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A Study On The Impact Of Brand Experience On Consumer Purchasing Decisions

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ABSTARCT

In today's fiercely competitive market, brands strive to build stronger relationships with customers that go beyond product features and cost. This study investigates the connection between brand experience and consumer choice. The term "brand experience" refers to a range of touchpoints, such as advertising, the calibre of the goods or services, customer support, and general brand perception. This study aims to ascertain how much brand experience affects consumers' purchasing decisions through a thorough review of the literature and empirical research. According to the literature review, brand experience is a complex idea that includes both cognitive and emotional components. It implies that a satisfying brand experience can boost brand loyalty, good word of mouth, and repeat business. It also emphasizes how storytelling, sensory experiences, and emotional engagement affect how consumers view a brand. Customer engagement is the term used to describe the sentimental attachment a student feels while interacting with a business on a regular basis. Engagement is a result of brand experience excitement, loyalty, and satisfaction. In order to engage customers at the point of behavioral change, businesses look for ways to develop an emotional bond with them through recurrent, dependable positive experiences. Customers who interact with a brand feel emotionally connected and enthusiastic about the goods and level of service. The theoretical understanding of how brand experience affects consumer behaviour is enhanced by this study. In order to attract and keep their target audience, brands must invest in developing genuine, emotionally resonant, and consistent experiences. Marketing professionals can create more powerful branding strategies, improve customer satisfaction, and ultimately promote business growth by understanding the significance of the brand experience.

INTRODUCTION

The role of brand experience has taken centre stage in influencing consumer purchasing decisions in today's dynamic and hyper competitive marketplace, where consumers are overrun with options. The conventional factors that once influenced buying behaviour, such as product features and pricing, have become only part of a larger narrative as the business landscape changes as a result of technological advancements and shifting consumer preferences. Brand experience, a complex concept that encompasses various consumer touch points and interactions with brands, has become an important factor in determining consumer choices. The goal of this study is to investigate the complex relationship between brand experience and consumer purchasing choices. Fundamentally, brand experience is the culmination of all consumer interactions, perceptions, and feelings related to a brand. It goes beyond the transactional nature of business and aims to forge a stronger bond between customers and the brands they come into contact with in the marketplace. Advertising, product quality, customer service, sensory experiences, emotional engagement, and the sincerity of a brand's values are just a few of the many aspects that make up the landscape of brand experience. When taken as a whole,

these elements help consumers form an overall opinion of a brand. However, a more thorough investigation is needed to comprehend the complex dynamics of how these factors affect consumer behaviour. The purpose of this study is to explore the various facets of brand experience and how they affect consumer purchasing behaviour. This study aims to offer important insights into why and how brand experience influences consumer choice by probing the intricate emotional and cognitive aspects of consumer-brand interactions. Our goal is to clarify the elements and mechanisms that influence brand experience through a combination of qualitative interviews and quantitative analysis. Understanding the nuances of brand experience is essential in a world where brand loyalty, good word-of-mouth, and repeat business are desired outcomes for businesses.

The importance of brand experience in influencing consumer purchasing decisions has grown significantly in the fiercely competitive business environment of today, where consumers are flooded with options across a wide range of industries. The term "brand experience" refers to the entire customer interaction with a brand and goes beyond simply considering how well a product works and how much it costs. Every touchpoint adds to the overall brand experience, from the first time a customer sees a brand's marketing materials or storefront to the post-purchase customer support and loyalty programmes. For businesses looking to stand out from the competition and build customer loyalty in a constantly changing market, the capacity of a brand to create a compelling, consistent, and memorable experience for consumers has emerged as a strategic imperative. Marketing professionals, companies, and consumers all stand to benefit from research on how brand experience affects consumer purchasing decisions. Companies can improve their strategies, allocate resources more wisely, and create experiences that agree with their target audience by understanding the dynamics of this relationship. In addition, customers can choose brands that reflect their values and aspirations and make informed decisions, leading to more fulfilling and enjoyable shopping experiences. This study aims to shed light on some of the key issues surrounding brand experience, including how it affects consumer behaviour, what influences it most, and how businesses can use this knowledge to improve their marketing and operational plans. We will conduct an extensive review of the existing literature

PROBLEM STATEMENT

Brands are finding it harder to stand out from the competition and influence consumers' decisions to buy as they are exposed to more marketing messages and have more options for products. Brand experience, which includes all of a customer's experiences with a company, is becoming seen as a key element in determining how they behave. The precise influence of brand experience on customer purchase decisions, however, is not well understood. The inability of brands to use the brand experience to increase sales and foster customer loyalty is a result of this ignorance made by many modern-day marketers.

OBJECTIVES OF THE RESEARCH

1. To study the level to which brand experience affects consumers' choice of products.
2. To study the precise aspects of brand experience that influence customers' purchases most favorably.
3. To study and recognize the importance of emotional involvement in the brand experience and how it influences consumer choice.
4. To study and analyze the customers who have interacted with a brand both online and offline can provide data to us.

REVIEW OF LITERATURE

1. According to this paper it states that, in recent years, there has been a significant revolution in consumer-brand connections, with emotions increasingly dictating a brand's future. As a construct that captures the intense emotional bond between a consumer and a brand, brand love has drawn the interest of professionals all over the world. Additionally, Gen Z shoppers in nations like India have demonstrated a high level of emotional sensitivity when buying fashion clothes companies since these labels enhance their social image. To engage

consumers and arouse their emotions, marketers are searching for strategic alternatives. Considering this, the current study expands the corpus of literature by proposing novel connections between branding and loyalty intentions by looking at the mediating role of brand engagement. The study also acknowledges the moderating impact of experience in regard to a number of hypothesized links regarding brand love (KUMAR AND PANSARI, 2016)

2. This article states that, in recent marketing research, brand experience has attained a prominent position in line with the significance of customer attachment, mostly because of its key roles in providing commercial organizations with a competitive edge. According to one theory, the initial stage of brand loyalty creation is cognitive (knowledge-driven) loyalty. In this stage, the consumer decides whether to purchase the product based on the facts at hand and a comparison to alternatives. This stage may result in the consumer liking the goods, but if the transaction is routine and produces little emotion or happiness, the level of loyalty will stay low. If it succeeds in evoking emotions, it becomes a part of the user's experience and assumes emotive overtones (FRANKLIN G, 2013)
3. This paper talks about, that advertising has consistently focused on further developing the brand's showcasing blend under the supposition that shoppers generally base their buys on reason and perception. Nonetheless, as was said above, late examination have shown that clients habitually act in view of their close to home responses. Because of their ability to enlighten client inspirations and, subsequently, to estimate shoppers' conduct over the long haul, buyer perspectives and brand picture are underlined in this review. In showcasing and buyer conduct research, the possibility of purchaser buying expectation has been widely examined (THOMAS CATHELIN, 2017)
4. The articles discuss that, to develop brand loyalty, the consumer-brand interaction is essential. Brand experiences result in brand loyalty, active brand referrals, and greater brand profitability. By fostering emotional connections within a captivating, consistent, and engaging setting, brand experiences promote loyalty. The context is the setting in which the service encounter takes place; it includes all of the structural and interpersonal aspects of the environment in which the customer receives the service as well as all of their interactions there.(MARCOS PHILIP, 2015)
5. This paper gives more importance on online branding rather than physical branding as the world is revolving around various sites for shopping and since almost every brand has an online platform, customers find it more convenient to follow brands online. Online brands are typically viewed in marketing literature as supplementary goods or services that engage with customers in a computer-mediated environment to address certain client needs. For a product to give students the most emotional advantages possible as customers, it must have a quality or distinctiveness that sets it apart from its rivals and makes using it enjoyable.(NETTY MERIDIATY 2022)
6. This paper talks about the steps a marketer uses to induce the customers into the brand-By fostering their image, first and foremost, picture, advertisers affect buyers' buying choices. This level is about visible presentation, eye-getting mottos, and believability. With regards to impacting purchaser conduct, imaginative logo configuration is a critical part of brand picture building. Indeed, it very well may be an intensive and speedy technique, yet the results could influence your organization's monetary assumptions. The reason for trust among advertisers and clients would prompt a confided in organization. You can expect to impact customers' buying choices starting now and into the foreseeable future.(HENRIETA HRABLIK C 2015)
7. This paper states that the majority of people could probably start a small business, if necessary, but in order to grow a big, prosperous business, you MUST be able to build a brand that people will adore and talk about. The most successful brands in the world didn't always start with more money or unfair advantages. We can all learn from their marketing methods because they faced the same challenges in trying to create traction and carve out a place for themselves in their field.(RICHA JOSHI 2012)
8. This paper explains that when addressing how to utilize customer emotions to create powerful brands, most marketers mention product brands. It is suggested here, however, that customers' decisions about, contentment with, and loyalty to service brands are influenced by emotions to a greater extent. This essay explains why

service brand marketers need to be aware of the emotional factors that influence a customer's decision to choose and stick with a certain service brand. Additionally, it offers useful advice on how marketers may develop powerful service brands by planning and controlling emotional brand experiences. Such brand interactions increase brand loyalty, active brand referrals, and brand profitability.(SHARON MORRISON AND FREDRICK G CRANE 2017)

9. This paper explains that to meet the expectation of customers during this “experience based “era, it is important to understand their perceptions of different brands, it is important to investigate the relationship among brand experiences, customer satisfaction, and brand preference. The authors results show that through a comprehensive brand experience, companies could enhance brand preferences and purchase intentions of customers.(HUI-CHEN CHANG, KUNG CHUNG HO 2015)
10. This paper explains that the quality of the customer experiences that lead to product purchases may also be characterized as how the brand distributes. Brand experience encourages customers to talk about and share their experiences with the brand with others. When consumers use a brand, discuss it with others, look for brand information, promotions, and events, they are creating a brand experience. Brand marketers need to build relationships with customers by creating comprehensive brand experiences (Schmitt, 1999). Consumers' "mindsets" regarding brands, or what they believe and know about them, are influenced by marketing efforts relating to such brands. Everything a customer has in mind about a brand—thoughts, feelings, experiences, pictures, perceptions, beliefs, attitudes, and so on—is governed by their mindset, including brand equity.(SYLVIA CHRISTIANI BUDI 2021)
11. This article states that a company can determine whether a brand has a favorable or unfavorable image by learning how consumers view it. Such information might assist the company in making wise choices regarding brand promotion. They may also swiftly remedy any errors in the branding that can be hurting the firm's impression by using brand perception data to discover what consumers like and dislike about the brand. Monitoring this data over time will also demonstrate the effectiveness of brand marketing. (NICHOLAS SAMUEL 2021)
12. This is what the author is trying to describe, in terms of competition, branding is a key component of corporate strategy. Would you be able to identify a product as coming from a particular brand you trust if you saw it without the wrapper or logo? Most likely not. Human perceptions of familiarity and appeal are influenced by branding. By cultivating devoted customers and sustained revenues, brands develop into assets. As a result, your business generates more cash flow, and your customers can rely on your brand wherever they are. Using uniformity and safeguards against imitation, product branding strategy also promotes harmony inside your company. (ISHAK, F., & ABD GHANI, N. H. 2013)
13. This article states that numerous research have looked at the dimensions of brand personality. Research suggests that customers choose brands that are consistent with their requirements and personality qualities. Brands are commonly accepted to have anthropomorphic characteristics that attribute distinct human-like personality traits. Consumer experiences and any direct or indirect interactions between consumers and the brand shape the brand's personality qualities. (VAN DAN TRAN 2013)¹
14. According to this paper, organizations can differentiate itself from their competitors by using their brands. But more importantly, businesses value customer loyalty. Companies gain a lot from having a brand because they can create successful business plans that market the company. Creating an identity that distinguishes one from the competition is a necessary component of brand development. This identity could be expressed through a name, a logo, or a business plan. Customers seek out traits in a company that satisfy their needs and wants, and this is what aids in gaining their support.(ROHIT SHELWANTE 2022)
15. Branding contributes significantly by coordinating with the self-concept of the consumer. Every person has a certain mental representation of who they are. When people buy something, they want it to fit with how they see themselves. There is an aspirational quality to brands. Established and prestigious brands frequently reflect

this in their price. Superior branding creates things that are desirable in distinctive ways. (ENAKSHI SHARMA 2015)

16. According to this paper, Buyer assessments of a given brand's whole character are summarized in its image picture. This apparent picture thinks about assessments of a brand's general assets and shortcomings, even though they are not cognizant all of the time. Brand picture is molded and sharpened by the showcasing materials and publicizing efforts involved by the organization that made the brand as well as client communications with the brand over the long haul. Brand picture is consistently changing and transient since it mirrors the sometimes-sporadic preferences and mentalities of the overall crowd. Shopper assessments of a given brand's whole character are summarized in its image picture. This apparent picture thinks about assessments of a brand's overall assets and shortcomings, even though they are not cognizant all the time. (ERIC DONTIGEY 2015)
17. This research discusses information gathered from utilizing past data. The outcomes uncover that tangible feeling emphatically impacts brand insight and brand value, which, thusly, decidedly affect aims to buy the brand being referred to. The objective of this concentrate in the field of experiential advertising is to fathom the parts of the client encounters that have an effect and what these encounters mean for purchaser-based brand value. As indicated by the discoveries of a quantitative report, brand experience well affects shopper-based brand value. All of the brand value qualities showed a more grounded impact from tangible and profound encounters. Also, multigroup examination shows that brand value buyers are started by scholarly involvement with clients who display positive brand conduct. (RAMIRO SANTIAGO 2015)
18. The goal of this study in the field of experiential marketing is to comprehend the aspects of the customer experiences that have an impact and how these experiences affect consumer-based brand equity. According to the findings of this study, brand experience has a favorable impact on consumer-based brand equity. All of the brand equity characteristics showed a stronger influence from sensory and emotional experiences. Additionally, multigroup investigation demonstrates that brand equity consumers are sparked by intellectual experience in customers who exhibit favorable brand behavior. Companies create products, but consumers purchase brands. Therefore, marketers use branding to set their products apart from those offered by their rivals who also offer comparable goods and services. Additionally, it gives customers the implicit certainty that a purchase would be of comparable quality to earlier ones of the same brand. (NEYATI AHUJA 2016)
19. Neyati Ahuja (2016) The aim of this paper is to concentrate in the field of experiential publicizing is to see the value in the pieces of the client experiences that make a difference and what these experiences mean for client-based brand esteem. As demonstrated by the revelations of this survey, brand experience well influences buyer-based brand esteem. All of the brand esteem characteristics showed a more grounded influence from unmistakable and up close and personal experiences. Additionally, multigroup assessment shows that brand esteem customers are touched off by academic contribution with clients who show great brand direct. Associations make things, yet purchasers purchase brands. Thusly, sponsors use stamping to isolate their things from those introduced by their enemies who moreover offer for all intents and purposes indistinguishable work and items. Additionally, it gives clients the suggested sureness that a purchase would be of identical quality to earlier ones of a comparable brand. (NEYATI AHUJA 2016)
20. This paper explains that when choosing between a well-known and a less prominent brand, the buyer's intentions greatly change. A customer will always prefer to purchase a product that is being introduced under a well-known and prestigious brand name. You can see how branding can affect consumers from this. Branding is a complicated subject, yet it is unquestionably crucial for a company's success. It makes it easier for customers to recognize the brand among several rivals. When comparing various brands, some have excellent reputations and images. They are frequently regarded as the loyal ones. The requirement for business and corporate branding is crucial in the modern world. We are unable to refute it in any way. We must ensure that we employ the services of a well-known, expert, and knowledgeable corporate branding firm for a successful run and to become a well-recognized brand. (NETASHA ADAMS 2014)

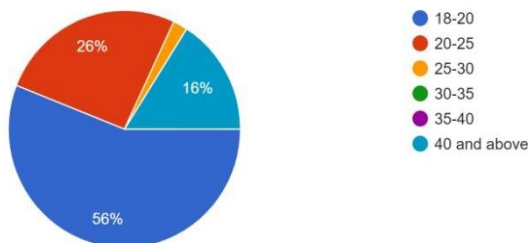
RESEARCH METHADODOLOGY

Here is how I prepared the data:

- The following data is primary data which was collected through questionnaire.
- By using google forms I could circulate it to the targeted audience and I could also clearly understand the different responses I got for each question.
- In google forms I used the pie chart method to get more accurate number of the amount of data received.
- Some of the options were filtered out and were placed in tables in such a way that all the same answers were grouped and it was easy for me to do the final analysis.

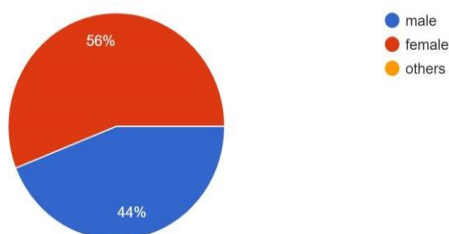
DATA ANALYSIS AND INTERPRETATION

Age
50 responses



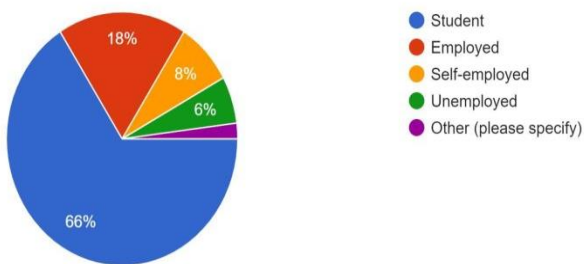
INTERPRETATION: The majority of respondents fall within the age group of 18-20 (56%), followed by 20-25 (26%), 25-30 (1%), 30-35 (0%), 35-40 (0%), and 40 and above 18 (16%).

gender
50 responses



INTERPRETATION: The gender distribution shows that 44% of respondents are male, 56% are female, and none identify as "Other."

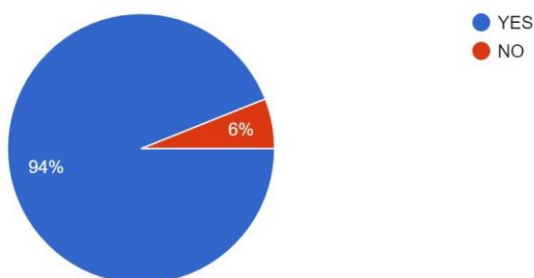
Occupation
50 responses



INTERPRETATION: In terms of occupation, the majority of respondents are students (66%), followed by employed (18%), self-employed (8%), and unemployed(6%).

1. Have you had a positive brand experience that influenced your buying decisions in the past? (e.g., exceptional customer service, memorable advertising, great product quality)

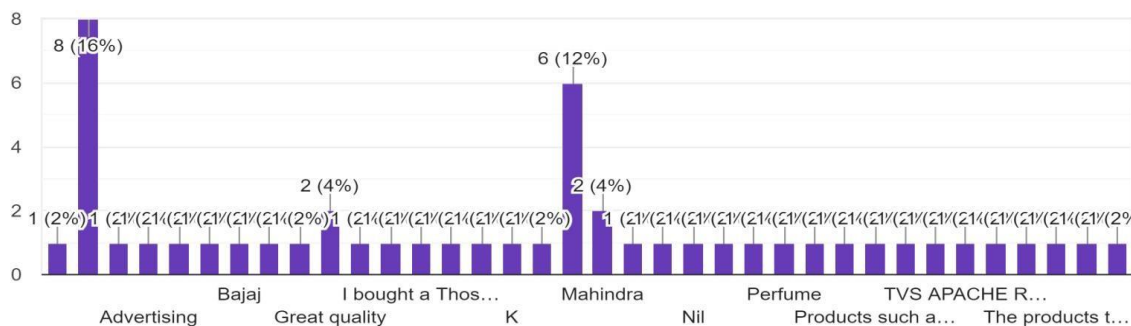
50 responses



INTERPRETATION: The total number of respondents who have had a positive experience in the past are 94% whereas 6% reported to have no positive experiences.

2. Please describe a specific positive brand experience that influenced your purchase decision.

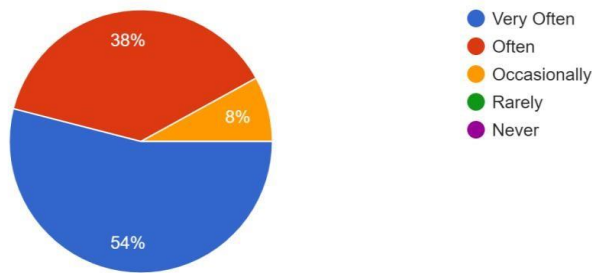
50 responses



INTERPRETATION: According to the data advertising, great quality, and specific product experiences are the main reasons that influences the purchase decisions.

3. How often do you buy products or services from brands you've had a positive experience with?

50 responses

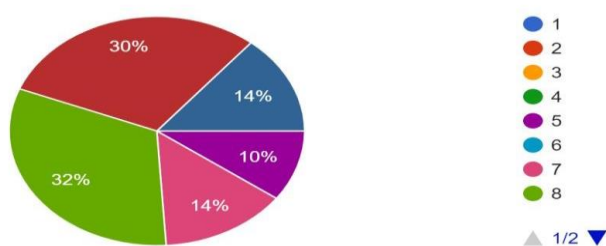


INTERPRETATION:

54% of the respondents stick to brands that have given positive brand experience while the other 38% and 8% try new brands and don't always stick to their old brands.

4. On a scale of 1 to 10, how likely are you to pay a premium for a product from a brand you've had a positive experience with? (1 being not likely, 10 being very likely)

50 responses



INTERPRETATION: 62% of the respondents are ready to pay a premium to get better experience from the brand that they have had a positive relation with.

5. Are you more likely to remain loyal to brands that provide positive experiences?

50 responses



INTERPRETATION: 98% claim they are more likely to remain loyal to brands that provide positive experiences.

6. What factors contribute most to your brand loyalty? (Select all that apply)

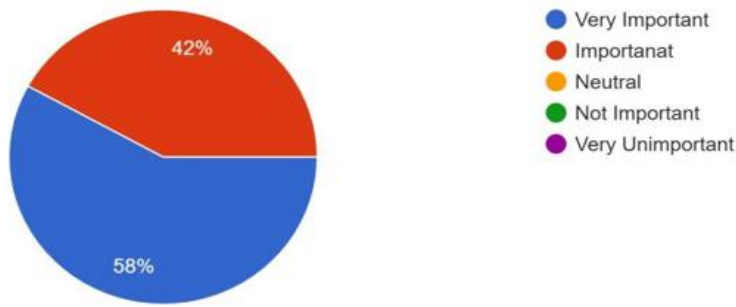
50 responses



INTERPRETATION: 80% have opted for Quality over the other factors whereas 12% have chosen customer service and 8% have chosen brand reputation thus making these 3 the critical factors in decision-making.

7. When making a purchase decision, how important is brand experience?

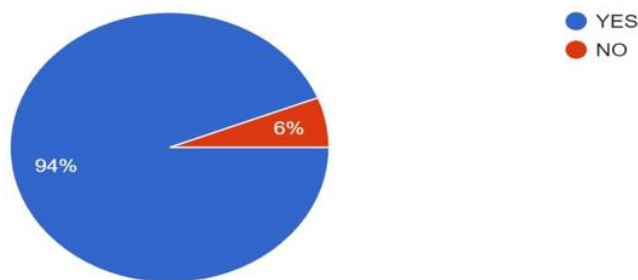
50 responses



INTERPRETATION: 58% find the overall brand image and identity important and 42% neutral

8. Have you ever chosen a brand over another due to a positive prior experience?

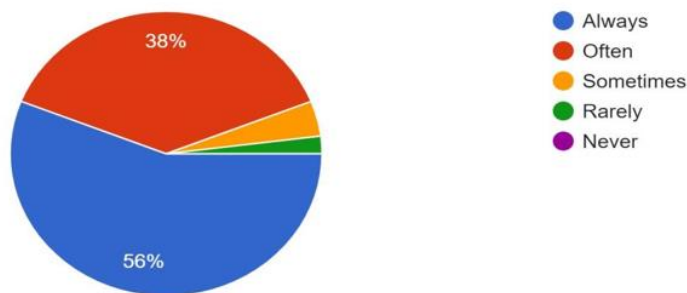
50 responses



INTERPRETATION: 94% have switched to another brand because of their constant Positive experience

9. How often do you consider factors like customer service and product quality when deciding to buy from a particular brand?

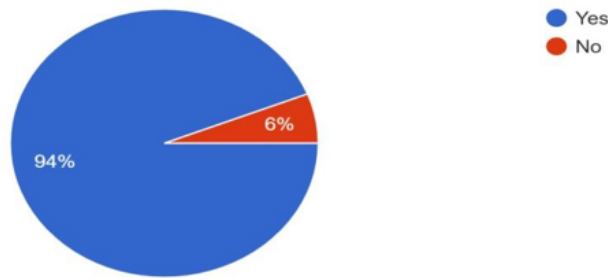
50 responses



INTERPRETATION: 56% always look for customer service and product quality while deciding to buy a product from a particular brand and another 38% usually stick to this.

10. Have you ever switched brands because of a negative experience with a previous one?

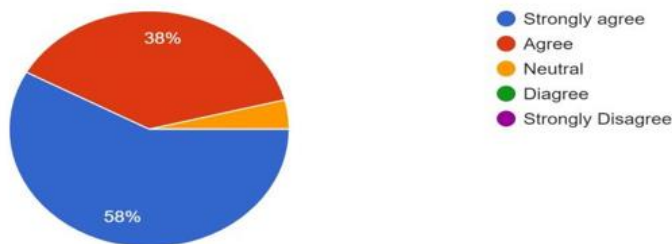
50 responses



INTERPRETATION: 94% have switched brands due to negative experiences

11. Do you believe that a positive brand experience leads to increased brand loyalty?

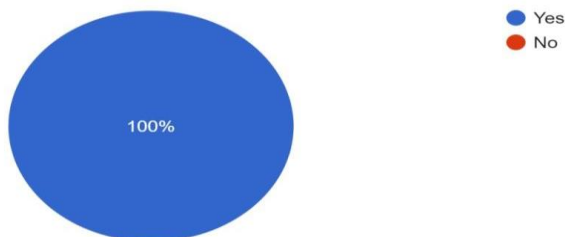
50 responses



INTERPRETATION: 58% find the overall brand image and identity important when it comes to brand loyalty

12. Have you recommended a brand to others based on a positive experience you had with that brand?

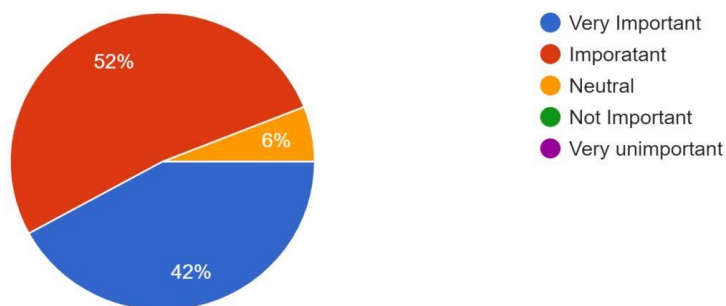
50 responses



INTERPRETATION: 100% have recommended a brand based on a positive experience to others

13. How important is the overall brand image and identity when making a purchase decision?

50 responses

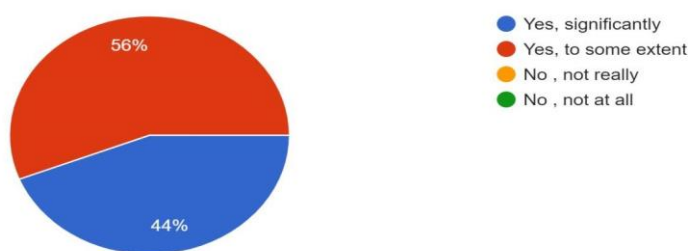


INTERPRETATION: 52% find the overall brand image and identity important while making a purchase decision. Whereas a good 42% finds brand image and identity very important for their purchasing decision.

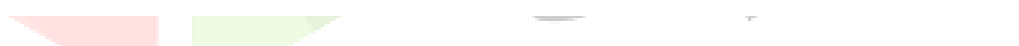


14. Does a consistent brand experience influence your perception of a brand's trustworthiness?

50 responses

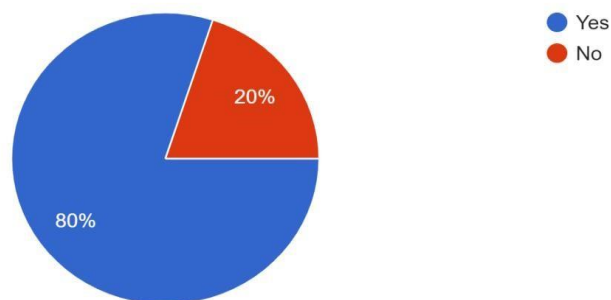


INTERPRETATION: 56% of the respondents find it somewhat necessary when it comes to having consistent brand experience which thus increases brand trustworthiness.



15. Have you ever paid a premium for a product or service from a brand that consistently delivers a positive experience?

50 responses

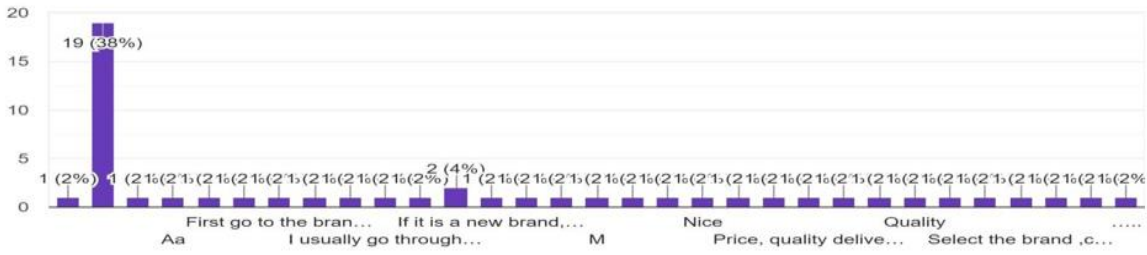


INTERPRETATION: 80% are willing to pay more for a positive overall experience.

16. Walk us through your decision-making process when choosing a brand to purchase from.

(Open-ended)

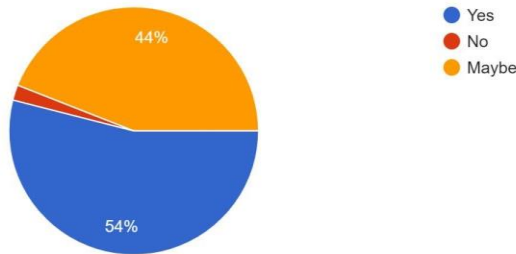
50 responses



INTERPRETATION: Respondents consider various factors, including advertising, customer reviews, and prior experiences. Celebrity endorsements play a role in decision-making.

17. Would you be willing to pay more for a product from a brand with a positive overall experience?

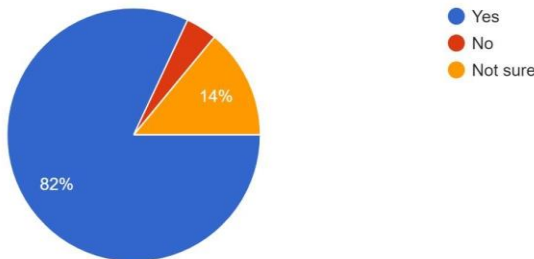
50 responses



INTERPRETATION: 54% are willing to pay more for a positive overall experience

18. Have you ever switched from one brand to another based on a better overall brand experience?

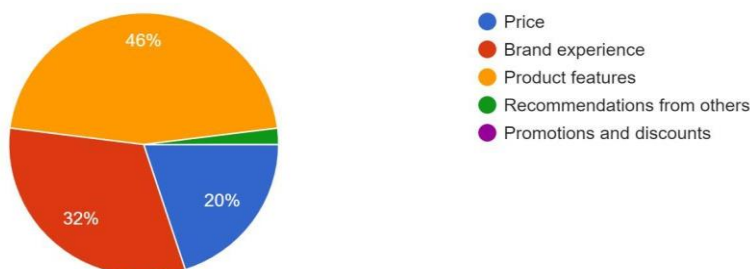
50 responses



INTERPRETATION: 82% have switched brands based on a better overall brand experience

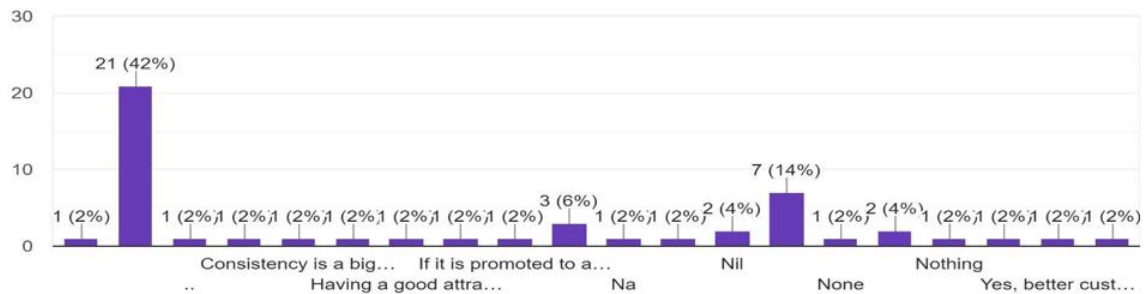
19. In your opinion, which of the following is the most significant factor in determining your final purchasing decision?

50 responses



INTERPRETATION: 46% consider with product features necessary while 32% find brand experience more important. Only 20% of the respondents find price an important factor, thus making these 3 the main factors.

Final Thoughts: 20. Any additional comments or insights you would like to share about the impact of brand experience on your buying behavior? (Open-ended)
50 responses



INTERPRETATION: A large number of respondents emphasize the importance of consistency in brand experiences. Some mention attraction and promotions as factors.

FINDINGS

- The above analysis emphasizes the importance of consistency in brand experience and the impact on customer attraction and loyalty.
- Some respondents mentioned the influence of promotion and attraction in their decision-making process.
- These findings collectively highlight the crucial role that positive brand experiences play in influencing consumer behavior and brand loyalty across various demographics.
- A significant majority (94%) of respondents reported having had a positive brand experience that influenced their purchasing decisions. This suggests that positive encounters with brands play a crucial role in shaping consumer behavior.
- The open-ended responses regarding the decision-making process highlighted factors such as brand reputation, price, product features, and recommendations, further emphasizing the multifaceted nature of consumer decision-making.

SUGGESTIONS

- Ensure a consistent brand message across all channels, including online and offline platforms.
- Align marketing, advertising, and communication strategies to reinforce a unified brand image.
- Develop compelling and relevant content that tells a story about your brand and products.
- Use multimedia elements such as videos, interactive content, and social media to engage and connect with your audience.
- Invest in exceptional customer service to address inquiries, concerns, and issues promptly and effectively.
- Ensure a seamless transition between online and offline channels for a cohesive brand experience.

CONCLUSION

To conclude, the impact of brand experience on consumer purchasing decisions cannot be overstated. A positive and compelling brand experience has the potential to significantly influence consumer perceptions, preferences, and ultimately drive loyalty. By creating a seamless and memorable journey for consumers, brands can establish a strong connection that goes beyond the functional aspects of a product or service. The following key points highlight the crucial role of brand experience. A comprehensive brand experience

provides consumers with the information and confidence they need to make informed purchasing decisions. This transparency and openness contribute to a positive perception of the brand.

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