had the most significant effect on brand satisfaction and loyalty towards cars brands, followed by affective factor and behavioral factor. These significant results are in compliance with Brakus et al. (2009), Franssen and Lodder (2010), and Sahin et al. (2011).

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*Table 1  
 Cronbach's Alpha Coefficient & Kuder-Richardson for Experience, satisfaction and loyalty*

| factors                        | Dependent factor "Experience" |              |              |              |              |              | independent factors |              |
|--------------------------------|-------------------------------|--------------|--------------|--------------|--------------|--------------|---------------------|--------------|
|                                | relational                    | behavioral   | intellectual | affective    | sensory      | Total        | loyalty             | satisfaction |
| Alpha Coefficient ( $\alpha$ ) | <b>0.871</b>                  | <b>0.737</b> | <b>0.745</b> | <b>0.811</b> | <b>0.892</b> | <b>0.872</b> | <b>0.761</b>        | 0.744        |
| Kuder-RICHARDSON               | <b>0.871</b>                  | <b>0.737</b> | <b>0.745</b> | <b>0.811</b> | <b>0.892</b> | <b>0.831</b> | <b>0.798</b>        | 0.722        |

*Table 2 Pearson Correlation Coefficient*

| factors             | relational | behavioral | intellectual | affective | sensory        |
|---------------------|------------|------------|--------------|-----------|----------------|
| Pearson Correlation | 0.698**    | 0.708**    | 0.871**      | 0.646**   | <b>0.811**</b> |
| Sig. (2-tailed)     | 0.00       | 0.00       | 0.00         | 0.00      | <b>0.00</b>    |

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



Table 3- Rotated Component Matrix (Brand Experience)

| Component                         | Component      |              |              |              |              |              | Communalities |
|-----------------------------------|----------------|--------------|--------------|--------------|--------------|--------------|---------------|
|                                   | General factor | sensory      | Affective    | intellectual | behavioral   | relational   |               |
| E1                                | .685           | <b>.521</b>  | .016         | .132         | .180         | .178         | <b>.613</b>   |
| E2                                | .710           | <b>.421</b>  | .185         | .094         | -.175        | .188         | <b>.646</b>   |
| E3                                | .692           | <b>.511</b>  | .133         | .180         | .118         | .131         | <b>.620</b>   |
| E4                                | .673           | <b>.432</b>  | .022         | -.198        | -.158        | .156         | <b>.599</b>   |
| E5                                | .376           | -.122        | <b>.339</b>  | .131         | .179         | -.186        | <b>.421</b>   |
| E6                                | .587           | .104         | <b>.418</b>  | .132         | -.131        | .174         | <b>.529</b>   |
| E7                                | .673           | .163         | <b>.388</b>  | .094         | -.189        | .137         | <b>.396</b>   |
| E8                                | .393           | .130         | <b>.451</b>  | .180         | -.105        | .183         | <b>.364</b>   |
| E9                                | .653           | .190         | -.177        | <b>.396</b>  | .180         | -.146        | <b>.595</b>   |
| E10                               | .665           | -.124        | .131         | <b>.453</b>  | -.175        | .186         | <b>.553</b>   |
| E11                               | .660           | .158         | -.126        | <b>.511</b>  | .118         | .178         | <b>.591</b>   |
| E12                               | .637           | -.118        | .135         | <b>.420</b>  | -.158        | .188         | <b>.571</b>   |
| E13                               | .507           | .107         | .192         | -.159        | <b>.493</b>  | .131         | <b>.476</b>   |
| E14                               | .558           | .117         | -.131        | .173         | <b>.430</b>  | .156         | <b>.482</b>   |
| E15                               | .623           | -.522        | .160         | -.120        | <b>.506</b>  | -.286        | <b>.505</b>   |
| E16                               | .672           | .104         | -.131        | .102         | <b>.449</b>  | .174         | <b>.587</b>   |
| E17                               | .640           | .163         | -.177        | -.159        | -.153        | <b>.549</b>  | <b>.533</b>   |
| E18                               | .622           | .130         | .131         | .173         | .108         | <b>.432</b>  | <b>.576</b>   |
| E19                               | .523           | .190         | -.126        | -.120        | -.205        | <b>.309</b>  | <b>.444</b>   |
| E20                               | .568           | -.124        | .135         | .102         | .038         | <b>.349</b>  | <b>.468</b>   |
| Rotation Sums of Squared Loadings | <b>11.990</b>  | <b>9.469</b> | <b>7.266</b> | <b>6.535</b> | <b>5.321</b> | <b>4.833</b> |               |

\*Extraction Method: Principal Component Analysis\*Rotation Method: Varimax with Kaiser Normalization

Table (4) Descriptive Statistics (n=512)

| Classification | Sensory       |             |             |             |             | Affective     |           |           |             |             | intellectual  |             |             |             |              |
|----------------|---------------|-------------|-------------|-------------|-------------|---------------|-----------|-----------|-------------|-------------|---------------|-------------|-------------|-------------|--------------|
|                | Supper Luxury | Luxury      | H. Speed    | 4x4         | Salon       | Supper Luxury | Luxury    | H. Speed  | 4x4         | Salon       | Supper Luxury | Luxury      | H. Speed    | 4x4         | Salon        |
| M              | <b>18.4</b>   | <b>13.4</b> | <b>16.2</b> | <b>12.2</b> | <b>11.4</b> | <b>18</b>     | <b>13</b> | <b>16</b> | <b>11.4</b> | <b>11.5</b> | <b>11.9</b>   | <b>16.2</b> | <b>12.6</b> | <b>12.2</b> | 13           |
| S. D           | 1.264         | 2.114       | 1.549       | 1.715       | 1.577       | 1.333         | 2.792     | 2.233     | 2.603       | 3.100       | 2.330         | 2.136       | 1.646       | 1.715       | <b>1.632</b> |
| N              | 13            | 242         | 72          | 120         | 64          | 13            | 242       | 72        | 120         | 64          | 13            | 242         | 72          | 120         | 64           |
| F              | 29.735        |             |             |             |             | 13.212        |           |           |             |             | 8.591         |             |             |             |              |
| Sig.           | 0.000         |             |             |             |             | 0.000         |           |           |             |             | 0.000         |             |             |             |              |

*Table (5) Correlations"Pearson" Between Experience and Brand Satisfaction*

|                            | Supper<br>Luxury | Luxury        | H. Speed | 4x4           | Salon        |
|----------------------------|------------------|---------------|----------|---------------|--------------|
| Sensory/ Satisfaction      | <b>.867**</b>    | .707**        | .844**   | .511**        | <b>.265</b>  |
| Affective/ Satisfaction    | <b>.831**</b>    | .692**        | .811**   | .606**        | <b>.301</b>  |
| Intellectual/ Satisfaction | .664**           | <b>.880**</b> | .794**   | .720**        | <b>.488*</b> |
| Behavioral/ Satisfaction   | .339**           | .655**        | .442*    | <b>.854**</b> | <b>.267</b>  |
| Relational/ Satisfaction   | .451*            | .580**        | .218     | <b>.897**</b> | <b>.128</b>  |
| Total/ Satisfaction        | <b>.817**</b>    | .725**        | .711**   | .736**        | <b>.236</b>  |

\*\* . Correlation is significant at the 0.01 level

\* . Correlation is significant at the 0.05 level.

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