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Measuring Online Brand Experience & it's impact on Consumer Satisfaction and Loyalty

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Abstract

The authors of this article apply (Brakus J J, Schmitt B H and Zarantonello L, 2009) model of four brand dimensions and the impact on customer satisfaction and loyalty to the online brand Google to verify these findings. The authors conducted empirical research during July 2021 with 147 University students at Marwadi University, Rajkot, Gujarat, through an online questionnaire using Google Form®. The authors applied SEM & could only verify the model of (Brakus J J, Schmitt B H and Zarantonello L, 2009) partially with online brand. The findings concludes that online brand experience significantly influencing brand personality positively which in turns impact satisfaction & loyalty significantly. Hence, it can be said that brand personality plays an important mediating role. Online Brand Experience doesn't have any significant impact on satisfaction & loyalty directly. Additional research is needed to further test the online brand experience model.

Keywords: Experience marketing, Experiential marketing, Brand experience, Google, Google Experience.

Introduction

Consumers nowadays no longer buy products and services in order to fulfill a functional need but instead purchase the emotional experiences around it (Morrison S and Crane F G, 2007), (Zarantonello L and Schmitt B H, 2010). For the "Starbucks experience" consumers are willing to pay almost $3 for a small cup of coffee – double the price compared to a traditional eatery. Experience marketing theory tries to find answers to what exactly makes a purchase an experience and what impact experience marketing has. The brand experience model of (Brakus J J, Schmitt B H and Zarantonello L, 2009) provides meaningful answers to these two questions. On the one hand it proves that brand experience positively affects consumer satisfaction and loyalty. On the other hand, it provides an empirically validated brand experience scale based on the dimensions sensory, affective, intellectual, and behavioral. The scale is meaningful in academic research, but even more important "as marketers engage in projects to understand and improve the experience their brand provides for their customers, they can use the scale for assessment, planning, and tracking purposes." (Brakus J J, Schmitt B H and Zarantonello L, 2009).

This article attempts to examine the relationship between (Brakus J J, Schmitt B H and Zarantonello L, 2009) four brand experience dimensions, five brand personality dimensions, customer satisfaction and loyalty for the online brand Google. However, the findings of this research reveal that, when applied to the Google brand, the model developed by (Brakus J J, Schmitt B H and Zarantonello L, 2009) suggests that brand personality plays a very significant mediating

role which is influenced by online brand experience which in turns provides the customer satisfaction & loyalty significantly.

Literature Review

39 years ago, Holbrook and Hirschman published their "iconic paper" (Tynan C and McKechnie S, 2009) "The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun". The authors identified new consumption behaviors "that relate to the multi-sensory, fantasy, and emotive aspects of product use" (Holbrook M B and Hirschman E C, 1982). They claim that the existing theory of the coherent consumer needs to be supplemented by emotional components of buying behavior. This ground-breaking article launched an academic debate and encouraged further research on this subject. Since then, experience marketing has established itself within marketing theory and plays nowadays a crucial role within consumer marketing.

The grounds for this growing phenomenon are based on three reasons: Firstly, overexposure to advertising from old-style media channels forces communication to focus on new ways to gain consumers' attention and reach them with their messages (Mortimer, 2009). Secondly, globalization and saturation of markets has led to fierce competition for limited market share and increased level of competition. This is driven by the fact that functional product benefits are becoming substitutable which makes it more difficult for companies to differentiate on functional product features (Fransen M L and Lodder P, 2010). (Pine B J and Gilmore J H, 1998) claim that since "goods and services become commoditized; the customer experiences that companies create will matter most". Thirdly, consumers with more hedonistic lifestyles are seeking consumption that distinguishes their need of new and exciting experiences (Fransen M L and Lodder P, 2010).

Although experience-based marketing has received unceasing attention, there is no common definition or usage of a dominant term. Several terms have been proposed, such as "experiential consumption" (Addis M and Holbrook M B, 2001), "experience marketing" (Pine B J and Gilmore J H, 1998), "experiential marketing" (Schmitt B H, 1999) or "brand experience" (Brakus J J, Schmitt B H and Zarantonello L, 2009). Brakus et al. (2009) define brand experience as "subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand related stimuli that are part of a brand's design and identity, packaging, communications, and environments".

Various studies have investigated the effect of experience marketing and tried to measure its outcomes. (Fransen M L and Lodder P, 2010) have empirically examined the effects of experience marketing communication tools on consumer responses and identified a positive influence on brand attitude and brand relation. (Tsaur S H, Chiu Y T and Wang C H, 2006) approve in their study on the Taipei Zoo that experiences have positive effects on emotion and emotion has a positive effect on the behavioral intention – through the means of satisfaction. (Brakus J J, Schmitt B H and Zarantonello L, 2009) confirm that "brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality associations". (Sands S, Oppewal H and Beverland M, 2008) found that in-store experiential events positively influence perceived shopping value and shopping behavior intention.

In addition to examining the impact of experience marketing, various efforts have been made to develop working typologies for experiences. "These dimensions provide a framework by which companies and brands can engage consumers in an experiential manner" (Sands S, Oppewal H and Beverland M, 2008). (Pine B J and Gilmore J H, 1998) sort experiences into four broad categories according to where they fall along the ranges of the two dimensions "level of active/passive participation" and "level of immersion versus absorption": the entertainment, educational, aesthetic, and escapist realm. These are well suited to examine to discover retail settings (Sands S, Oppewal H and Beverland M, 2008). (Schmitt B H, 1999) recognizes five different types of experiences: sensory experiences (Sense), affective experiences (Feel), creative cognitive experiences (Think), physical experiences, behaviors, and lifestyles (Act) and social-identity experiences that result from relating to a reference group or culture (Relate).

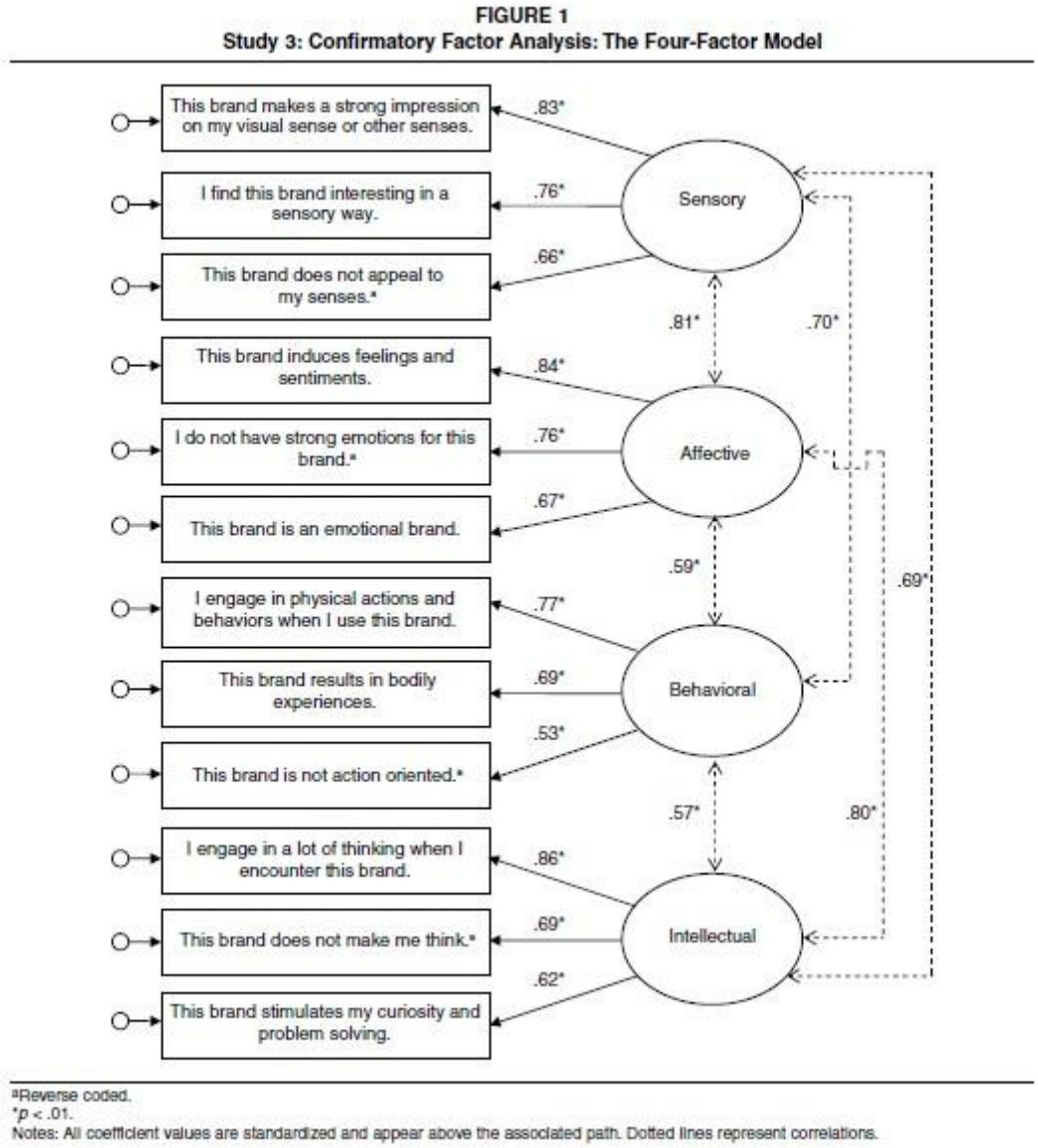
These categories are especially suitable to create brand experiences (Sands S, Oppewal H and Beverland M, 2008). (Brakus J J, Schmitt B H and Zarantonello L, 2009) constructed a brand experience scale with four dimensions: sensory, affective, behavioral, and intellectual. In contrast to (Pine B J and Gilmore J H, 1998) and (Schmitt B H, 1999), (Brakus J J, Schmitt B H and Zarantonello L, 2009) did not derive their four factors from literature, but gathered them by empirical evidence through explorative and confirmatory factor analysis. In addition to the factor analysis, six further studies were conducted to proof the reliability of the scale.

In conceptualizing brand experience, (Brakus J J, Schmitt B H and Zarantonello L, 2009) determined that brand experience is shaped by brand-related stimuli that constitute "subjective, internal consumer responses", such as sensations, feelings, and cognitions, as well as behavioral responses. They began with five dimensions selected through literature review, namely, sensory, affective, intellectual, behavioral, and social. Through data gathering and investigation, the authors reduced their findings to four dimensions – sensory, affective, behavioral, and intellectual. As Figure 1 portrays, each of the four dimensions are tested by three items, to gauge the intensity of the consumers' brand experience. The research conclusions also led the authors to conclude that "brand experience seems to be a stronger predictor of actual buying behavior" compared to brand personality, a more effective measure of customer satisfaction (Brakus J J, Schmitt B H and Zarantonello L, 2009).

(Brakus J J, Schmitt B H and Zarantonello L, 2009) provides a precise framework from which more confirmatory research can be conducted to measure the intensity of consumers' experience with brands and its effects on satisfaction and loyalty. Should this framework prove to be valid and consistent after further testing, the implications for marketing experts could be significant. Not only would it lend credibility to brand experience as an independent attribute of the brand construct, moreover, the linkage between brand experience dimensions and loyalty could help marketers improve customer retention. In addition, the brand scale with the four dimensions would give significant direction on how to create and measure brand experience.

This report attempts to validate the relationship between the four brand experience dimensions – sensory, affective, behavioral, and intellectual, brand personality – and customer satisfaction and loyalty.

Figure 1: Confirmatory Factor Analysis: The Four-Factor Model



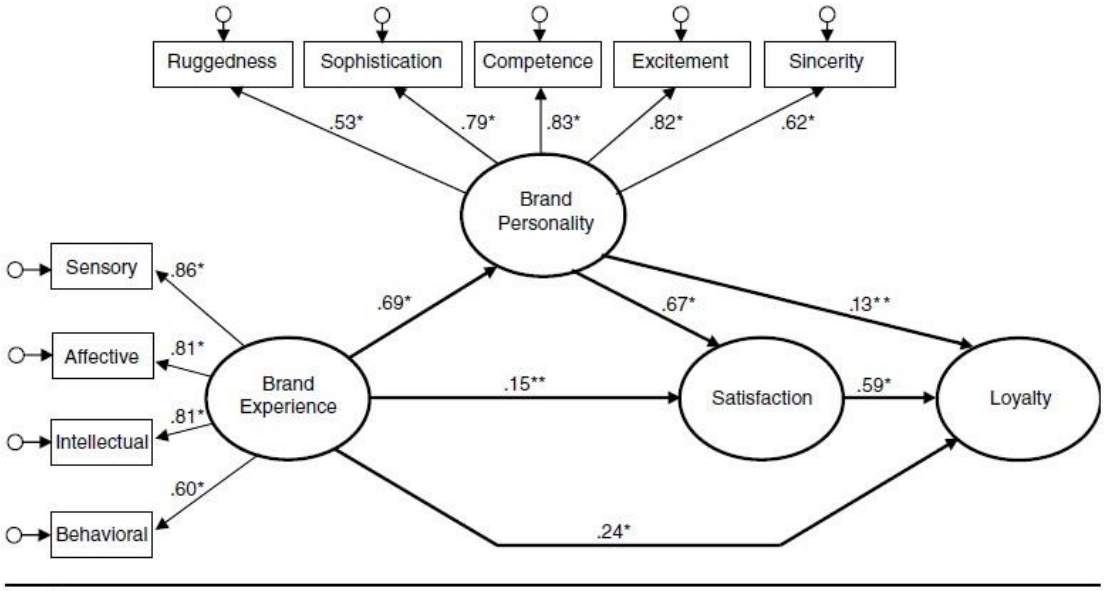
Note: a Reverse coded; * p < .01; and All coefficient values are standardized and appear above the associated path. Dotted lines are representing correlations.

Source: Brakus et al. (2009), p. 60

Research Objectives and Hypotheses

The research paper by (Brakus J J, Schmitt B H and Zarantonello L, 2009) concluded in the consumer behavior model depicted in Figure 2. It shows brand experience being a directly and indirectly (through brand personality and customer satisfaction) influencing factor on customer satisfaction and loyalty.

FIGURE 2
Study 6: Discriminant and Predictive Validity of the Brand Experience Scale



*$p < .01$.
**$p < .05$.
Notes: All coefficient values are standardized and appear near the associated path.

Source: Brakus et al. (2009), p. 66

With the purpose to verify consistency of (Brakus J J, Schmitt B H and Zarantonello L, 2009) findings, this report tests the same hypothesis, except they are specific to the online brand Google. The data collected will analyze online brand experience's direct & indirect influence through brand personality on satisfaction and loyalty:

H1: Online Brand experience affects consumer satisfaction positively for Google.

H2: Online Brand experience affects consumer loyalty positively for Google.

As well, (Brakus J J, Schmitt B H and Zarantonello L, 2009) found that brand experience has an indirect impact on satisfaction through its impact on brand personality. To verify this relationship, the results must first indicate that brand experience influences brand personality:

H3: Online Brand experience affects brand personality positively for Google.

In addition, the results must also show brand personality's direct influence on satisfaction and loyalty:

H4: Online Brand personality affects consumer satisfaction positively for Google.

H5: Online Brand personality affects consumer loyalty positively for Google.

(Brakus J J, Schmitt B H and Zarantonello L, 2009) also tested for satisfaction's effect on loyalty to examine if brand experience also influences loyalty indirectly through satisfaction:

H6: Consumer satisfaction affects consumer loyalty positively for Google.

Obtaining statistically significant results which confirm these hypotheses would prove that the brand experience model developed by (Brakus J J, Schmitt B H and Zarantonello L, 2009) is valid when applied to online brand Google. More importantly, it would indicate that the model exhibits some consistency when applied by other researchers to other brands, which would give the model added credibility.

Data Collection and Sampling

The brand chosen for this study is Google because it emerges as a brand that has relatively intense online consumer experience in (Brakus J J, Schmitt B H and Zarantonello L,

2009) research. The results are collected through an online questionnaire, as it is both cost-effective and easy to distribute.

The respondents are chosen by convenience sampling and self-selection through personal contacts of the researchers, and comprise of university students studying at Marwadi University, Rajkot, Gujarat. In total, 147 respondents participated in the first three weeks of July 2021. The profile of the respondents were 43 (30%) females & 104 (70%) males aged between 20 to 28 years age, 46 (31%) aged between 20-21 years, 81 (55%) aged between 22-23 years, 20 (14%) aged between 24-28 years. The family income of the respondents was 62 (42%) incomed less than Rs. 2.5 lacs, 46 (31%) incomed between Rs. 2.5 lacs to 5 lacs, 25 (17%) incomed between Rs. 5 lacs to 10 lacs, 14 (10%) incomed more than 10 lacs. Control over respondent selection is reduced when online data collection formats are used. However, the questionnaire does request demographic information that serves as indication that those completing the survey generally belong to the desired sample of university students. Participants are only allowed to proceed in progression, meaning they were unable to skip questions. They could, however, leave the survey at any time, leaving it incomplete.

Due to the time constraint of the project (3-week-sampling), no pre-testing of the questionnaire was conducted. To ensure that the brand experience measurements of Google are based on personal experience with the product rather than on preconception derived from marketing campaigns and other media, respondents are first asked a fielding question about their past experience with Google products. Only respondents with some forms of previous experience were directed to the questions on Google's brand experience, personality, satisfaction, and loyalty.

In attempting to test the four dimensions discussed by (Brakus J J, Schmitt B H and Zarantonello L, 2009), the twelve statements, as delineated in Figure 1, were used as the measurements to test intensity of brand experience. Respondents were asked to rate each of the twelve statements on a 7-point Likert scale (1 = strongly disagree and 7 = strongly agree). In order to test brand experience similar to (Brakus J J, Schmitt B H and Zarantonello L, 2009), the questionnaire uses (Aaker J L, 1997) five brand personality dimensions using the 15 items that describe the five dimensions, this research asked respondents to rate their agreement with Google's Personality on 15 items. These 15 items were measured on a 7-point Likert scale (1 = strongly disagree and 7 = strongly agree).

The five consumer satisfaction questions used by (Brakus J J, Schmitt B H and Zarantonello L, 2009), modeled after (Oliver R L, 1980), were used and subjects were asked to rate their level of satisfaction with Google on a 7-point Likert scale (1 = very dissatisfied and 7 = very satisfied). The five consumer loyalty items used by (Brakus J J, Schmitt B H and Zarantonello L, 2009), developed by (You X and Donthu N, 2001), were used and subjects were asked to rate their loyalty with Google on a 7-point Likert scale (1 = very dissatisfied and 7 = very satisfied). Along with above, respondents were also asked about hours spending, difficulties currently facing and suggestions / options to add in Google's products.

(Brakus J J, Schmitt B H and Zarantonello L, 2009) primarily used structural equation modeling – path analysis, confirmatory factor analysis and regression analysis – to derive the relationships between different brand attributes and consumer behavior outcomes. Since brand experience dimensions are tested in twelve different questions, the twelve variables will be examined using factor analysis in this paper. A clear distinction of experience dimensions should emerge along with their respective dimension groups, if the twelve questions appropriately describe consumers' experience with the GOOGLE brand. The resulting factors will be used to formulate a regression model that attempts to explain consumer satisfaction and loyalty.

The five brand personality dimensions with 15 items will also be examined using confirmatory factor analysis. The emerging factor(s) should give indication of consumers' general opinion on the personality of the Google brand. In addition, these factors will be used in further regression analysis that attempts to explain consumer satisfaction and loyalty. To confirm the influence of brand experience on brand personality, the five personality dimensions using 15 items are grouped into one new variable through factor analysis, to be used as a

dependent factor against the resulting brand experience factors.

Finally, to test the influence of these brand experience and personality factors on consumer satisfaction and loyalty, using AMOS (Arbuckle), a regression model using these factors as independent variables will be constructed to explain satisfaction and loyalty. Brand experience and personality factors will also be correlated through regression, to examine their direct influence on satisfaction and loyalty.

Results and Discussion

Data used in the analysis for this paper was taken approximately three weeks after the questionnaire first became accessible. At the time in end of July 2021, there were 150 respondents. Filtering out those with missing values, & outliers in the data set, 147 valid responses remain. Initial CFA indicated that intellectual variable INT2 in brand experience construct & RUG2 in brand personality construct was found insignificant & hence it was dropped in final CFA resulting into 11 items in brand experience & 14 items in brand personality. This study uses Cronbach's alpha and confirmatory factor analysis (CFA) to measure the questionnaire's reliability and validity according to each construct. Table-1 below shows the items used for questions & its Cronbach's alpha value:

Table: 1

Constructs	Measure items	Cronbach's alpha
BRAND EXPERIENCE	11	0.636
BRAND PERSONALITY	14	0.849
SATISFACTION	5	0.736
LOYALTY	5	0.863

According to above Table 1, the Cronbach's alpha for most of the constructs listed comes out above 0.7, indicating excellent reliability. Construct reliability (CR) for each construct is > 0.5, above the standard suggested by (Bagozzi, R.P. and Yi, Y., 1988) which is shown below in Table: 2.

Table: 2

Constructs	Measure items	Cronbach's alpha	Construct Reliability (CR)
BRAND EXPERIENCE	11	0.636	0.677
BRAND PERSONALITY	14	0.849	0.867
SATISFACTION	5	0.736	0.581
LOYALTY	5	0.863	0.887

We adopted the CFA to measure the validity of each construct. Table: 3 shows the evaluative results of our CFA. As seen in Table:3, the goodness of fit regarding construct models has been assessed using chi-square tests, root mean square error of approximation (RMSEA), non-normed fit index (NNFI) and the comparative fit index (CFI). Discussions of these indices can be found in (Bentler, P.M., 1990), (Browne, M.W. and Cudeck, R., 1993), (Marsh & Hovecar, "Application of confirmatory factor analysis to the study of self-concept: first and higher order factor models and their invariance across groups", 1985), and (Marsh, Balla, & Hau, "An evaluation of incremental fit indices: a clarification of mathematical and empirical properties", 1996). The indices of the constructs in our study all met the required standard, as NFI, NNFI, CFI, IFI, RFI, GFI, and AGFI were all near to 1, meaning that the goodness of fit for each construct is excellent, with SRMR close to 0 and RMSEA < 0.05.

The initial model of CFA consists of the twelve items of brand experience and fifteen items along with satisfaction & loyalty dimensions considered by (Brakus J J, Schmitt B H and Zarantonello L, 2009) and the confirmatory factor analyses revealed that the fit measures for that model suggested a not so reasonable fit with the goodness-of-fit index (GFI) = .653, the comparative fit index (CFI) = .0.722, and the root mean square error of approximation (RMSEA) = .077, indicating poor fit, and $\chi 2(80) = 1156.612$, $p < .001$. In this analysis it was found that the one of the variable INT2 in intellectual dimension of band experience was insignificant as well as one of the variable RUG2 in ruggedness dimension of band personality was insignificant and hence it was dropped from the model.

The second model of CFA consists of the eleven items of brand experience and fourteen items of brand personality along with satisfaction & loyalty dimensions considered by (Brakus J J, Schmitt B H and Zarantonello L, 2009) and the confirmatory factor analyses revealed that the fit measures for that model suggested a reasonable fit with the goodness-of-fit index (GFI) = .0.807, the comparative fit index (CFI) = 0.926, and the root mean square error of approximation (RMSEA) = 0.043, all indicating good fit, and $\chi 2(112) = 655.339$, $p < .001$. Table: 3 below shows the detailed analysis of the results.

Table: 3 - Result (Default model)

Computation of degrees of freedom (Default model)	
Number of distinct sample moments:	630
Number of distinct parameters to be estimated:	112
Degrees of freedom (630 - 112):	518
Result (Default model)	
Minimum was achieved	
Chi-square = 655.339	
Degrees of freedom = 518	
Probability level = .000	

Table: 4 - Regression Weights: (Group number 1 - Default model)

			Estimate	**S.E.**	**C.R.**	**P**	**Label**
INT3	<---	BE	1				
INT1	<---	BE	0.753	0.183	4.125	***	
BEH3	<---	BE	0.447	0.217	2.056	0.04	
BEH2	<---	BE	0.748	0.201	3.712	***	
BEH1	<---	BE	0.689	0.208	3.307	***	
AFF3	<---	BE	0.875	0.239	3.664	***	
AFF2	<---	BE	0.511	0.229	2.234	0.025	
AFF1	<---	BE	0.874	0.209	4.179	***	
SEN3	<---	BE	0.544	0.224	2.43	0.015	
SEN2	<---	BE	1.076	0.191	5.622	***	
SEN1	<---	BE	0.957	0.171	5.604	***	
SIN1	<---	BP	1				
SIN2	<---	BP	1.202	0.217	5.527	***	
SIN3	<---	BP	1.167	0.168	6.956	***	
SIN4	<---	BP	1.038	0.161	6.433	***	
EXC1	<---	BP	0.919	0.232	3.959	***	

EXC2	<---	BP	1.213	0.226	5.369	***	
EXC3	<---	BP	0.921	0.193	4.772	***	
EXC4	<---	BP	0.603	0.113	5.323	***	
COM1	<---	BP	0.969	0.172	5.634	***	
COM2	<---	BP	0.746	0.126	5.914	***	
COM3	<---	BP	0.484	0.097	4.983	***	
SOP1	<---	BP	1.098	0.216	5.079	***	
SOP2	<---	BP	1.117	0.201	5.551	***	
RUG1	<---	BP	0.722	0.202	3.57	***	
SAT1	<---	SAT	1				
SAT2	<---	SAT	0.842	0.324	2.599	0.009	
SAT3	<---	SAT	1.436	0.205	6.993	***	
SAT4	<---	SAT	1.184	0.331	3.579	***	
SAT5	<---	SAT	1.322	0.318	4.152	***	
LOY1	<---	LOY	1				
LOY2	<---	LOY	0.697	0.064	10.896	***	
LOY3	<---	LOY	0.804	0.069	11.701	***	
LOY4	<---	LOY	0.995	0.124	8.029	***	
LOY5	<---	LOY	0.74	0.067	11.036	***	

Note: **** indicates p< 0.001, *** indicates p< 0.01, ** indicates p< 0.05, * indicates p< 0.1

Table: 5 - Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
INT3	<---	BE	0.617
INT1	<---	BE	0.41
BEH3	<---	BE	0.197
BEH2	<---	BE	0.366
BEH1	<---	BE	0.322
AFF3	<---	BE	0.364
AFF2	<---	BE	0.214
AFF1	<---	BE	0.416
SEN3	<---	BE	0.232
SEN2	<---	BE	0.61
SEN1	<---	BE	0.606
SIN1	<---	BP	0.533
SIN2	<---	BP	0.614
SIN3	<---	BP	0.672
SIN4	<---	BP	0.652
EXC1	<---	BP	0.387
EXC2	<---	BP	0.584
EXC3	<---	BP	0.491
EXC4	<---	BP	0.583
COM1	<---	BP	0.636
COM2	<---	BP	0.685
COM3	<---	BP	0.524
SOP1	<---	BP	0.54
SOP2	<---	BP	0.618
RUG1	<---	BP	0.34

SAT1	<---	SAT	0.705
SAT2	<---	SAT	0.237
SAT3	<---	SAT	0.641
SAT4	<---	SAT	0.334
SAT5	<---	SAT	0.376
LOY1	<---	LOY	0.826
LOY2	<---	LOY	0.8
LOY3	<---	LOY	0.836
LOY4	<---	LOY	0.628
LOY5	<---	LOY	0.807

Table: 6 - C.F.A. - Model Fit Summary

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	112	655.339	518	0	1.265
Saturated model	630	0	0		
Independence model	35	2447.727	595	0	4.114

Table: 7 - RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	0.196	0.807	0.765	0.663
Saturated model	0	1		
Independence model	0.441	0.283	0.241	0.268

Table: 8 - Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	0.732	0.692	0.929	0.915	0.926
Saturated model	1		1		1
Independence model	0	0	0	0	0

Table: 9 - Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	0.871	0.638	0.806
Saturated model	0	0	0
Independence model	1	0	0

Table: 10 - NCP

Model	NCP	LO 90	HI 90
Default model	137.339	75.894	206.932
Saturated model	0	0	0
Independence model	1852.727	1703.881	2009.068

Table: 11 - FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	4.489	0.941	0.52	1.417
Saturated model	0	0	0	0
Independence model	16.765	12.69	11.67	13.761

Table: 12 - RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.043	0.032	0.052	0.891
Independence model	0.146	0.14	0.152	0

Table: 13 - AIC

Model	AIC	BCC	BIC	CAIC
Default model	879.339	952.648	1214.267	1326.267
Saturated model	1260	1672.364	3143.973	3773.973
Independence model	2517.727	2540.636	2622.392	2657.392

Table: 14 - ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	6.023	5.602	6.5	6.525
Saturated model	8.63	8.63	8.63	11.455
Independence model	17.245	16.225	18.316	17.402

Table: 15 - HOELTER

Model	HOELTER 0.05	HOELTER 0.01
Default model	128	133
Independence model	39	41

This study uses SEM to process path analysis and to estimate if each hypothesis, as well as the relationships inside the model, is valid. We estimate a SEM using the AMOS (Arbuckle) to assess path coefficients and test the relationships proposed in our conceptual model. Figure:3 shows the estimated structural equation model. The estimated model fits the data reasonably well: GFI = 0.807, CFI = 0.926, and RMSEA = 0.043, with $\chi 2(112) = 655.339$, $p < .001$ (ratio between chi-square and the number of degrees of freedom = 1.265) indicating good fit. Table: 16 & 17 below shows the detailed analysis of the results.

Table: 16

Computation of degrees of freedom (Default model)		
Number of distinct sample moments:	630	
Number of distinct parameters to be estimated:	112	
Degrees of freedom (630 - 112):	518	
Result (Default model)		
Minimum was achieved		
Chi-square = 655.339		
Degrees of freedom = 518		
Probability level = .000		

Maximum Likelihood Estimates

Table: 17 - Regression Weights: (Group number 1 - Default model)

			Estimate	**S.E.**	**C.R.**	**P**	**Label**
BP	<---	BE	0.745	0.155	4.808	***	
SAT	<---	BP	0.518	0.171	3.02	0.003	
SAT	<---	BE	0.1	0.151	0.66	0.509	
LOY	<---	BP	-0.182	0.292	-0.624	0.533	
LOY	<---	SAT	1.414	0.398	3.549	***	
LOY	<---	BE	0.189	0.2	0.941	0.347	
INT3	<---	BE	1				
INT1	<---	BE	0.753	0.183	4.125	***	
BEH3	<---	BE	0.447	0.217	2.056	0.04	
BEH2	<---	BE	0.748	0.201	3.712	***	
BEH1	<---	BE	0.689	0.208	3.307	***	

AFF3	<---	BE	0.875	0.239	3.664	***	
AFF2	<---	BE	0.511	0.229	2.234	0.025	
AFF1	<---	BE	0.874	0.209	4.179	***	
SEN3	<---	BE	0.544	0.224	2.43	0.015	
SEN2	<---	BE	1.076	0.191	5.622	***	
SEN1	<---	BE	0.957	0.171	5.604	***	
SIN1	<---	BP	1				
SIN2	<---	BP	1.202	0.217	5.527	***	
SIN3	<---	BP	1.167	0.168	6.956	***	
SIN4	<---	BP	1.038	0.161	6.433	***	
EXC1	<---	BP	0.919	0.232	3.959	***	
EXC2	<---	BP	1.213	0.226	5.369	***	
EXC3	<---	BP	0.921	0.193	4.772	***	
EXC4	<---	BP	0.603	0.113	5.323	***	
COM1	<---	BP	0.969	0.172	5.634	***	
COM2	<---	BP	0.746	0.126	5.914	***	
COM3	<---	BP	0.484	0.097	4.983	***	
SOP1	<---	BP	1.098	0.216	5.079	***	
SOP2	<---	BP	1.117	0.201	5.551	***	
RUG1	<---	BP	0.722	0.202	3.57	***	
SAT1	<---	SAT	1				
SAT2	<---	SAT	0.842	0.324	2.599	0.009	
SAT3	<---	SAT	1.436	0.205	6.993	***	
SAT4	<---	SAT	1.184	0.331	3.579	***	
SAT5	<---	SAT	1.322	0.318	4.152	***	
LOY1	<---	LOY	1				
LOY2	<---	LOY	0.697	0.064	10.896	***	
LOY3	<---	LOY	0.804	0.069	11.701	***	
LOY4	<---	LOY	0.995	0.124	8.029	***	
LOY5	<---	LOY	0.74	0.067	11.036	***	

Note: **** indicates p< 0.001, *** indicates p< 0.01, ** indicates p< 0.05, * indicates p< 0.1

Table: 18 - Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
BP	<---	BE	0.797
SAT	<---	BP	0.663
SAT	<---	BE	0.137
LOY	<---	BP	-0.153
LOY	<---	SAT	0.931
LOY	<---	BE	0.17
INT3	<---	BE	0.617
INT1	<---	BE	0.41
BEH3	<---	BE	0.197
BEH2	<---	BE	0.366
BEH1	<---	BE	0.322
AFF3	<---	BE	0.364
AFF2	<---	BE	0.214
AFF1	<---	BE	0.416
SEN3	<---	BE	0.232
SEN2	<---	BE	0.61
SEN1	<---	BE	0.606
SIN1	<---	BP	0.533
SIN2	<---	BP	0.614
SIN3	<---	BP	0.672
SIN4	<---	BP	0.652
EXC1	<---	BP	0.387
EXC2	<---	BP	0.584
EXC3	<---	BP	0.491
EXC4	<---	BP	0.583
COM1	<---	BP	0.636
COM2	<---	BP	0.685
COM3	<---	BP	0.524
SOP1	<---	BP	0.54
SOP2	<---	BP	0.618
RUG1	<---	BP	0.34
SAT1	<---	SAT	0.705
SAT2	<---	SAT	0.237
SAT3	<---	SAT	0.641
SAT4	<---	SAT	0.334
SAT5	<---	SAT	0.376
LOY1	<---	LOY	0.826
LOY2	<---	LOY	0.8
LOY3	<---	LOY	0.836
LOY4	<---	LOY	0.628
LOY5	<---	LOY	0.807

Table: 19 - S.E.M. - Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	112	655.339	518	0	1.265
Saturated model	630	0	0		
Independence model	35	2447.727	595	0	4.114

Table: 20 - RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	0.196	0.807	0.765	0.663
Saturated model	0	1		
Independence model	0.441	0.283	0.241	0.268

Table: 21 - Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2
Default model	0.732	0.692	0.929	0.915
Saturated model	1		1	
Independence model	0	0	0	0

Table: 22 - Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	0.871	0.638	0.806

Saturated model	0	0	0
Independence model	1	0	0

Table: 23 - NCP

Model	NCP	LO 90	HI 90
Default model	137.339	75.894	206.932
Saturated model	0	0	0
Independence model	1852.727	1703.881	2009.068

Table: 24 - FMIN

Model	FMIN	F0	LO 90
Default model	4.489	0.941	0.52
Saturated model	0	0	0
Independence model	16.765	12.69	11.67

Table: 25 - RMSEA

Model	RMSEA	LO 90	HI 90
Default model	0.043	0.032	0.052
Independence model	0.146	0.14	0.152

Table: 26 - AIC

Model	AIC	BCC	BIC
Default model	879.339	952.648	1214.267
Saturated model	1260	1672.364	3143.973
Independence model	2517.727	2540.636	2622.392

Table: 27 - ECVI

Model	ECVI	LO 90	HI 90
Default model	6.023	5.602	6.5
Saturated model	8.63	8.63	8.63
Independence model	17.245	16.225	18.316

Table: 28 - HOELTER

Model	HOELTER 0.05	HOELTER 0.01
Default model	128	133
Independence model	39	41

Summary Table: 29

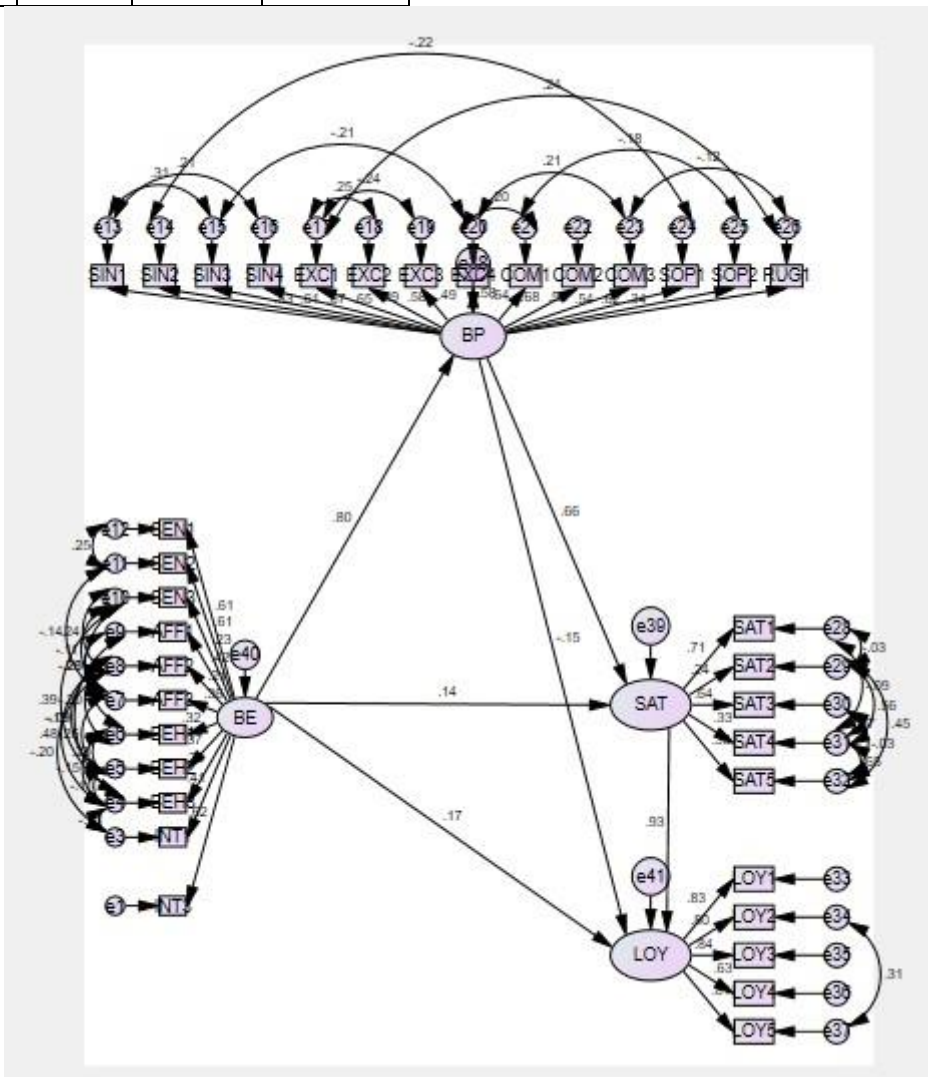
Endo. Const.		**Exo. Const.**	**Hypotheses**	**Default Estimate**	**S.E.**	**C.R.**	**P**	**Supported**
BP	<--	BE	H3	0.745	0.155	4.808	***	Significant
SAT	<--	BP	H4	0.518	0.171	3.02	0.003	Significant
SAT	<--	BE	H1	0.1	0.151	0.66	0.509	Not Significant
LOY	<--	BP	H5	-0.182	0.292	-0.624	0.533	Not Significant
LOY	<--	SAT	H6	1.414	0.398	3.549	***	Significant

LOY	<--	BE	H2	0.189	0.2	0.941	0.347	Not Significant

Note: **** indicates p< 0.001, *** indicates p< 0.01, ** indicates p< 0.05, * indicates p< 0.1

Table: 30 - Standardized Regression Weights: (Group number 1 - Default model)

			Standard Estimate
BP	<---	BE	0.797
SAT	<---	BP	0.663
SAT	<---	BE	0.137
LOY	<---	BP	-0.153
LOY	<---	SAT	0.931
LOY	<---	BE	0.17



Research Model: Figure-3

Summarizing the above summary table:29 & research model figure-3, we are able to verify three hypotheses H3, H4, H6 which states that online brand experience impacts brand personality positively, brand personality impacts customer satisfaction positively and customer satisfaction impacts customer loyalty positively, however the direct impact of online brand experience on customer satisfaction & customer loyalty is found insignificant, along with that brand personality's impact on loyalty is also found insignificant.

Conclusion and Implications

The brand experience model of (Brakus J J, Schmitt B H and Zarantonello L, 2009), if proven reliable, could provide marketing practitioners that seek to add value to their brand meaningful direction. These marketers would be able to study their consumers' experience with online brand, improve that brand experience, and hence, enhances customer loyalty.

With the way the model worked in this research article, though, marketers would face problems in achieving a clear distinction between the four dimensions sensory, affective, intellectual, and behavioral. Particularly, the intellectual dimension of brand experience & ruggedness dimensions of brand personality dimension may be creating some level of confusion among respondents concerning its meaning due to its vagueness as it was found insignificant in this study.

Brand experience and related subjects appear to be under-researched for the potential that it may be able to offer marketers, in both increasing the perceived value of their current product offerings as well as their brand equity. Further, and more widespread, confirmatory research should be directed to test the consistency of the brand experience model established by (Brakus J J, Schmitt B H and Zarantonello L, 2009) to determine the full implications of online brand experience.

Researchers should also bring the twelve brand experience components under closer inspection to test whether consumers do in fact originate consistent meaning from each of the statements, and thus give more precise responses that allow for richer analysis as well as fifteen dimensions of the brand personality that is taken under the study in model developed by (Brakus J J, Schmitt B H and Zarantonello L, 2009).

Limitations and Future Research

The biggest limitation to the validity of this research report is the small sample size. The small sample size was mainly due to two reasons. Firstly, because of convenience, the survey was mostly directed at students at university, which is a restricted pool. Secondly, the questionnaire was focused on one online brand and responses may be dynamic in nature. Combining these two issues, ending up with a final sample size of 147 responses.

Further research should consider enduring to test the consistency of the brand experience model of (Brakus J J, Schmitt B H and Zarantonello L, 2009) ideally with a larger sample and with a wider range of brands.

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