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

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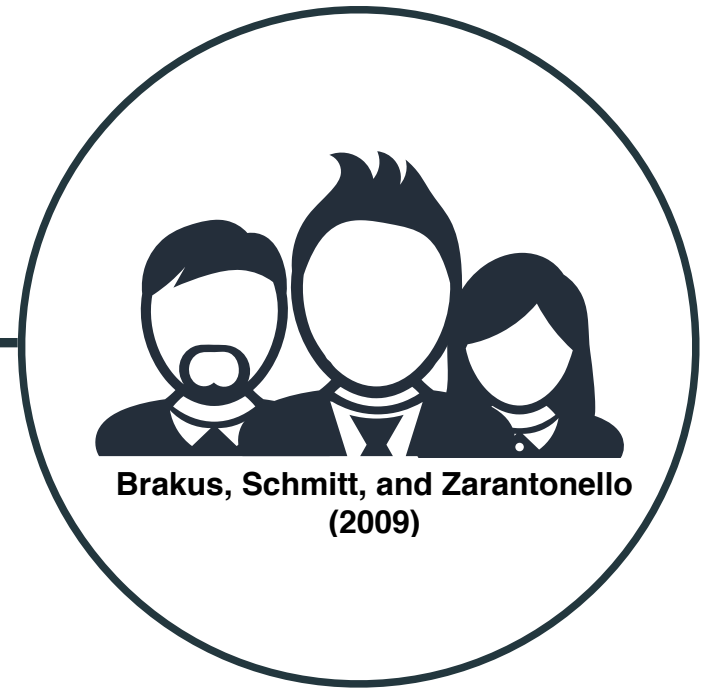# AGENDA

- 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"

Brakus, Schmitt, and Zarantonello (2009)

SENSORY

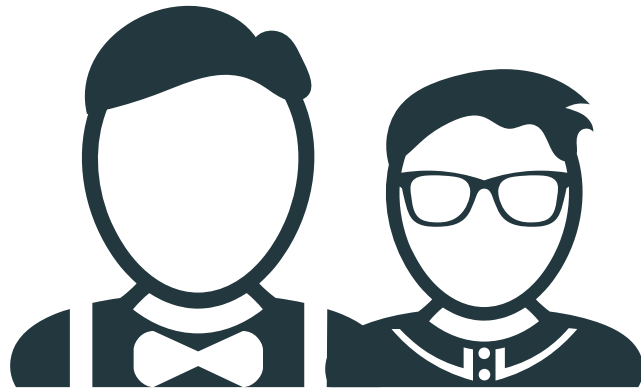AFFECTIVE

BEHAVIORAL

INTELLECTUAL

COSMETIC INDUSTRY

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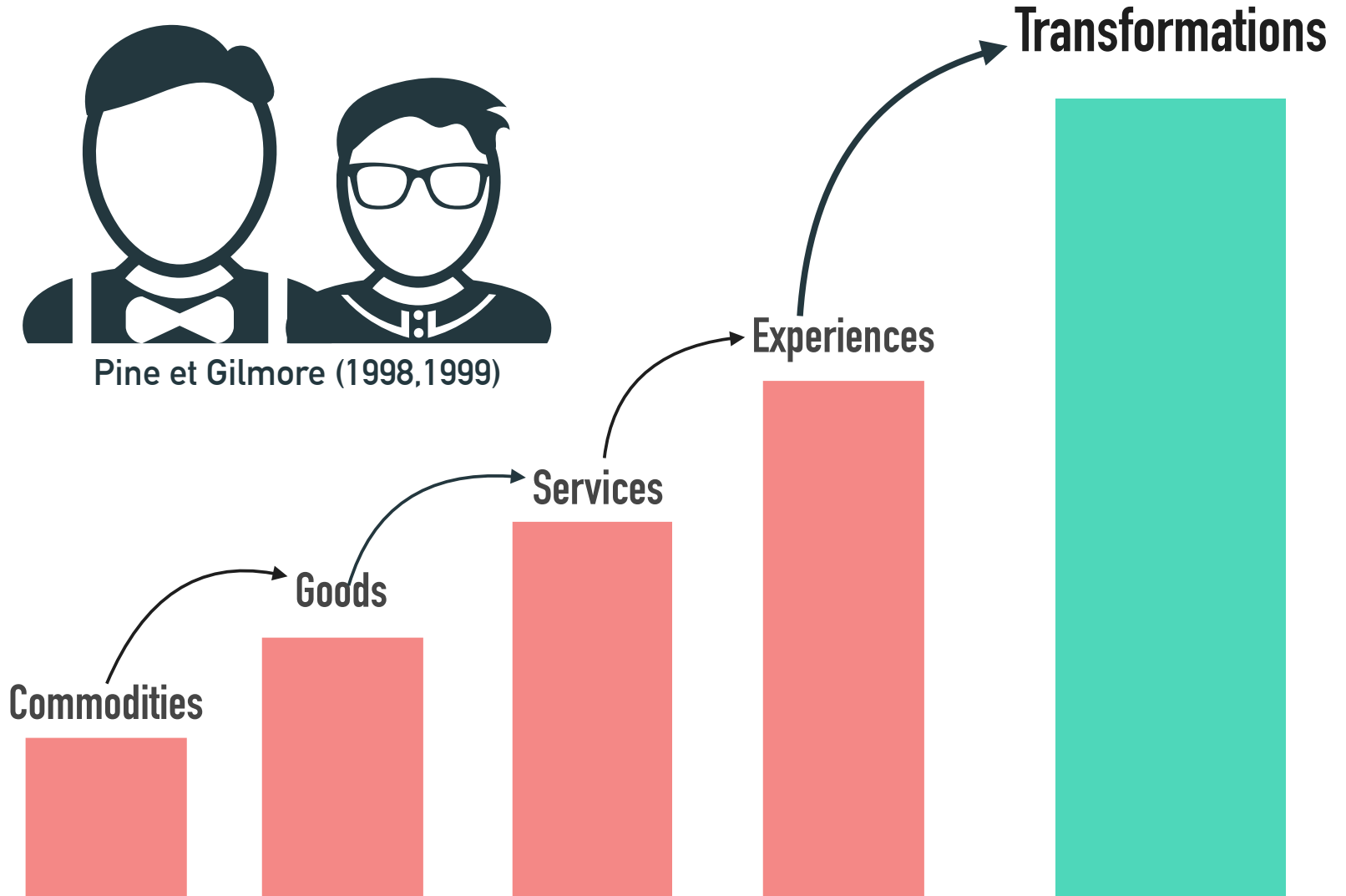**no, it isn't because i think i'm ugly.**
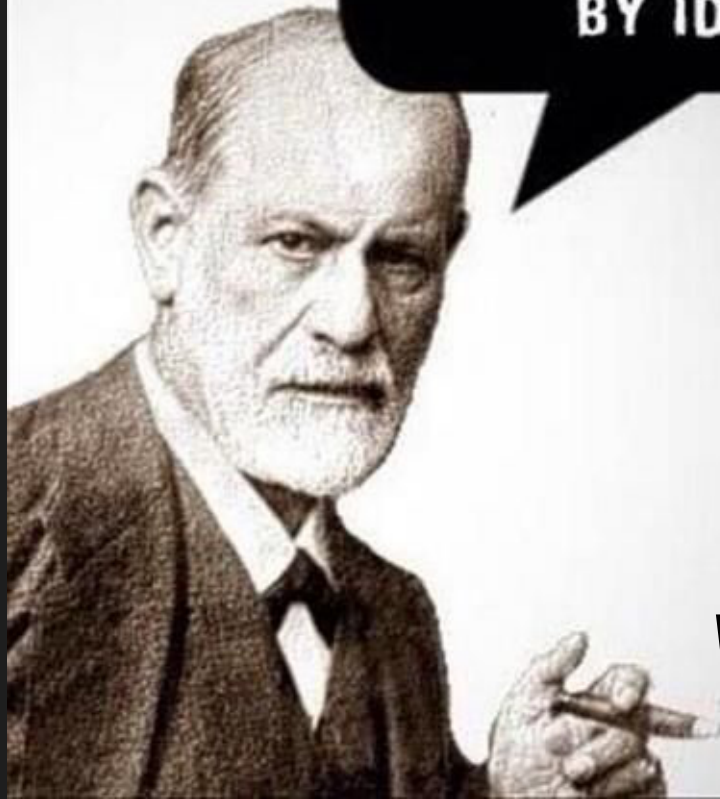
TRANSFORMATION

TRANSFORM CONSUMERS

How can we offer transformational benefits?

Pine et Gilmore (1998,1999)

Commodities

Goods

Services

Experiences
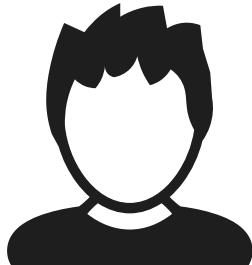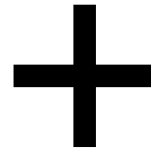
Transformations

SELF-EXPRESSION

CUSTOMER–BRAND RELATIONSHIPS

CUSTOMER–BRAND RELATIONSHIPS

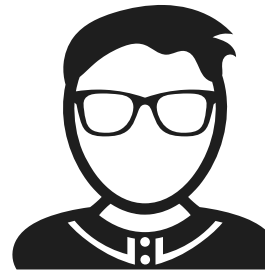Attachment–Aversion (AA) Model of Customer-Brand Relationships
Park, C.W.,Eisingerich, A.B; Park, J.W. (2013)
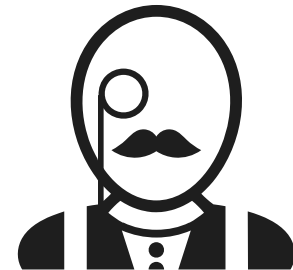
BRAND ATTACHMENT

+

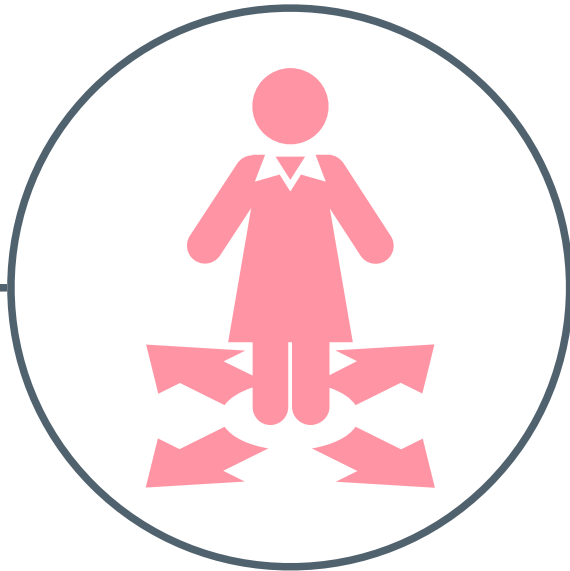**BRAND LOVE**

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
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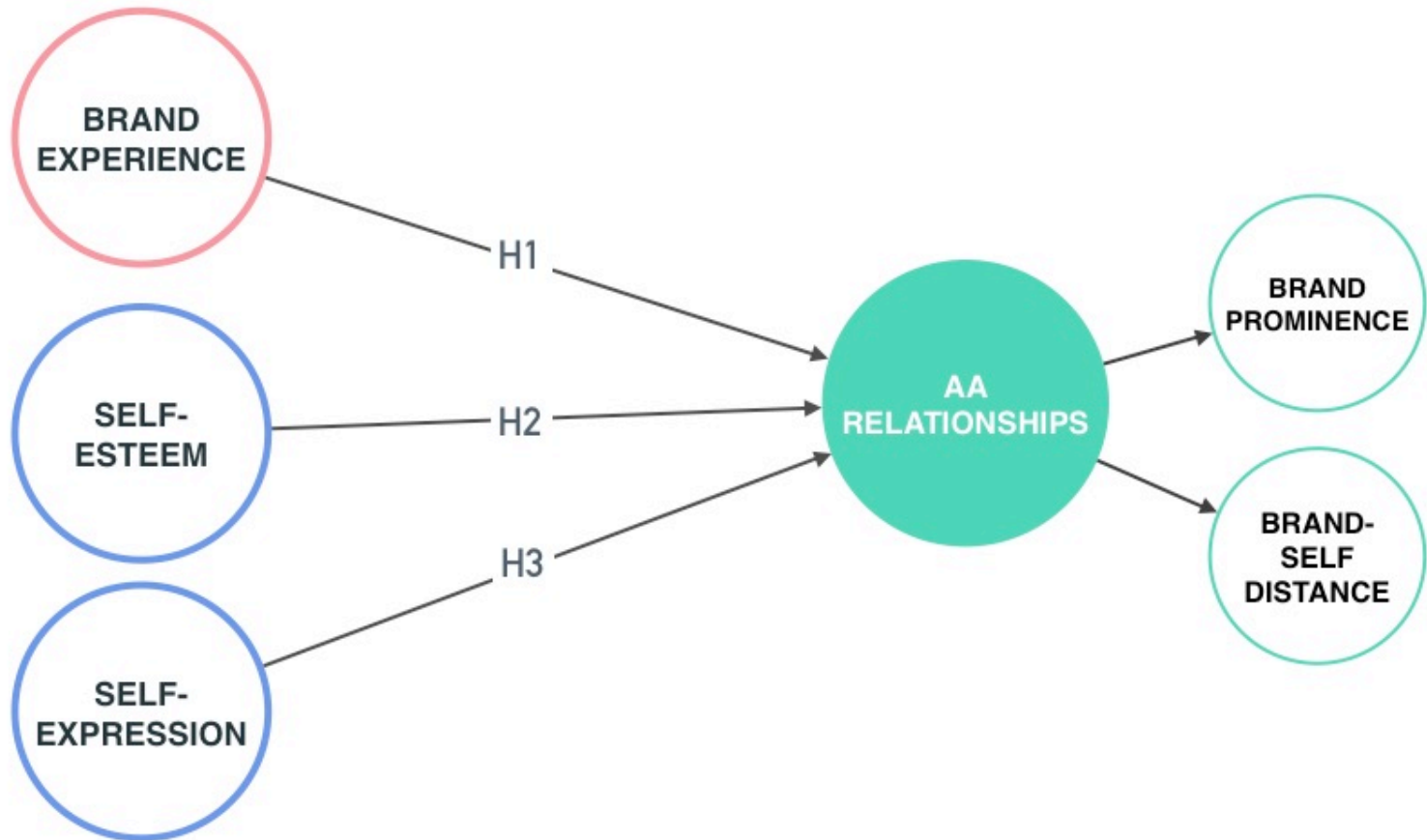

BRAND-SELF DISTANCE
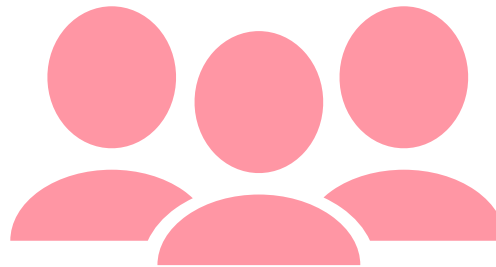
BRAND PROMINENCE

CONCEPTUAL FRAMEWORK

MODEL DEVELOPMENT

Conceptual Framework

METHODOLOGY

Sample, Data Collection, and Measurements

Undergraduate and Graduate students

373	74%	59%	20-24
participants	French Canadian	Female	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
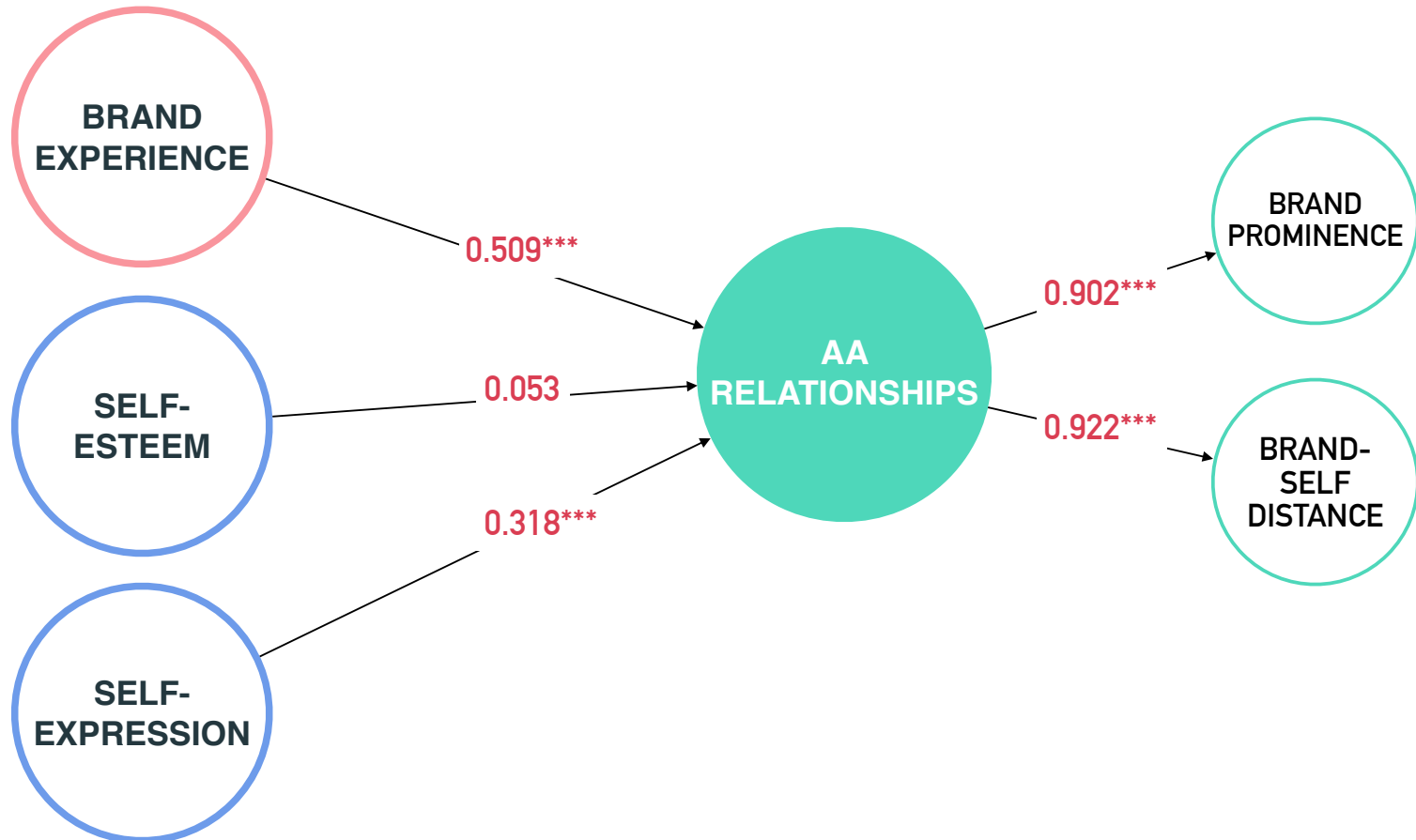Chi-square=1810.37 with DF = 676
GFI = .78
AGFI = .75
RMSEA = .069
TLI = .88
CFI= .89

STRUCTURAL PATH

Test of Hypotheses

CONTRIBUTIONS

What are the contributions of this research?

1

First study to reveal how two types of brand benefits (e x p e r i e n c e a n d 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

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