



European Journal of Marketing

On the relationships among brand experience, hedonic emotions, and brand equity

Cherng G. Ding Timmy H. Tseng

Article information:

To cite this document:

Cherng G. Ding Timmy H. Tseng , (2015), "On the relationships among brand experience, hedonic emotions, and brand equity", European Journal of Marketing, Vol. 49 Iss 7/8 pp. 994 - 1015

Permanent link to this document:

<http://dx.doi.org/10.1108/EJM-04-2013-0200>

Downloaded on: 05 August 2015, At: 18:35 (PT)

References: this document contains references to 87 other documents.

To copy this document: permissions@emeraldinsight.com

The fulltext of this document has been downloaded 343 times since 2015*

Users who downloaded this article also downloaded:

Brian Jones, Mark Tadajewski, (2015), "Origins of marketing thought in Britain", European Journal of Marketing, Vol. 49 Iss 7/8 pp. 1016-1039 <http://dx.doi.org/10.1108/EJM-07-2014-0407>

Yu-An Huang, Chad Lin, Ian Phau, (2015), "Idol attachment and human brand loyalty", European Journal of Marketing, Vol. 49 Iss 7/8 pp. 1234-1255 <http://dx.doi.org/10.1108/EJM-07-2012-0416>

Teresa Pereira Heath, Caroline Tynan, Christine Ennew, (2015), "Accounts of self-gift giving: nature, context and emotions", European Journal of Marketing, Vol. 49 Iss 7/8 pp. 1067-1086 <http://dx.doi.org/10.1108/EJM-03-2014-0153>

Access to this document was granted through an Emerald subscription provided by emerald-srm:264686 []

For Authors

If you would like to write for this, or any other Emerald publication, then please use our Emerald for Authors service information about how to choose which publication to write for and submission guidelines are available for all. Please visit www.emeraldinsight.com/authors for more information.

About Emerald www.emeraldinsight.com

Emerald is a global publisher linking research and practice to the benefit of society. The company manages a portfolio of more than 290 journals and over 2,350 books and book series volumes, as well as providing an extensive range of online products and additional customer resources and services.

Emerald is both COUNTER 4 and TRANSFER compliant. The organization is a partner of the Committee on Publication Ethics (COPE) and also works with Portico and the LOCKSS initiative for digital archive preservation.

*Related content and download information correct at time of download.

On the relationships among brand experience, hedonic emotions, and brand equity

Cherng G. Ding

*Institute of Business and Management, National Chiao Tung University,
Taipei, Taiwan, and*

Timmy H. Tseng

*Department of Business Administration, National Chengchi University,
Taipei, Taiwan*

Abstract

Purpose – The purpose of this paper is to further examine the mediation mechanism to account for the influence of brand experience on brand loyalty by integrating the experiential view of consumption and the appraisal theory of emotion.

Design/methodology/approach – An onsite interview survey was conducted in 21 stores of four service brands: Burger King, Cold Stone Creamery, McDonald's and Starbucks Coffee. Confirmatory factor analysis is used for assessing validity and reliability. Structural equation modeling is used for examining construct relationships.

Findings – Brand awareness/associations, perceived quality and hedonic emotions mediate the relationship between brand experience and brand loyalty. Hedonic emotions play a powerful mediation role. Moreover, it is the experiential view of consumption rather than the appraisal theory of emotion that plays a dominant role in accounting for the influence of brand experience on brand loyalty.

Originality/value – This research extends previous studies on the relationship between brand experience and brand loyalty by adding hedonic emotions as a powerful affective mediator. Our research also contributes to practitioners by providing strategies for experiential marketing.

Keywords Brand equity, Brand awareness, Brand experience, Experiential marketing, Appraisal theory of emotion, Experiential view of consumption, Hedonic emotions

Paper type Research paper

Introduction

Brand equity is a valuable intangible asset that brings many benefits to companies. Companies can leverage a brand with high equity by using brand extension and reduce the likelihood of product failure. High brand equity can increase advertising efficiency (Aaker, 1991). Consumers can also benefit from brand equity because it facilitates making purchase decisions, as a higher brand equity leads to greater satisfaction from use (Aaker, 1996). There are many studies on the antecedents of brand equity. Brand equity can be increased by rebranding (Muzellec and Lambkin, 2006), country of origin

The authors thank Editor Nick Lee, Associate Editor Nicholas Ashill and three anonymous EJM reviewers for their constructive comments and suggestions. This research was partially supported by grant NSC 96-2416-H-009-006-MY2 from the National Science Council of Taiwan, R.O.C.



(Pappu *et al.*, 2006), celebrity endorsement (Seno and Lukas, 2007), brand alliance (Delgado-Ballester and Hernandez-Espallardo, 2008), service quality (Jamal and Anastasiadou, 2009), employees (King and Grace, 2010), post-purchase ancillary products and services (Baker *et al.*, 2010), mergers and acquisitions (Lee *et al.*, 2011), celebrity credibility (Spry *et al.*, 2011), integrated marketing communication (Delgado-Ballester *et al.*, 2012), advertising-sponsorship interface (Carrillat and d'Astous, 2012), superstitious beliefs (Wang *et al.*, 2012) and traditional marketing mix elements (Herrmann *et al.*, 2007; van Riel *et al.*, 2005; Yoo *et al.*, 2000). Actions to increase brand equity are mostly controlled by marketers, based on the assumption that the brand value is created by marketers alone and consumers are receivers of the value. However, Prahalad and Ramaswamy (2003) indicated that nowadays consumers are more and more empowered and connected and marketers have to co-create brand experience with consumers. Tynan and McKechnie (2009) argued that service-dominant logic, proposed by Vargo and Lush (2004), be employed rather than the traditional goods-dominant logic. The former emphasizes value in use, and the latter value in exchange. Value is created through participation in a creation network. Customers play the main role during the process of co-creation of value (Baron and Harris, 2008). Postmodern consumers pursue both individual and communal brand experiences (Cova and Pace, 2006; Simmons, 2008), which need to be achieved to create brand value.

Fierce competition in the marketplace has made products and services commoditized and less competitive (Pine and Gilmore, 1998; Prahalad and Ramaswamy, 2003). Many service brands such as Starbucks Coffee, Disney and Singapore Airlines offer excellent brand experience to engage customers in multisensory and hedonic ways, known as experiential marketing, and remain top performers (Schmitt, 1999). These companies focus on creating memorable experiences to gain competitive advantage in the marketplace (Pine and Gilmore, 1998). Because the experience is memorable, it can also cultivate customer loyalty (LaSalle and Britton, 2004; Pine and Gilmore, 1998; Schmitt, 1999; Smith and Wheeler, 2002).

From the above review, we may conclude that under experiential marketing, value is co-created by both marketers and consumers. Despite the fact that branding researchers urge for more research to examine the relationship between brand experience and brand equity (Keller and Lehmann, 2006; Schmitt, 1999), only a limited number of studies have addressed this issue.

How can brand experience cultivate brand loyalty? Brakus *et al.* (2009) and Chang and Chieng (2006) focused on the cognitive mediators of brand equity. On the other hand, Holbrook and Hirschman (1982) indicated that consumers tend to be loyal to the brand that triggers hedonic emotions. Business consultants have indicated that 85 per cent of customer experience is emotional, and only 15 per cent is physical (Shaw, 2007; Shaw and Ivens, 2002). It follows that cognitive dimensions of brand equity and hedonic emotions are both important mediators of the relationship between brand experience and brand loyalty. However, extant research does not seem to have empirically tested for the mediation of hedonic emotions. As hedonic emotions play a major mediation role that drives consumer behavior under consumption experience (Holbrook and Hirschman, 1982), hedonic emotions should be examined together with cognitive mediators of brand equity. This can make us learn the relative mediating power of cognitive dimensions of brand equity and hedonic emotions. Some studies have pointed out that overlooking emotional response in favor of cognitive beliefs and evaluations

can impede managers' insights about consumer preferences (Mowen, 1988; Woodruff *et al.*, 1990). An understanding of the relative mediating power can possibly aid strategy formation for experiential marketing. Brakus *et al.* (2009) indicated that affective experience can predict emotional judgment (e.g. hedonic emotions) and urged researchers to test for this relationship.

The purpose of this study is to further examine the relationships among brand experience, cognitive dimensions of brand equity, hedonic emotions and brand loyalty. Our research contributes to the literature in four ways. First, a mediation model, with the mediators of the cognitive dimensions of brand equity and hedonic emotions, is proposed by integrating the appraisal theory of emotion and the experiential view of consumption. Doing so can facilitate interpretation of experiential marketing. Second, we find that hedonic emotions play a more salient mediation role than cognitive dimensions of brand equity, neglected in previous studies on brand experience. Third, consumers' hedonic emotions are examined in the contexts of low-cost hedonic services. Most studies on hedonic consumption have examined emotions in the contexts of leisure activities or services that entail higher costs (Hirschman and Holbrook, 1982; Wakefield and Blodgett, 1999; Zhong and Mitchell, 2010). We show that hedonic emotions exert significant influence even in the case of lower-cost consumption. Finally, our research contributes to practitioners by providing strategies for experiential marketing.

Theory and hypotheses

Brand experience

Brand experience is conceptualized as sensory, affective, cognitive, behavioral and social responses to brand-related stimuli (Brakus *et al.*, 2009). These responses are subjective and internal. Sensory experience appeals to consumers' five senses. Affective experience includes consumers' mood, emotion and sentiment. Cognitive experience contains divergent and convergent thinking and makes consumers change their thoughts on brand issues. Divergent (convergent) thinking is to think in a creative (logical) way. Behavioral experience stimulates consumer behaviors or intentions by appealing to physical experiences, lifestyles, long-term behavioral patterns or interactions with other people. Social experience satisfies consumers' needs for actualization, self-esteem and affinity by making the customers feel connected to something related to the brand. Schmitt (1999) proposed five strategic experiential modules – to sense, to feel, to think, to act and to relate for experiential marketing. The five modules correspond to the five dimensions of brand experience by Brakus *et al.* (2009). Brand experience is defined from the point of view of consumers; experiential marketing is from the point of view of marketers. Brand experience is defined in this study as consumer's perception of their experience with the brand.

The five brand experience dimensions mentioned above are adopted because they are more comprehensive (Chang and Chieng, 2006). Brand experience includes pre-consumption and in-consumption experience (Brakus *et al.*, 2009). The broader scope also reflects the fact that in many conceptual papers, customer experience is holistic in nature (Palmer, 2010; Verhoef *et al.*, 2009). Furthermore, they agree with experience dimensions (fantasies, feelings and fun) proposed by Holbrook and Hirschman (1982) based on the experiential view of consumption. Therefore, brand experience is also hedonic in nature (Palmer, 2010).

Past studies have provided evidence that brand experience tends to make consumers engage in cognitive appraisals. Brand experience is used by consumers as the basis to appraise brand personality (Brakus *et al.*, 2009; Chang and Chieng, 2006). Brand experience positively influences brand associations (Chang and Chieng, 2006). In addition, consumers' affective responses may result from cognitive appraisal processes. However, these affective responses are satisfaction and brand attitude rather than the hedonic emotions under the brand experience context. Note that the results by Brakus *et al.* (2009) and Chang and Chieng (2006) are somewhat different. Brakus *et al.* (2009) found that the influence of brand experience on satisfaction through the appraisal of brand personality is greater than the direct effect. In contrast, Chang and Chieng (2006) indicated that the direct effect of brand experience on brand attitude is stronger than the indirect effect through brand associations or brand personality. Brakus *et al.* (2009) emphasized the role of cognitive appraisal more than Chang and Chieng (2006). These inconsistent conclusions imply the need for further examination of the relationships among brand experience, cognitive dimensions and affective dimensions under the brand experience context.

Brand equity

Brand equity is:

[...] a set of assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or that firm's customers (Aaker, 1991, p. 15).

Extant literature on brand equity has focused on the perspective of cognitive psychology (Christodoulides and de Chernatony, 2010), known as consumer-based brand equity. Aaker (1991) identified conceptual dimensions of consumer-based brand equity as brand awareness, brand associations, perceived quality and brand loyalty. Keller (1993) defined brand equity strictly from the consumer psychology perspective as brand awareness/associations, including the dimensions of brand awareness and brand associations. Yoo and Donthu (2001) integrated Aaker (1991) and Keller (1993)'s definitions and defined brand equity to be composed of the cognitive dimensions (brand awareness, brand associations and perceived quality) and the behavioral intention dimension (brand loyalty). Brand awareness is consumer's recognition and recall toward a brand (Aaker, 1991; Keller, 1993). A brand association can be anything linked to the brand in consumer's mind (Aaker, 1991). Perceived quality is the subjective evaluation of a brand's overall excellence or superiority, resulting from extrinsic or intrinsic cues (Aaker, 1991, 1996; Zeithaml, 1988). Perceived quality in the service context involves mostly cognitive evaluations and lacks affective evaluation (Klaus and Maklan, 2007). Brand loyalty is the intention of being loyal toward a brand and to accord priority to the purchase of the brand over other brands (Oliver, 1997). In this study, we follow Yoo and Donthu (2001)'s definition for brand equity to include three dimensions: brand awareness/associations, perceived quality and brand loyalty.

Past studies on antecedents of brand equity seem to have mostly focused on traditional functional marketing rather than experiential marketing. Yoo *et al.* (2000) concluded that marketing mix elements exert positive influences on brand equity. Specifically, perceived advertising spending, store image, distribution intensity and perceived price can enhance perceived quality, brand awareness/associations and brand

loyalty. Herrmann *et al.* (2007) and van Riel *et al.* (2005) have provided empirical evidence to this effect. Alternatively, experiential marketing can be undertaken. Consumers' perceptions of experiential marketing efforts of a brand can then create brand value (Schmitt, 1999). Schmitt (1999) and Keller and Lehmann (2006) urged that more research be done on the relationships between brand experience and dimensions of brand equity. These relationships are specifically addressed in this article.

Hedonic emotions

Emotion is a mental state of readiness that arises from cognitive appraisals of events or thoughts. Emotion has a phenomenological tone and may trigger specific actions to affirm or cope with the emotion, depending on its nature and meaning for the person having it (Bagozzi *et al.*, 1999; Lazarus, 1991; Oatley, 1992). Emotions arise in response to appraisals one makes of something of relevance to one's well-being. An incident or episode (e.g. brand consumption experience) that happens to one self can trigger appraisals and then the corresponding emotions (Bagozzi *et al.*, 1999). Emotion is distinct from attitude. Attitude is a learned disposition that makes consumers respond in a consistently favorable or unfavorable manner to a given object (Lutz, 1991). Emotion may not necessarily be consistent and may occur in response to a specific event (i.e. short-term lived). Consumers have different emotions when they consume a brand under different situations). Hence, emotion is less consistent than attitude. Emotion occurs at the moment of brand consumption, whereas attitude need not. Attitude may be less easy to change than emotions. Emotion is also conceptually distinct from attitude in terms of scope. Previous studies have adopted the traditional unidimensional view and conceptualized attitude as an enduring evaluation of an object (Breckler and Wiggins, 1989; Cohen, 1990). Compared with the unidimensional conception of attitude, emotion represents a richer and more diverse domain (Holbrook, 1986).

Researchers in social psychology and consumer behavior have put much attention on understanding the basic affective reactions (i.e. the effects of and the difference between positive and negative emotions), and have recently started examining more complex emotions (Cohen *et al.*, 2008; Hung and Mukhopadhyay, 2012). Specific emotions are associated with specific cognitive appraisals (Han *et al.*, 2007). One issue that is relevant to the present study is the distinction between self-conscious emotions and hedonic emotions. Self-conscious emotions such as guilt, embarrassment and pride are more deliberative in nature and often result from individuals' thoughts about how they think they are being evaluated or might be evaluated by others. On the other hand, hedonic emotions are formed without deliberate elaboration (Giner-Sorolla, 2001; Hung and Mukhopadhyay, 2012; Leary, 2007; Ramanathan and Williams, 2007). As consumers tend to have hedonic emotions during the consumption experience of a brand (Havlena and Holbrook, 1986; Holbrook and Hirschman, 1982), self-conscious emotions are not considered in this study. Similar to basic affective reactions, there exist valence and strength in hedonic emotions (LeDoux, 1996). Thus, one can have positive hedonic emotions such as pleasure, delight and excitement as well as negative hedonic emotions such as frustration, sadness and disgust. As consumers seek positive hedonic emotions in the consumption process (Zhong and Mitchell, 2010) and marketers induce positive hedonic emotions by experiential marketing (Shaw, 2007), only positive hedonic emotions are considered in this study.

Hedonic emotions are triggered by intrinsically motivated behaviors such as play, leisure activities, sports, aesthetic appreciation, games, creativity and hobbies. The emotions are described as interested, excited, pleased and joyful (Holbrook *et al.*, 1984). Hedonic emotions are related to multisensory responses and fantasy. Because multisensory responses are induced by sensory and affective brand experience and fantasy is triggered by cognitive and behavioral brand experience (Chang and Chieng, 2006), these brand experiences may produce hedonic emotions. Under hedonic consumption, consumers treasure symbolic meanings other than tangible attributes and perceive products/services in terms of subjective rather than objective reality (Hirschman and Holbrook, 1982). This means that experience may induce hedonic emotions by connecting consumers to a brand through brand meanings. Hence, the five brand experiences created by using experiential marketing can influence consumers' hedonic emotions.

Previous studies have empirically examined hedonic consumption, emphasizing only the role of cognitive appraisal. However, Wakefield and Blodgett (1999) argued that cognitive appraisal and perceived cues are both important determinants of hedonic emotions. It appears that more research is needed to further examine the relationships between perceived cues, cognitive appraisal dimensions and hedonic emotions in the context of hedonic consumption. Whether only brand experience (corresponding to perceived cues) or both brand experience and cognitive brand equity dimensions influence hedonic emotions is examined in this study.

The relationships among brand experience, cognitive brand equity, hedonic emotions and brand loyalty

The appraisal theory of emotion (Lazarus, 1991) is used as the foundation for the mediation roles of cognitive brand equity and hedonic emotions on the relationship between brand experience and loyalty. The theory indicates that cognitive appraisal precedes emotions and is similar to the information processing view of consumer behavior (Bagozzi *et al.*, 1999). However, the appraisal theory of emotion can account only partially for consumer behavior because sometimes emotions can occur without prior appraisal process (Zajonc, 1980). Under the brand experience context, consumers are active players when experiencing the brand and have both hedonic and utilitarian motives (Holbrook and Hirschman, 1982; Schmitt, 1999). As mentioned by Holbrook and Hirschman (1982), both the information processing and experiential views should be considered to better understand consumer behavior because these two views can complement each other. Hence, they are both adopted in this study.

The appraisal theory of emotion has been used to examine the relationships among appraisals, consumption emotions and post-consumption behaviors (Bougie *et al.*, 2003; Nyer, 1997; Soscia, 2007). The theory claims that people evaluate the personal meaning of a stimulating event or events before emotional responses are generated. The form and emergence of emotions depend on cognitive appraisal process. Emotions are just byproducts of cognitive appraisal process (Bagozzi *et al.*, 1999; Lazarus and Lazarus, 1994). In the brand consumption context, if consumers appraise that the brand can help them attain consumption goals, they feel delighted. Brand experience may serve as a subjective event that triggers consumers' appraisal of the brand. There are two possibilities. First, brand experience as an intrinsic cue forms consumers' overall judgment about the brand (Zeithaml, 1988). Consumers appraise whether the utilitarian

motive is achieved during the consumption of a service brand (Holbrook and Hirschman, 1982). They tend to assess whether the brand experience offers values manifested by excellent service (Mathwick *et al.*, 2001). If the quality of the brand is perceived to be high, the consumption goal is attained and hedonic emotions toward the brand are induced. Second, brand experience triggers brand awareness/associations because the corresponding nodes and links are activated (Anderson, 1983; Keller, 1993). As indicated by Chang and Chieng (2006), brand experience positively influences brand associations. Smilansky (2009) also indicated that experiential marketing can increase brand associations by changing consumers' brand perception. In turn, consumers appraise the overall quality of the brand based on brand awareness/associations (Blackwell *et al.*, 2006). According to Aaker (1991), consumers use the magnitude of awareness of a brand as a cue to infer the quality of the brand. Higher brand awareness and stronger brand associations lead to higher perceived quality. Levidge and Steiner (1961) also indicated that brand awareness and associations precede perceived quality. Furthermore, Zeithaml (1988) found that customers tend to use extrinsic cues to infer quality of services because services have high intangibility. Thus, a well-known brand can easily be the cue to a perception of the high quality of a service brand. Again, if the brand is appraised to be of high quality, consumers have hedonic emotions. Note that hedonic emotions are induced through the appraisal of brand's quality and brand awareness/associations cannot directly affect emotions, as brand awareness/associations themselves are "cold" and "unemotional", containing mostly objective information on a brand (Lazarus, 1991). Further, once emotions are generated, individuals may cope with them in an adaptive manner (Lazarus, 1991). Consumers tend to be loyal to the brand and extend their experience and consistently attain hedonic and utilitarian goals (Holbrook and Hirschman, 1982; Pine and Gilmore, 1998). If there is no emotion, there is no adaptation. Thus, brand awareness/associations and perceived quality do not directly affect loyalty.

In summary, there are two pathways of influence, based on the appraisal theory of emotion. One is "brand experience → perceived quality → hedonic emotions → brand loyalty", and the other is "brand experience → brand awareness/associations → perceived quality → hedonic emotions → brand loyalty". Therefore, we predict:

- H1.* Brand awareness/associations mediate the positive relationship between brand experience and perceived quality.
- H2.* Perceived quality mediates the positive relationship between brand experience and hedonic emotions.
- H3.* Perceived quality mediates the positive relationship between brand awareness/associations and hedonic emotions.
- H4.* Hedonic emotions mediate the positive relationship between perceived quality and brand loyalty.

According to the experiential view of consumption, hedonic emotions are triggered by fantasies, imagination, daydreams, feelings, fun and pleasure experienced during consumption of an object (Holbrook and Hirschman, 1982). The promise of pleasure in hedonic consumption forms a powerful and ongoing motivation for consumers to re-experience the pleasurable feelings (Hagtvedt and Patrick, 2009). The experiential view of consumption corresponds well to the hypothesis that affective responses do not

depend on prior cognitions (Zajonc, 1980; Zajonc and Markus, 1982). Brand experience is hedonic in nature (Palmer, 2010) and can trigger hedonic emotions. Consumers tend to be loyal to a brand because they want to re-experience the pleasurable feelings. In summary, the influence pathway based on the experiential view of consumption is “brand experience → hedonic emotions → brand loyalty”. We therefore propose the following hypothesis:

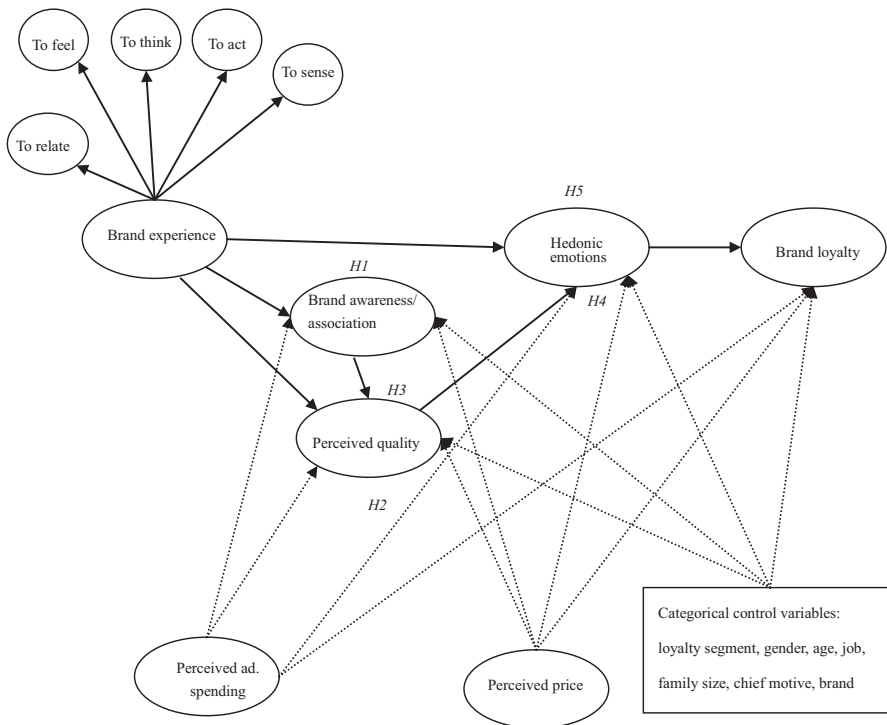
H5. Hedonic emotions mediate the positive relationship between brand experience and brand loyalty.

A conceptual model showing the hypotheses is depicted in Figure 1.

Methodology

Sample

Consumers are likely to indulge in emotionally or culturally significant products (e.g. ice cream, coffee, fast food) (Cooper, 1999). Dea and Hemerling (1998) indicated that experientially branding a company’s products/services focuses on interactions with consumers. Hence, four service brands, Burger King, Cold Stone Creamery, McDonald’s and Starbucks Coffee, were selected as the research targets. These brands are also



Note: Dotted lines indicate the influence of control variables on the endogenous constructs

Figure 1. Conceptual model showing the mediation hypotheses *H1–H5*

mentioned as fine examples in experiential marketing studies (Brakus *et al.*, 2009; Chang and Chieng, 2006; Schmitt, 1999). By following Schmitt (2003), emphasizing the reality of research context in brand experience research, we conducted an onsite interview survey in 21 stores of the 4 service brands. Eleven interviewers were recruited and trained for data collection. They were taught to avoid selecting respondents on personal preferences to reduce bias. Respondents were given a small prize as a token of appreciation of their participation. A total of 499 usable questionnaires were obtained (31 from Burger King, 147 from Cold Stone Creamery, 100 from McDonald's and 221 from Starbucks Coffee).

Measures

The measures for brand experience from a study by Schmitt (1999) are used. Brand experience consists of the experiences to sense (sensory), to feel (affective), to think (cognitive), to act (behavioral) and to relate (social). The five experiences (sub-constructs) are taken into consideration together, with three items for each experience, showing a second-order structure. Schmitt (1999) pointed out that if a company wants to conduct experiential marketing, marketers have to consider the connection among the five experiences. These five experiences must be planned together for the maximum effect. It follows that the five experiences are significantly intercorrelated. Therefore, the second-order structure is reflective. Brakus *et al.* (2009) and Chang and Chieng (2006) also used the second-order reflective measurement model for brand experience. Yoo and Donthu (2001) cross-culturally developed a ten-item scale of three-dimensional brand equity based on both Aaker and Keller's views of customer-based brand equity, which is suitable for this study. The three dimensions are perceived quality, brand loyalty and brand awareness/associations. The scale has more strength and less weakness (Christodoulides and de Chernatony, 2010). As there are only two items for perceived quality, we added one more from Yoo *et al.* (2000). Measures for hedonic emotions were adapted from the scale for the hedonic dimension of consumer attitude developed by Voss *et al.* (2003). Although Voss *et al.*'s scale is for measuring hedonic attitude, the conceptualization is based on Holbrook and Hirschman (1982), who pointed out that, under experiential view of consumption, more diverse emotions (e.g. love, joy, pride and ecstasy) should be included rather than just one dimension (liking/disliking) in traditional consumer studies. Havlena and Holbrook (1986) further indicated that pleasure and arousal can be used to represent emotions under consumption experience. In Voss *et al.* (2003), the hedonic (affective) dimension includes emotions covering pleasure and arousal. In spite of the fact that the scale is used for measuring hedonic attitude of brands, the measures are essentially emotional and, therefore, they can be easily adapted to measure consumers' hedonic emotions. Specifically, the measures of "This brand is exciting/delightful/thrilling/enjoyable" are replaced by "During the consumption of this brand, I feel excited/delighted/thrilled/joyful". The five-point Likert-scale format is used for all items. All the items were professionally translated into Chinese with successful back translation, which can maintain the quality of scales used in different language (to ensure the content validity of scales).

As we have mentioned, only positive hedonic emotions are considered in this study. The items for brand experience, loyalty and perceived quality adapted from the literature are all positively valenced. As the respondents in the onsite interview survey

are less likely to have negative brand awareness/associations, it is believed that the items used to measure brand awareness/associations are positively valenced. Therefore, the consistency in valence could be achieved.

Control variables

Perceived advertising spending and perceived price in consumers' mind are included as control factors, as they positively influence brand equity (Yoo *et al.*, 2000). Moreover, as different loyalty segments may cause disparate perceived quality and brand loyalty (Aaker, 1996), loyalty segment (with three segments, true loyalty, split loyalty and brand switchers) (Kotler and Keller, 2005) is included as another control variable. Respondents are categorized into "true loyalty" if they consume services only of the particular brand. They are categorized into "split loyalty" if they always consume services of two or three similar brands. "Brand switchers" are lurkers who do not consume specific brands but try any brands. Other control variables include gender, age, job, family size and the chief motive, determined by the focus group. Because we have four different brands in our data, we also control for "brand" to partial out brand effects. Categorical control variables are handled with dummy variables.

Focus group

Before formal administration of the questionnaire, a focus group interview with ten loyal customers of McDonald's based on their self-reported experiences with the company was conducted to pretest the questionnaire and to indicate demographic variables that may influence brand loyalty. The participants were brought into a fleet store of McDonald's in Taipei. We conducted the focus group interview in a real context because Schmitt (2003) indicated that real contexts are very important for research on brand experience. If the focus group is not done in real contexts, customers may report distorted experiences and the results of the focus group are likely to be biased.

Ambiguous items (those having confusing/inappropriate wording) in the questionnaire were identified by focus group members. These items were modified or deleted based on the consensus of the focus group and confirmed by three doctoral students majoring in marketing. The measures used in this study can be seen later in Table III.

Analytical methods

The two-step approach (Anderson and Gerbing, 1988) is used to empirically examine the research hypotheses. The first step is to check the model fit for the measurement model and to assess reliability, convergent validity and discriminant validity by using confirmatory factor analysis (CFA). In particular, brand experience is measured with the second-order CFA model. Fit indices used include the chi-square statistic with the p -value, RMSEA, SRMR, CFI and NNFI. The criteria of "RMSEA < 0.08" (Hair *et al.*, 2010, p. 667), "SRMR < 0.10" (Hair *et al.*, 2010, p. 668), "CFI \geq 0.9" (Hair *et al.*, 2010, p. 669) and "NNFI \geq 0.9" (Bentler and Bonett, 1980, p. 600) are recommended. Composite reliability (CR) is used as a reliability index. The criterion of "CR \geq 0.7" is recommended (Hair *et al.*, 2010, p. 710). Average variance extracted (AVE) estimates (Fornell and Larcker, 1981) were calculated for the constructs. Discriminant validity for a given pair of constructs is achieved if their AVE estimates are both greater than the square of the construct correlation. Alternatively, discriminant validity is supported if the confidence

interval (\pm two standard errors) around the correlation estimate between the two constructs does not includes 1.0 (Anderson and Gerbing, 1988).

The second step is to test for the hypotheses by using structural equation modeling (SEM). The paths of the control variables on the endogenous constructs are included in SEM and also presented in Figure 1. To assess whether each of the mediation effects in *H3*, *H4* and *H5* is complete or partial, we add three direct paths in the proposed model: the direct paths from brand experience and perceived quality to brand loyalty and the direct path from brand awareness/associations to hedonic emotions. We conduct the chi-square difference test to examine simultaneously if the three paths are non-existent. If non-significant, then we conclude that the mediation effects are complete; otherwise some of them are partial. Subsequently, decomposition of the mediation effects is conducted to see which route works the best for boosting brand loyalty.

Results

Sample characteristics are presented in Table I. The sample representativeness is increased by using four service brands and balancing student and non-student respondents.

Variable	Level	Proportion (%) ^a
Brand	Burger King	6
	Cold Stone Creamery	30
	McDonald's	20
	Starbucks Coffee	44
Age	15 or below	1
	16-20	24
	21-25	29
	26-30	16
	Above 30	30
Gender	Female	58
	Male	42
Job	Student	40
	Office worker	46
	Housewife	7
	Military servant	2
	Others	5
Family size	2 or below	8
	3-5	80
	Above 5	12
Loyal segment	True loyalty	8
	Split loyalty	27
	Brand switcher	66
Chief motive	Party with friends	48
	Just dining	36
	Reading	9
	Others	7

Table I.
Sample
characteristics

Note: ^aThe sample size is 499

As the data obtained in this study are self-reported, common method variance (CMV) needs to be examined. Harman's single factor test was implemented by using CFA, in which all of the items were modeled as indicators of a single factor that represents the common method (Mossholder *et al.*, 1998). CMV is substantial if the hypothesized model fits the data well. The resulting poor fit ($\chi^2 = 6,391.81$; $df = 900$; $p < 0.001$; $\chi^2/df = 7.10$; CFI = 0.45; NNFI = 0.39; RMSEA = 0.11) indicates no severe CMV problem.

The correlation matrix and descriptive statistics of the constructs based on the sample of size 499 are given in Table II. The CFA results are reported in Table III. Model fit was found to be acceptable ($\chi^2 = 1,754.67$; $df = 814$; $p < 0.001$; $\chi^2/df = 2.16$; CFI = 0.91; NNFI = 0.88; RMSEA = 0.05; SRMSR = 0.05). Constructs including first- and second-order ones are all significantly converged ($p < 0.001$). Moreover, as shown in Table II, the squares of the estimates of correlation coefficients are smaller than the corresponding AVE estimates for all pairs of constructs, and none of the 95 per cent confidence intervals for the construct correlations includes one. Therefore, discriminant validity is supported. From Table III, reliabilities for constructs are all acceptable.

As reliability and validity are supported, we proceed to examine the hypotheses shown in the structural model given in Figure 1 by using SEM. Analytical results are reported in Table IV. Model fit is acceptable ($\chi^2 = 1,762.65$; $df = 818$; $p < 0.001$; $\chi^2/df = 2.15$; CFI = 0.90; NNFI = 0.88; RMSEA = 0.05; SRMR = 0.05). The paths in the model are all significant. Note that the test for mediation involves the test for the significance of the product of two or more path coefficients rather than the significance of individual paths, and the test can be handled with the SEM approach. Moreover, the tests are all right-tailed as the relationships have been specified to be positive. It appears that the mediation tests are all significant, as shown in Table V (the third column). Therefore, the five hypotheses are all supported.

Examining the direct paths from brand experience and perceived quality to brand loyalty, and that from brand awareness/associations to hedonic emotions, we find that they are simultaneously non-significant, as the fit resulting from the conceptual model with the three more paths does not significantly improve [the chi-square difference with three degrees of freedom was 4.811 ($p = 0.1863$)]. Therefore, the mediation effects shown in H3, H4 and H5 are all complete.

Construct	1	2	3	4	5	6	7
1. Brand experience	0.58						
2. Brand awareness/associations	0.52 (0.04)	0.51					
3. Perceived quality	0.46 (0.04)	0.49 (0.04)	0.59				
4. Hedonic emotions	0.61 (0.04)	0.36 (0.05)	0.51 (0.04)	0.56			
5. Brand loyalty	0.37 (0.05)	0.39 (0.05)	0.44 (0.05)	0.53 (0.04)	0.60		
6. Perceived ad. spending	0.20 (0.05)	0.22 (0.05)	0.15 (0.05)	0.17 (0.05)	0.20 (0.05)	0.76	
7. Perceived price	0.04 (0.05)	0.18 (0.05)	0.12 (0.05)	0.01 (0.05)	0.01 (0.05)	-0.01 (0.05)	0.71
Mean	3.33	3.79	3.55	3.48	2.92	3.01	3.52
SD	0.51	0.67	0.63	0.62	0.75	0.86	0.81

Notes: The results were obtained based on the sample of size 499; the values on the diagonal (in bold) are average variance extracted (AVE) estimates; the values in the parentheses are standard errors

Table II.
Correlation matrix
and descriptive
statistics of the
constructs

EJM
49,7/8

1006

Construct/item	CR	Factor loading ^a
<i>Brand experience</i>	0.87	
To sense	0.81	0.75*** ^b
This brand ^c tries to engage my senses		0.83***
This brand is perceptually interesting		0.79***
This brand lacks sensory appeal ^d		0.68***
To act	0.81	0.63*** ^b
This brand makes me think about my lifestyle		0.74***
This brand reminds me of activities that I can do		0.83***
This brand does not lead me to think about my actions and behaviors ^d		0.73***
To think	0.71	0.95*** ^b
This brand tries to intrigue me		0.71***
This brand stimulates my curiosity		0.68***
This brand does not appeal to my creative thinking ^d		0.63***
To feel	0.74	0.81*** ^b
This brand tries to put me in a certain mood		0.66***
This brand makes me respond in an emotional manner		0.73***
This brand does not appeal to feelings ^d		0.71***
To relate	0.79	0.63*** ^b
This brand tries to get me to think about relationship		0.72***
I can relate to other people through this brand		0.79***
This brand does not remind me of social rules and arrangements ^d		0.71***
Hedonic emotions	0.84	
During the consumption of this brand		
I feel excited		0.72***
I feel delighted		0.78***
I feel thrilled		0.78***
I feel joyful		0.71***
Brand loyalty	0.81	
I will be loyal to his brand		0.86***
This brand would be my first choice		0.83***
I will not consider other brands if this brand is available in the marketplace		0.60***
Brand awareness/associations	0.80	
I can recognize this brand among competing brands		0.68***
I can quickly recall the symbol or logo of this brand		0.77***
Some characteristics of this brand come to my mind quickly		0.77***
I have difficulty in imagining this brand in my mind ^d		0.62***

Table III.
CFA results

(continued)

Construct/item	CR	Factor loading ^a	Relationships among brand experience
Perceived quality	0.81		1007
The likelihood that this brand would be functional is very high		0.67***	
The quality of this brand is high		0.75***	
This brand is reliable		0.87***	
Perceived advertising spending	0.90		
This brand is intensively advertised		0.86***	
The ad campaigns for this brand seem very expensive, compared to campaigns for competing brands		0.86***	
The ad campaigns for this brand are seen frequently		0.88***	
Perceived price	0.88		
The price of this brand is high		0.96***	
The price of this brand is low ^d		0.76***	
This brand is expensive		0.80***	

Notes: ^aStandardized loadings are reported; ^bthe loading of the first-order construct on the second-order construct; ^c“This brand” is a general term for the brand, which is replaced by one of the four service brands used in this study; ^dnegatively worded items; *** $p < 0.001$

Table III.

Independent variable	Brand awareness/ associations	Perceived quality	Hedonic emotion	Brand loyalty
Brand experience	0.50***	0.27***	0.46***	
Brand awareness/associations		0.33***		
Perceived quality			0.32***	
Hedonic emotions				0.51***
<i>Controls</i>				
Perceived ad. spending	-0.07	-0.01	0.09	0.02
Perceived price	0.12*	-0.02	-0.05	-0.06
Gender	-0.12**	0.09*	0.02	-0.003
Age	0.12*	-0.11*	0.12*	-0.07
Job	-0.05	0.17***	-0.07	-0.004
Family size	0.01	-0.03	-0.10*	-0.05
Chief motive	0.003	0.06	-0.0003	0.09*
Loyalty segment-true	0.04	0.16***	0.01	0.24***
Loyalty segment-split	0.06	0.09*	0.03	0.14***
Brand-Cold Stone	0.18*	0.17*	0.12	0.03
Brand-McDonald's	0.52***	0.07	-0.05	0.14
Brand-Starbucks	0.47***	0.26**	0.01	0.30**
SMC ^a	43.33%	38.03%	50.19%	44.30%

Notes: Endogenous constructs are shown on Row 1; independent variables are on Column 1; standardized path coefficients are presented; ^asquared multiple correlation; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

Table IV.
SEM results

Table V.
Relative efficiency of
the indirect effects of
brand experience on
brand loyalty

Path	Theory/view	Effect size ^a	Weight (%)
Brand experience → Hedonic emotions → Brand loyalty	Experiential view of consumption	0.235*** (= 0.46 × 0.51)	76.8
Brand experience → Brand awareness/associations → Perceived quality → Hedonic emotions → Brand loyalty	Appraisal theory of emotion	0.027*** (= 0.50 × 0.33 × 0.32 × 0.51)	8.8
Brand experience → Perceived quality → Hedonic emotions → Brand loyalty	Appraisal theory of emotion	0.044*** (= 0.27 × 0.32 × 0.51)	14.4
Total indirect effect		0.306	100.0

Notes: ^a Standardized effect; *** $p < 0.001$ (one-sided test)

Relative efficiency of the three indirect effects can be further examined. The weights for different routes are calculated by dividing their respective indirect effects by the total indirect effect. As shown in Table V, 76.8 per cent of the total indirect effect resulted from the indirect influence of brand experience through hedonic emotions, 14.4 per cent from the indirect influence through perceived quality and then hedonic emotions and 8.8 per cent from the indirect influence through brand awareness/associations, perceived quality and then hedonic emotions. It is the experiential view of consumption rather than the appraisal theory of emotion that plays a dominant role in accounting for the influence of brand experience on brand loyalty.

The emotion-cognition theory, used to explain the relationships between events, cognition, emotions and behavior (Zajonc and Markus, 1984), is a plausible theory to account for the mediation effects between brand experience and brand loyalty. According to the theory, brand experience triggers hedonic emotions and then cognitive appraisals (brand awareness/associations and perceived quality), which in turn affect brand loyalty. More specifically, brand experience influences hedonic emotions, hedonic emotions influence brand awareness/associations and perceived quality and hedonic emotions, brand awareness/associations and perceived quality influence brand loyalty. As the corresponding SEM results do not support the emotion-cognition theory because brand awareness/associations and perceived quality have non-significant influences on brand loyalty (estimated coefficients = 0.09 ($p = 0.14$) and 0.06 ($p = 0.33$), respectively), the emotion-cognition theory seems not suitable to explain the mediation of interest.

Brakus *et al.*'s (2009) model focuses on the mediation through brand personality, evaluated based on appraisal. It is of interest to see the results by taking into account the experiential view of consumption. Measurements of brand personality and customer satisfaction have been included in our sample. Although not specifically shown, we have replicated the results of Brakus *et al.* (2009) and additionally found that the indirect effect from brand experience to brand loyalty through hedonic emotions is significantly greater than each of the three mediation effects in Brakus *et al.*' (2009) model. We conclude that hedonic emotions play a more salient mediation role than brand personality and customer satisfaction.

Discussion

The present study integrates the experiential view of consumption and the appraisal theory of emotion to explain the mediation roles of brand awareness/associations, perceived quality and hedonic emotions on the relationship between brand experience and brand loyalty. The results confirm the proposed conceptual model and further indicate that the mediating route suggested by the experiential view of consumption surpasses the mediating routes suggested by the appraisal theory of emotion (Table V).

Theoretical implications

This study contributes to the literature on brand experience by indicating that hedonic emotions mediate the relationship between brand experience and brand loyalty. This has been neglected in previous studies on brand experience, focusing on cognitive mediators (e.g. brand awareness/associations, perceived quality). As these cognitive mediators still need to influence brand loyalty through hedonic emotions and cannot exert direct effects on brand loyalty (Figure 1), hedonic emotions play a powerful mediation role.

The results indicate that experiential marketing is effective because it can attain brand loyalty by appealing to hedonic emotions and cognitive dimensions of brand equity. The results empirically confirm the argument by Schmitt (1999) and Lehmann and Keller (2006) that brand experience can increase brand equity. Although past studies on brand equity have indicated that marketing elements (e.g. advertising spending, price) are frequently discussed antecedents of brand equity (Herrmann *et al.*, 2007; van Riel *et al.*, 2005; Yoo *et al.*, 2000), our results indicate that compared with the effects of brand experience on brand equity dimensions, the effects of perceived advertising spending and perceived price are much weaker (Table IV). This echoes the arguments by some practitioners that experiential marketing is a more effective strategy compared to traditional marketing in building brand because some traditional marketing elements have been considered clutters or noises by consumers (Lenderman, 2006; Schmitt, 1999).

Under the service brand consumption context, brand awareness/associations, perceived quality and hedonic emotions mediate the relationship between brand experience and brand loyalty. Moreover, the indirect effect through hedonic emotions (associated with the experiential view of consumption) is much greater than the indirect effects through the cognitive dimensions of brand equity (associated with the appraisal theory of emotion). It appears that the experiential view of consumption can better explain the influence of brand experience than the appraisal theory of emotion. Brakus *et al.* (2009) and Chang and Chieng (2006) found that cognitive appraisal plays a major role in influencing brand outcomes. However, their studies did not take into account hedonic emotions. As our results indicated, cognitive mediation routes (appraisal paths) have smaller effects when hedonic emotions are considered.

The experiential view has always been examined in the contexts of consuming high-cost hedonic products such as whitewater rafting, golfing, hockey, theaters and recreation center (Hirschman and Holbrook, 1982; Wakefield and Blodgett, 1999; Zhong and Mitchell, 2010). However, high-cost hedonic products or activities are consumed less frequently. This research tests the experiential view of consumption in the contexts of consuming low-cost hedonic products such as dining in a fast-food restaurant. These

results agree with [Zhong and Mitchell \(2010\)](#), indicating that the consumption of low-cost hedonic products can also lead to consumers' happiness.

Practical implications

As the experiential view of consumption rather than the appraisal theory of emotion plays a dominant role in accounting for the influence of brand experience on brand loyalty, marketing practitioners need to pay more attention to customers' hedonic emotions than customers' brand cognition.

If a company wants to adopt affect-focused strategies and convey hedonic emotions to customers, it can undertake experiential marketing in the following ways. As in Starbucks and McDonald's, the company can emphasize the happiness when enjoying the delicious food and make its interiors an enjoyable place for indulgence. As in Cold Stone and Pike Place Fish Market, employees can perform a show to entertain customers. These provide affective experiences. Moreover, marketing strategies appealing to physical evidence and event marketing can be used to trigger hedonic emotions. Colors, pictures and voice can please customers. For example, to convey happiness to customers, McDonald's and Coca-Cola often use red color in product packages, fast music in ads and smiling people in pictures. McDonald's has playgrounds for children and Coca-Cola has a museum. Customers can indulge themselves in an atmosphere of happiness. As for event marketing, some activities can be launched to make the customers feel pleasant. For example, Coca-Cola once put a happiness vending machine in a university to ease students' tension emanating from term examinations.

Marketers may use hedonic emotions as measures of the performance of experiential marketing. Consumers can be asked to indicate whether they feel excited, delighted, thrilled and joyful during the consumption of the service brand. More hedonic emotions tend to be more loyal to the service brand and indicate more effectiveness of experiential marketing. Although customer satisfaction is usually used as a measure of performance, it is just a partial mediator on the relationship between brand experience and brand loyalty ([Brakus et al., 2009](#)) and can reflect the performance of experiential marketing only partially. Alternatively, hedonic emotions could be used.

Limitations and future research

This research is cross-sectional, and the relationship in our model does not ensure causality. The mediation effects may be moderated by some potential moderators such as the consumption motive, purchase involvement, industry type, consumers' hedonism, consumption cost of the hedonic products and the reality of research context. Brand awareness/associations and perceived quality tend to play more salient mediation roles for consumers with utilitarian motives or high purchase involvement than those with hedonic motives or low purchase involvement. The entertainment industry can directly appeal to hedonic emotions, whereas brand awareness/associations may be required in finance/insurance to account for the effect. Consumers with higher degree of hedonism may take the route by the experiential view of consumption because they consume mainly for hedonic purposes. The relationships found in this study may be more salient under the consumption contexts of high-cost hedonic products. In unreal contexts, brand experience can influence brand loyalty directly because of memory effects ([Pine and Gilmore, 1998](#)). In contrast, in real brand consumption contexts, brand experience can trigger hedonic emotions, which in turn

influence consumers' loyalty. Further empirical investigation on the moderated mediation is needed. Finally, this research does not consider stronger forms of brand affect such as brand passion, brand attachment and brand love because their formation needs more time and is difficult to achieve in just one consumption experience of a brand. Future studies may examine their mediation roles.

References

- Aaker, D.A. (1991), *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, The Free Press, New York, NY.
- Aaker, D.A. (1996), "Measuring brand equity across products and markets", *California Management Review*, Vol. 38 No. 3, pp. 102-120.
- Anderson, J.C. and Gerbing, D.W. (1988), "Structural equation modeling in practice: a review and recommended two-step approach", *Psychological Bulletin*, Vol. 103 No. 3, pp. 411-423.
- Anderson, J.R. (1983), "A spreading activation theory of memory", *Journal of Verbal Learning and Verbal Behavior*, Vol. 22 No. 3, pp. 261-295.
- Bagozzi, R.P., Gopinath, M. and Nyer, P.U. (1999), "The role of emotions in marketing", *Journal of the Academy of Marketing Science*, Vol. 27 No. 2, pp. 184-206.
- Baker, W.E., Sciglimpaglia, D. and Saghafi, M. (2010), "Branding of post-purchase ancillary products and services: an application in the mobile communication industry", *European Journal of Marketing*, Vol. 44 No. 5, pp. 547-566.
- Baron, S. and Harris, K. (2008), "Consumers as resource integrators", *Journal of Marketing Management*, Vol. 24 Nos 1/2, pp. 113-130.
- Bentler, P.M. and Bonett, D.G. (1980), "Significance tests and goodness of fit in the analysis of covariance structures", *Psychological Bulletin*, Vol. 88 No. 3, pp. 588-606.
- Blackwell, R.D., Miniard, P.W. and Engel, J.F. (2006), *Consumer Behavior*, 10th ed., Thomson South-Western, Mason, OH.
- Bougie, R., Pieters, R. and Zeelenberg, M. (2003), "Angry customers don't come back, they get back: the experience and behavioral implications of anger and dissatisfaction in services", *Journal of the Academy of Marketing Science*, Vol. 31 No. 4, pp. 377-393.
- Brakus, J.J., Schmitt, B.H. and Zarantonello, L. (2009), "Brand experience: what is it? how is it measured? does it affect loyalty?", *Journal of Marketing*, Vol. 73 No. 3, pp. 52-68.
- Breckler, S.J. and Wiggins, E.C. (1989), "On defining attitude and attitude theory: once more with feeling", in Pratkanis, A.R., Breckler, J. and Greenwald, A.G. (Eds), *Attitude Structure and Function*, Erlbaum, Hillsdale, NJ, pp. 407-427.
- Carrillat, F.A. and d'Astous, A. (2012), "The sponsorship-advertising interface: is less better for sponsors?", *European Journal of Marketing*, Vol. 46 Nos 3/4, pp. 562-574.
- Chang, P.L. and Chieng, M.H. (2006), "Building consumer-brand relationship: a cross-cultural experiential view", *Psychology and Marketing*, Vol. 23 No. 11, pp. 927-959.
- Christodoulides, G. and de Chernatony, L. (2010), "Consumer-based brand equity conceptualization and measurement", *International Journal of Market Research*, Vol. 52 No. 1, pp. 43-66.
- Cohen, J.B. (1990), "Attitude, affect, and consumer behavior", in Moore, B.S. and Isen, A.M. (Eds), *Affect and Social Behavior*, Cambridge University Press, New York, NY, pp. 152-206.
- Cohen, J.B., Pham, M.T. and Andrade, E.B. (2008), "The nature and role of affect in consumer behavior", in Haugtvedt, C.P., Herr, P.M. and Kardes, F.R. (Eds), *Handbook of Consumer Psychology*, Erlbaum, Mahwah, NJ, pp. 297-348.

- Cooper, P. (1999), "Consumer understanding, change, and qualitative research", *Journal of Market Research Society*, Vol. 41 No. 1, pp. 1-5.
- Cova, B. and Pace, S. (2006), "Brand community of convenience products: new forms of customer empowerment – the case 'my Nutella the community'", *European Journal of Marketing*, Vol. 40 Nos 9/10, pp. 1087-1105.
- Dea, J.T. and Hemerling, J.W. (1998), "Living the brand", *Banking Strategies*, Vol. 74, Bank Administration Institute (BAI), Chicago, IL, pp. 47-56.
- Delgado-Ballester, E. and Hernandez-Espallardo, M. (2008), "Building online brands through brand alliances in internet", *European Journal of Marketing*, Vol. 42 Nos 9/10, pp. 954-976.
- Delgado-Ballester, E., Navarro, A. and Sicilia, M. (2012), "Revitalising brands through communication messages: the role of brand familiarity", *European Journal of Marketing*, Vol. 46 Nos 1/2, pp. 31-51.
- Fornell, C., Larcker, D.F. (1981), "Evaluating structural equation modeling with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39-50.
- Giner-Sorolla, R. (2001), "Guilty pleasures and grim necessities: affective attitudes in dilemmas of self-control", *Journal of Personality and Social Psychology*, Vol. 80 No. 2, pp. 206-221.
- Hagtvedt, H. and Patrick, V.M. (2009), "The broad embrace of luxury: hedonic potential as a driver of brand extendibility", *Journal of Consumer Psychology*, Vol. 19 No. 4, pp. 608-618.
- Hair, J.F. Jr., Black, W.C., Babin, B.J. and Anderson, R.E. (2010), *Multivariate Data Analysis: A Global Perspective*, 7th ed., Prentice Hall, Upper Saddle River, NJ.
- Han, S., Lerner, J.S. and Keltner, D. (2007), "Feelings and consumer decision making: the appraisal-tendency framework", *Journal of Consumer Psychology*, Vol. 17 No. 3, pp. 158-168.
- Havlena, W.J. and Holbrook, M.B. (1986), "The varieties of consumption experience: comparing two typologies of emotion in consumer behavior", *Journal of Consumer Research*, Vol. 13 No. 3, pp. 394-404.
- Herrmann, A., Huber, F., Shao, A.T. and Bao, Y. (2007), "Building brand equity via product quality", *Total Quality Management*, Vol. 18 No. 5, pp. 531-544.
- Hirschman, E.C. and Holbrook, M.B. (1982), "Hedonic consumption: emerging concepts, methods and propositions", *Journal of Marketing*, Vol. 46 No. 3, pp. 92-101.
- Holbrook, M.B. (1986), "Emotion in the consumption experience: toward a new model of the human consume", in Peterson, R.A., Hoyer, W.D. and Wilson, W.R. (Eds), *The Role of Affect in Consumer Behavior*, Heath, Lexington, MA, pp. 17-52.
- Holbrook, M.B., Chestnut, R.W., Oliva, T.A. and Greenleaf, E.A. (1984), "Play as a consumption experience: the roles of emotions, performance, and personality in the enjoyment of games", *Journal of Consumer Research*, Vol. 11 No. 2, pp. 728-739.
- Holbrook, M.B. and Hirschman, E.C. (1982), "The experiential aspects of consumption: consumer fantasies, feelings, and fun", *Journal of Consumer Research*, Vol. 9 No. 2, pp. 132-139.
- Hung, I.W. and Mukhopadhyay, A. (2012), "Lenses of the heart: how actors' and observers' perspectives influence emotional experiences", *Journal of Consumer Research*, Vol. 38 No. 6, pp. 1103-1115.
- Jamal, A. and Anastasiadou, K. (2009), "Investigating the effects of service quality dimensions and expertise on loyalty", *European Journal of Marketing*, Vol. 43 Nos 3/4, pp. 398-420.
- Keller, K.L. (1993), "Conceptualizing, measuring, and managing customer-based brand equity", *Journal of Marketing*, Vol. 57 No. 1, pp. 1-22.
- Keller, K.L. and Lehmann, D.R. (2006), "Brands and branding: research findings and future priorities", *Marketing Science*, Vol. 25 No. 6, pp. 740-759.

- King, C. and Grace, D. (2010), "Building and measuring employee-based brand equity", *European Journal of Marketing*, Vol. 44 Nos 7/8, pp. 938-971.
- Klaus, P. and Maklan, S. (2007), "The role of brands in a service-dominated world", *Journal of Brand Management*, Vol. 15 No. 2, pp. 115-122.
- Kotler, P. and Keller, K.L. (2005), *Marketing Management*, 12th ed., Prentice Hall, Upper Saddle River, NJ.
- Lasalle, D. and Britton, T.A. (2004), *Priceless: Turning Ordinary Products into Extraordinary Experiences*, Harvard Business School Press, Boston.
- Lazarus, R.S. (1991), *Emotion and Adaptation*, Oxford University Press, NY.
- Lazarus, R.S. and Lazarus, B.N. (1994), *Passion and Reason: Making Sense of Our Emotions*, Oxford University Press, New York, NY.
- Leary, M.R. (2007), "Motivational and emotional aspects of the self", *Annual Review of Psychology*, Vol. 58, pp. 317-344.
- LeDoux, J. (1996), *The Emotional Brain: The Mysterious Underpinnings of Emotional Life*, Touchstone, New York, NY.
- Lee, H.M., Lee, C.C. and Wu, C.C. (2011), "Brand image strategy affects brand equity after M&A", *European Journal of Marketing*, Vol. 45 Nos 7/8, pp. 1091-1111.
- Lenderman, M. (2006), *Experience the Message: How Experiential Marketing Is Changing the Brand World*, Carroll and Graf, New York, NY.
- Levidge, R.J. and Steiner, G.A. (1961), "A model of predictive measurement of advertising effectiveness", *Journal of Marketing*, Vol. 25 No. 6, pp. 59-62.
- Lutz, R.J. (1991), "The role of attitude theory in marketing", in Kassirjian, H.H. and Robertson, T.S. (Eds), *Perspectives in Consumer Behavior*, 4th ed., Scott, Foresman and Company, Glenview, IL, pp. 317-339.
- Mathwick, C., Malhotra, N. and Rigdon, E. (2001), "Experiential value: conceptualization, measurement, and application in the catalog and Internet shopping environment", *Journal of Retailing*, Vol. 77 No. 1, pp. 39-56.
- Mossholder, K.W., Bennett, N., Kemery, E.R. and Wesolowski, M.A. (1998), "Relationships between bases of power and work reactions: the mediational role of procedural justice", *Journal of Management*, Vol. 24 No. 4, pp. 533-552.
- Mowen, J.C. (1988), "Beyond consumer decision making", *Journal of Consumer Marketing*, Vol. 5 No. 1, pp. 15-25.
- Muzellec, L. and Lambkin, M. (2006), "Corporate rebranding: destroying, transferring or creating brand equity", *European Journal of Marketing*, Vol. 40 Nos 7/8, pp. 803-824.
- Nyer, P.U. (1997), "A study of the relationships between cognitive appraisals and consumption emotions", *Journal of the Academy of Marketing Science*, Vol. 25 No. 4, pp. 296-304.
- Oatley, K. (1992), *Best Laid Schemes: The Psychology of Emotions*, Cambridge University Press, Cambridge.
- Oliver, R.L. (1997), *Satisfaction: A Behavioral Perspective on the Consumer*, McGraw-Hill, New York, NY.
- Palmer, A. (2010), "Customer experience management: a critical review of an emerging idea", *Journal of Services Marketing*, Vol. 24 Nos 2/3, pp. 196-208.
- Pappu, R., Quester, P.G. and Cooksey, R.W. (2006), "Consumer-based brand equity and country-of-origin relationships", *European Journal of Marketing*, Vol. 40 Nos 5/6, pp. 696-717.

- Pine, B.J. II and Gilmore, J.H. (1998), "Welcome to the experience economy", *Harvard Business Review*, Vol. 76 No. 4, pp. 97-105.
- Pralhad, C.K. and Ramaswamy, V. (2003), "The new frontier of experience innovation", *MIT Sloan Management Review*, Vol. 44 No. 4, pp. 12-18.
- Ramanathan, S. and Williams, P. (2007), "Immediate and delayed emotional consequences of indulgence: the moderating influence of personality type on mixed emotions", *Journal of Consumer Research*, Vol. 34 No. 2, pp. 212-223.
- Schmitt, B.H. (1999), *Experiential Marketing: How to Get Customers to Sense Feel Think Act Relate to Your Company and Brands*, The Free Press, New York, NY.
- Schmitt, B.H. (2003), *Customer Experience Management: A Revolutionary Approach to Connecting with Your Customer*, Wiley, New York, NY.
- Seno, D. and Lukas, B.A. (2007), "The equity effect of product endorsement by celebrities - a conceptual framework from a co-branding perspective", *European Journal of Marketing*, Vol. 41 Nos 1/2, pp. 121-134.
- Shaw, C. (2007), *The DNA of Customer Experience: How Emotions Drive Value*, Palgrave Macmillan, New York, NY.
- Shaw, C. and Ivens, J. (2002), *Building Great Customer Experiences*, Palgrave Macmillan, New York, NY.
- Simmons, G. (2008), "Marketing to postmodern consumers: introducing the internet chameleon", *European Journal of Marketing*, Vol. 42 Nos 3/4, pp. 299-310.
- Smilansky, S. (2009), *Experiential Marketing: A Practical Guide to Interactive Brand Experiences*, Kogan Page, London.
- Smith, S. and Wheeler, J. (2002), *Managing the Customer Experience: Turning Customers into Advocates*, Prentice Hall, Upper Saddle River, NJ.
- Soscia, I. (2007), "Gratitude, delight, or guilt: the role of emotions in predicting postconsumption behaviors", *Psychology and Marketing*, Vol. 24 No. 10, pp. 871-894.
- Spry, A., Pappu, R. and Cornwell, T.B. (2011), "Celebrity endorsement, brand credibility, and brand equity", *European Journal of Marketing*, Vol. 45 No. 6, pp. 882-909.
- Tynan, C. and McKechnie, S. (2009), "Experience marketing: a review and reassessment", *Journal of Marketing Management*, Vol. 25 Nos 5/6, pp. 501-517.
- van Riel, A.C.R., de Mortanges, C.P. and Streukens, S. (2005), "Marketing antecedents of industrial brand equity: an empirical investigation in special chemicals", *Industrial Marketing Management*, Vol. 34 No. 8, pp. 841-847.
- Vargo, S.L. and Lush, R.F. (2004), "Evolving to a new dominant logic for marketing" *Journal of Marketing*, Vol. 68 No. 1, pp. 1-17.
- 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*, Vol. 85 No. 1, pp. 31-41.
- Voss, K.E., Spangenberg, E.R. and Grohmann, B. (2003), "Measuring the hedonic and utilitarian dimensions of consumer attitude", *Journal of Marketing Research*, Vol. 40 No. 3, pp. 310-320.
- Wakefield, K.L. and Blodgett, J.G. (1999), "Customer responses to intangible and tangible service factors", *Psychology and Marketing*, Vol. 16 No. 1, pp. 51-68.
- Wang, Y.J., Hernandez, M.D., Minor, M.S. and Wei, J. (2012), "Superstitious beliefs in consumer evaluation of brand logos: implications for corporate branding strategy", *European Journal of Marketing*, Vol. 46 No. 5, pp. 712-732.

- Woodruff, D., Miller, K.L., Armstrong, L. and Peterson, T. (1990), "A new era for auto quality", *Business Week*, 22 October, pp. 84-96.
- Yoo, B. and Donthu, N. (2001), "Developing and validating a multidimensional consumer-based brand equity scale", *Journal of Business Research*, Vol. 52 No. 1, pp. 1-14.
- Yoo, B., Donthu, N. and Lee, S. (2000), "An examination of selected marketing mix elements and brand equity", *Journal of the Academy of Marketing Science*, Vol. 28 No. 2, 195-211.
- Zajonc, R.B. (1980), "Feeling and thinking: preferences need no inferences", *American Psychologist*, Vol. 35 No. 2, pp. 151-175.
- Zajonc, R.B. and Markus, H. (1982), "Affective and cognitive factors in preferences", *Journal of Consumer Research*, Vol. 9 No. 2, pp. 123-131.
- Zajonc, R.B. and Markus, H. (1984), "Affect and cognition: the hard interface", in Izard, C.E., Kagan, J. and Zajonc, R.B. (Eds), *Emotions, Cognition, and Behavior*, Cambridge University Press, Cambridge, MA, pp. 63-103.
- Zeithaml, V.A. (1988), "Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence", *Journal of Marketing*, Vol. 52 No. 3, pp. 2-22.
- Zhong, J.Y. and Mitchell, V.W. (2010), "A mechanism model of the effect of hedonic product consumption on well-being", *Journal of Consumer Psychology*, Vol. 20 No. 2, pp. 152-162.

Further reading

- Chang, T.Y. and Horng, S.C. (2010), "Conceptualizing and measuring experience quality: the customers' perspective", *The Service Industries Journal*, Vol. 30 No. 4, pp. 2401-2419.

Corresponding author

Cherng G. Ding can be contacted at: cding@mail.nctu.edu.tw

For instructions on how to order reprints of this article, please visit our website:

www.emeraldgroupublishing.com/licensing/reprints.htm

Or contact us for further details: permissions@emeraldinsight.com