

A photograph of a concert crowd. In the foreground, several pairs of hands are raised, forming a large heart shape. The background is filled with more people, some with their hands raised, and bright stage lights creating a bokeh effect. The overall atmosphere is vibrant and energetic.

How Can Brand Experience & Transformative Experiences Act as Key Drivers of Brand Attachment?

4th International Consumer-Brand Relationship Conference - Porto, Portugal

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Saeed Shobeiri
Université de Sherbrooke

AGENDA

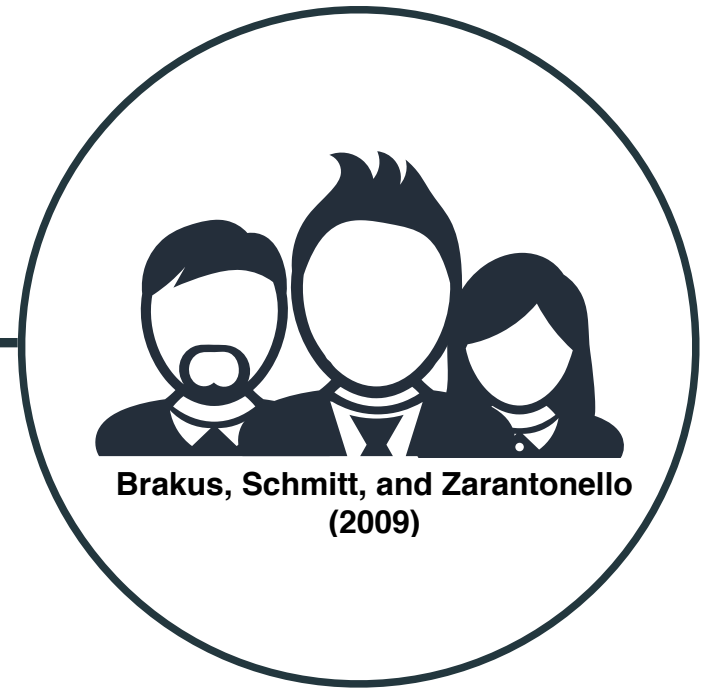
- 
- Theoretical Background**
 - Model Development**
 - Methodology**
 - Results and Discussion**
 - Contributions, Limitations and Future Research**

BRAND EXPERIENCE



BRAND EXPERIENCE

How do we define Brand Experience?



« 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 »

SENSORY

AFFECTIVE

BEHAVIORAL

INTELLECTUAL

COSMETIC INDUSTRY



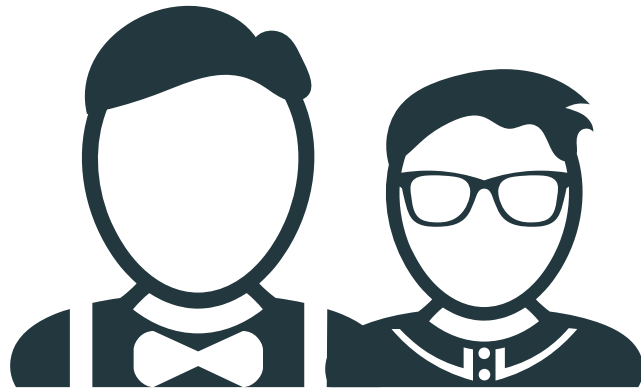
**yes, i wear
makeup.
no, it isn't
because i
think i'm
ugly.**

TRANSFORMATION

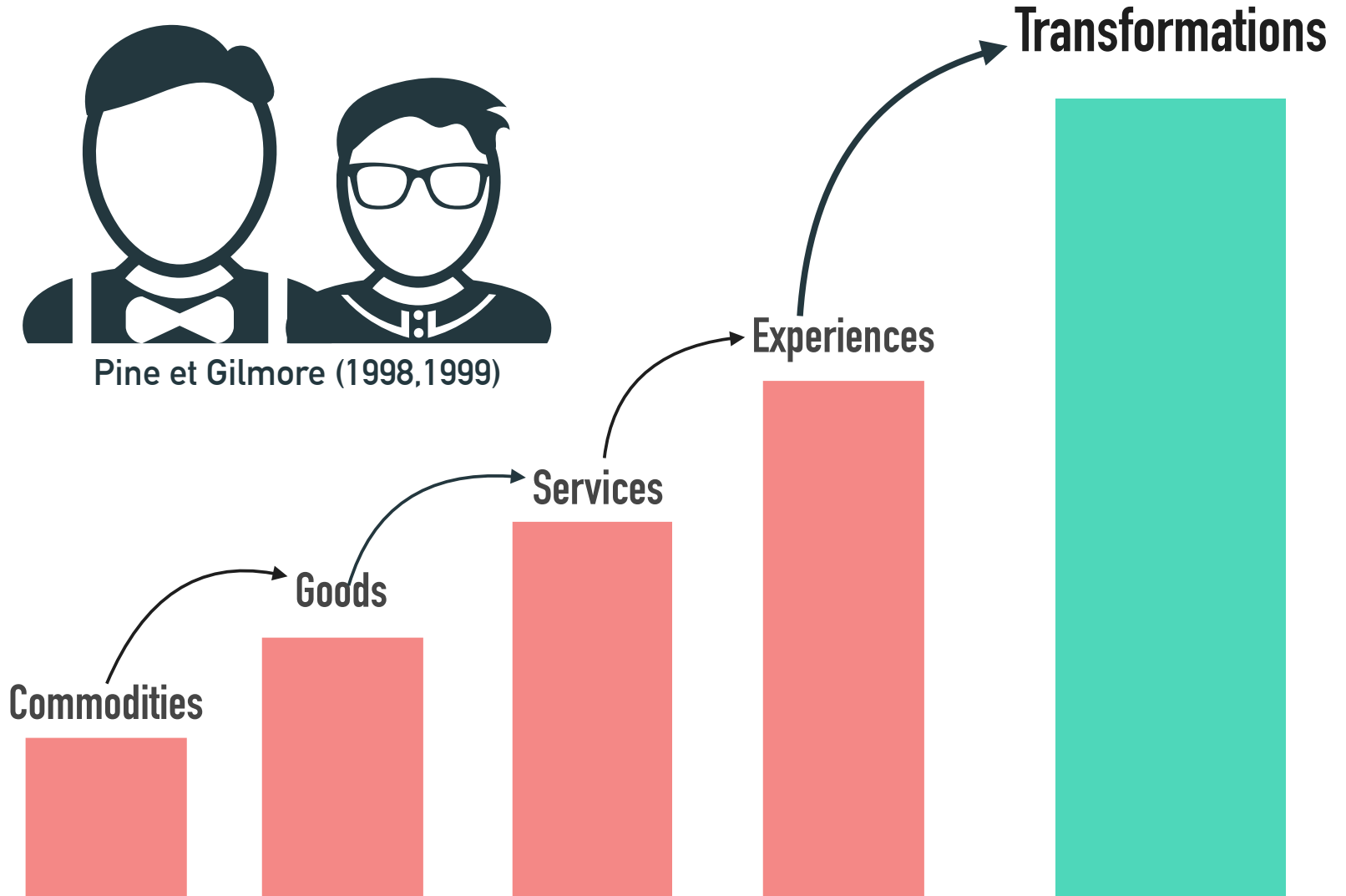


TRANSFORM CONSUMERS

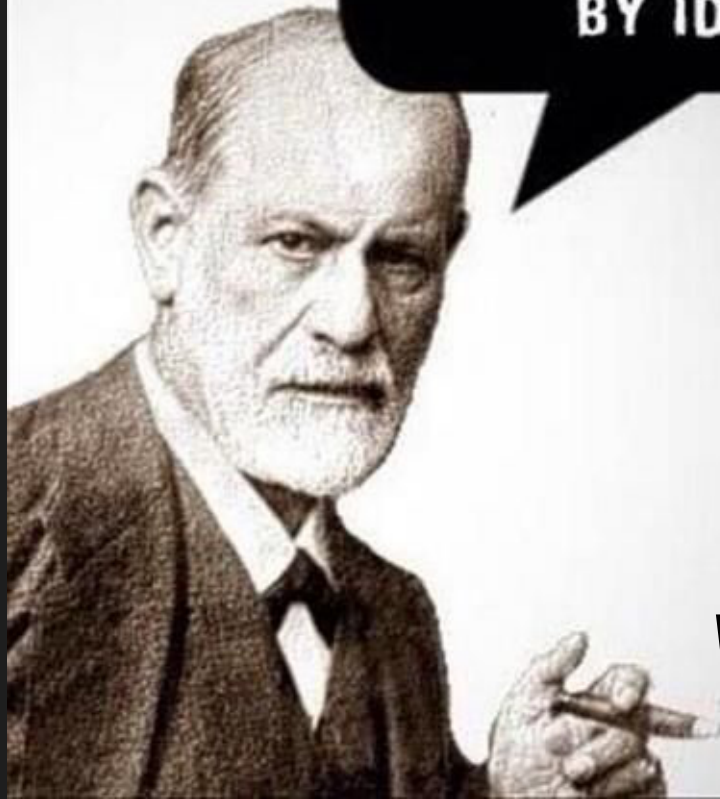
How can we offer transformational benefits?



Pine et Gilmore (1998,1999)



**BEFORE YOU DIAGNOSE
YOURSELF WITH DEPRES-
SION OR LOW SELF-
ESTEEM, FIRST MAKE
SURE YOU ARE NOT, IN
FACT, JUST SURROUNDED
BY IDIOTS.**



William Gibson



SELF-EXPRESSION

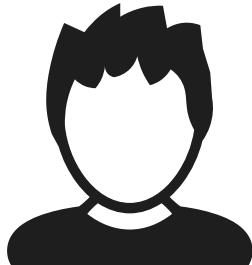
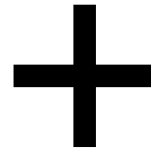


CUSTOMER-BRAND RELATIONSHIPS

CUSTOMER-BRAND RELATIONSHIPS

Attachment-Aversion (AA) Model of Customer-Brand Relationships

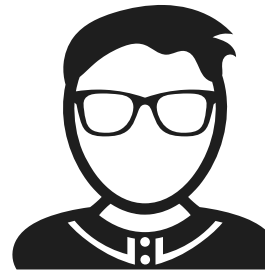
Park, C.W., Eisingerich, A.B; Park, J.W. (2013)



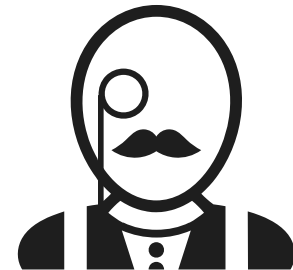
Thomson et al. (2005)



Park et al. (2010)



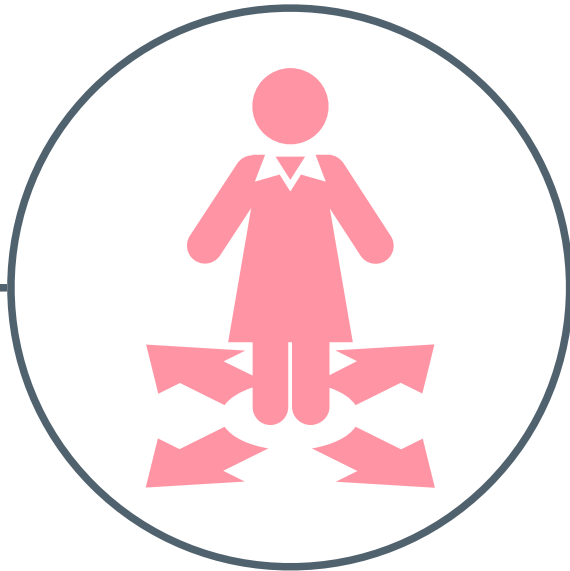
Ahuvia (2005)



Batra et al. (2012)

CUSTOMER-BRAND RELATIONSHIPS

Attachment-Aversion (AA) Model of Customer-Brand Relationships
Park, C.W., Eisingerich, A.B., Park, J.W. (2013)



BRAND-SELF DISTANCE



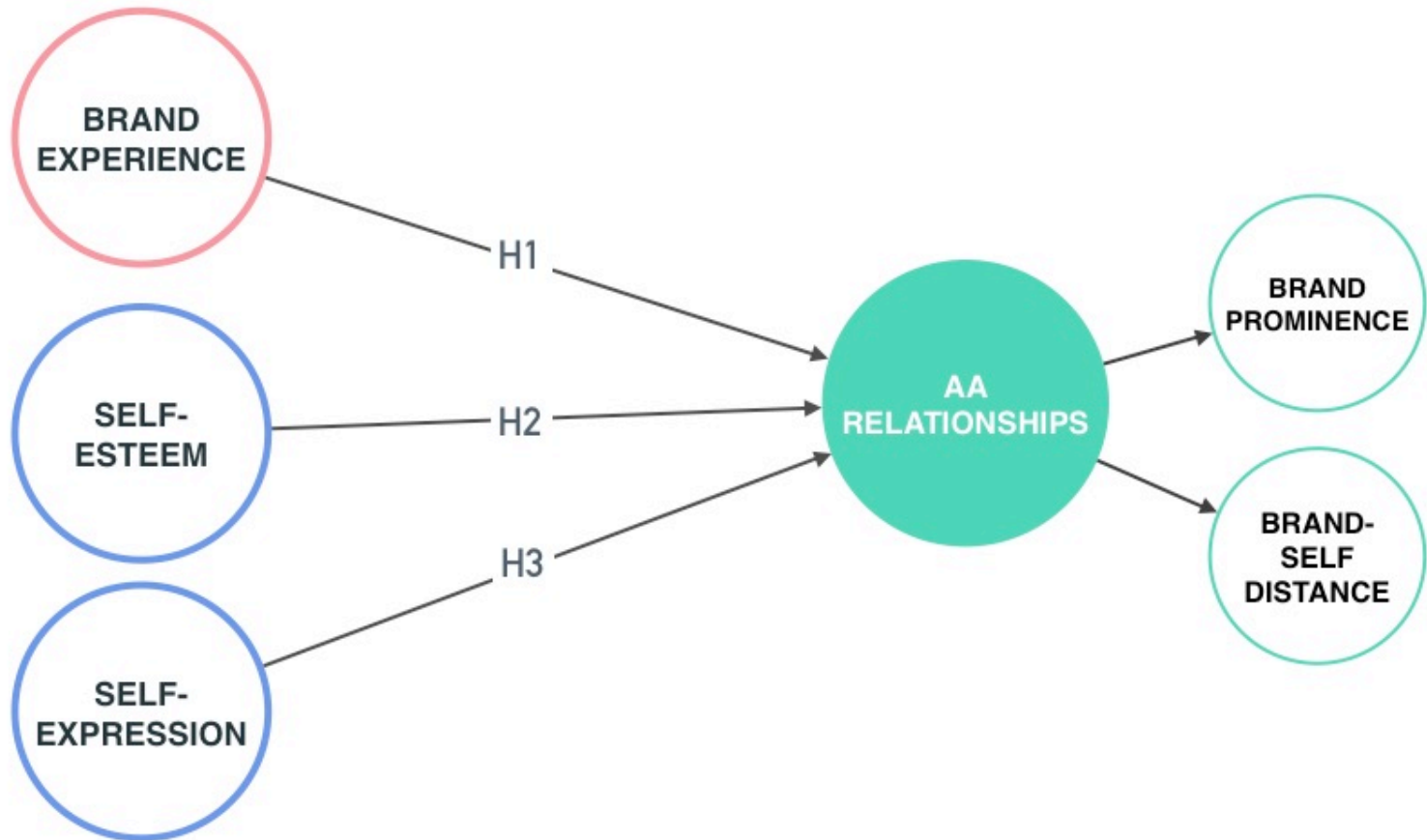
BRAND PROMINENCE

An ornate, silver-colored frame with intricate scrollwork and floral patterns surrounds the central text. The frame is composed of multiple layers, with the outermost layer being the most decorative.

CONCEPTUAL FRAMEWORK

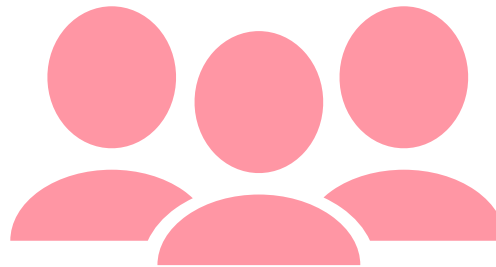
MODEL DEVELOPMENT

Conceptual Framework



METHODOLOGY

Sample, Data Collection, and Measurements



Undergraduate and Graduate students

373

participants

74%

French Canadian

59%

Female

20-24

Median Age Group

METHODOLOGY

Sample, Data Collection, and Measurements



CONSTRUCTS

AUTHORS

BRAND EXPERIENCE

Brakus et al. (2009)

SELF-ESTEEM

Heatherton and Polivy
(1991)

SELF-EXPRESSION

Waterman (1993)

**ATTACHMENT-AVERSION
(AA) MODEL OF
CUSTOMER-BRAND
RELATIONSHIPS**

Park et al. (2013)

RESULTS AND DISCUSSION



RESULTS

Results of the CFA

AMOS 19 Structural Equation Modeling

Convergent Validity ✓

AVE $>$.50 for all factors

Discriminant Validity ✓

Square Roots of AVE $>$ Correlations between that factor and others

Measurement Model

Chi-square=1810.37 with DF = 676

GFI = .78

AGFI = .75

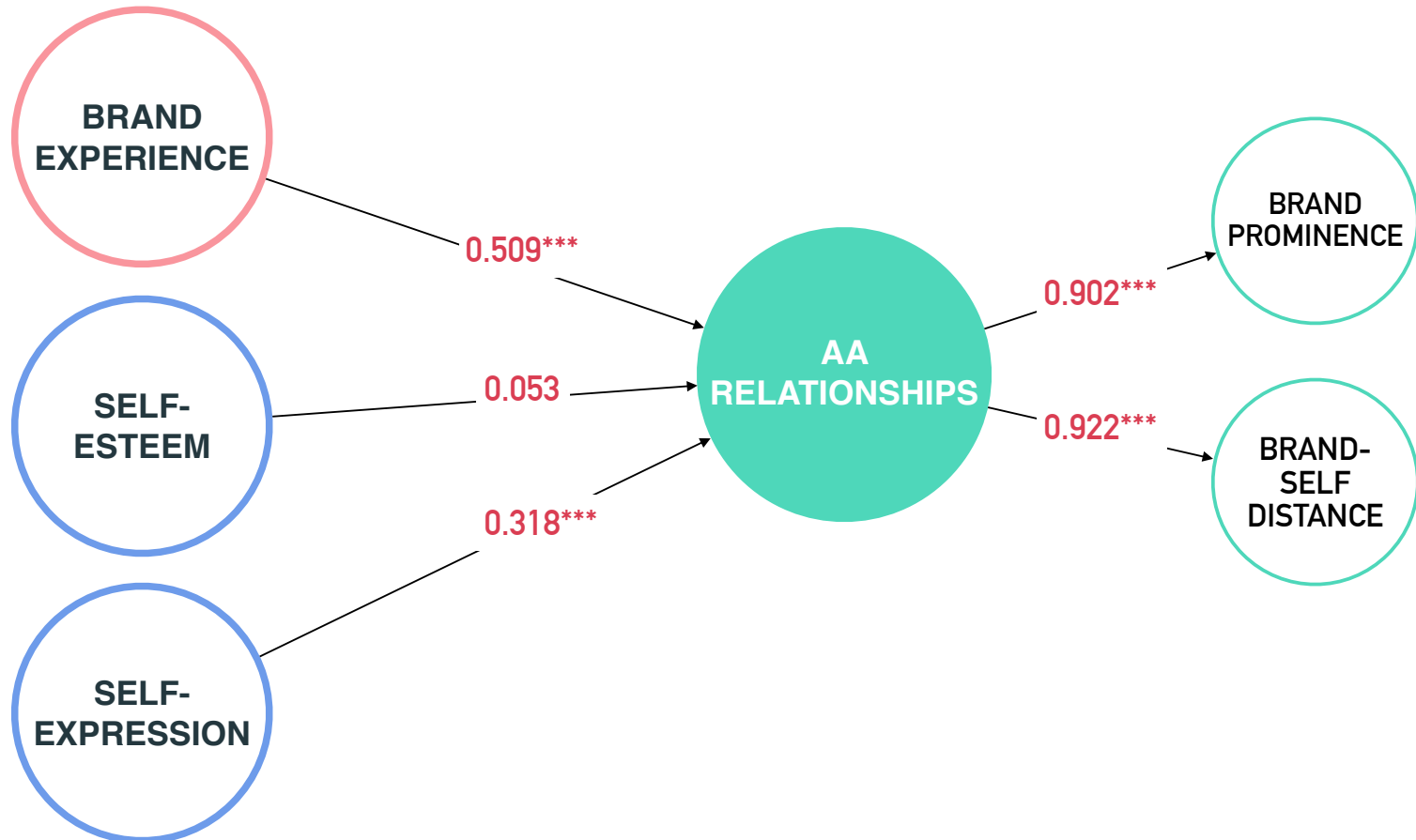
RMSEA = .069

TLI = .88

CFI= .89

STRUCTURAL PATH

Test of Hypotheses



CONTRIBUTIONS

What are the contributions of this research?



1

First study to reveal how two types of brand benefits (experience and transformation) could influence one's level of attachment/aversion with the brand.



2

Identify which transformational benefits have the most impact on customers' level of attachment with the brand.



3

Establish higher levels of validity to the AA model.

LIMITATIONS AND FUTURE RESEARCH





Thank you.

The revolution
will not be micrographed

FAVORIT

" 2 / 3 % 4 & 5 (6) 7 8 9 = > RÜCK
Q W E R T Z U I O P Ü
FEST A S D F G H J K L Ö Ä
UM Y X C V B N M ? ! : UM



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