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The Effect of brand experience on special Value of Brand based on Consumer and intention to purchase

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Abstract
The companies found that continuous success is obtained by establishing and maintain competitive advantage than rivals. One of the fields in which companies can discriminate their products and services is brand. The present research is applied from aim point of view and it is descriptive from collecting data and it is structural equation modelling. The statistical population consists of consumers who use different brands of cell phone. Sample of volume was 400 people and information were collected by questionnaire and analysed by SPSS12, AMOS20 software. The results showed that brand experience influences on brand validity and brand attitude. Also, brand validity influences on brand attitude and CBBE and finally, brand attitude has positive and significant effect on intention to purchase.

Keywords: brand experience, brand attitude, brand credibility, intention to purchase, CBBE

Introduction
Experience is defined from marketing point of view. Experience of consumer is resulted from interaction effects of consumer and products of a company or some of it. Brand experience is implied on explicit involvement of consumer in different levels) logical, emotional, sensual, physical and spiritual) (Gentile, 2016). The academics and non-academic are interested in comprehension, establish and estimate brand experience and confirm its value and placement in marketing strategy (Zaran Tonlu and Schmit, 2010). In current years, estimation of brand was evident but concepts pertain to it including brand discrimination, sales progression, satisfaction and loyalty were so considered among researchers (Kim and Sang, 2018).
In past studies, combination of important marketing structures including brand validity, brand attitude and special value of brand were not unified as one of the potential outcomes of brand experience by customer (Majd Shamim and Mohammad Bout, 2013). Some believed that the first step in branding process is to offer information on potential customers (Saftiri, 2017). Then, it is logical that the most important section of brand experience is to expose information by potential customer which is done by combination of brand marketing. Thus, positive and negative evaluation of customer is obtained by experience and can

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influence on their comprehension on brand validity (Kim et al, 2008). Then, discussion of direct effect of brand on attitude, consumer and its intermediate role in effectiveness of special value shall be attractive (Amjad, 2013).

Above discussions made some questions on results of brand experience. Past researches could not offer sufficient witnesses on manner of effectives on brand experience, brand attitude and comprehension of consumer from validity, attitude and special value of brand in a comprehensive model. As well, it is not obvious that does brand experience influence on special value of consumer directly or not? And also, structures of cognitive and analytic stimulators including brand attitude, validity can play intermediary role or relative role on special value of brand? Then, discussion structure relationships between outcomes of brand experience is made better comprehension to know that how investment influences on positive experience of brand on consumer' behavior of a brand.

Research literature

Brand experience: The brand experience is related concepts and, at the same time, is distinct from other prominent concepts in brandism literature, such as brand awareness, image, brand attitude, brand credibility, brand value brand driven from consumerism. Its position has grown as one of the vital and important aspects of the strategy of mix marketing of the company (Choubi and et al., 2011). The brand experience reflects the degree of familiarity of a brand to a product, which is due to the number of times that a brand is exposed (Ha and et al. , 2005). A new history of brand experience began with a special focus on the emotional, imaginative, and sensory aspects of related experiences of Product consumption (Hirschman and Holbrooke, 1982). As long as Smith (1999) did not draw world attention to the sensory appearance, emotional, and creative experiences, the concept of brand experience remained as a product or service experience (Schmidt, 2009; Braucos and et al., 2009). Braucos and et al., (2009) argued that brand experience has a multidimensional structure that is reflected through the sensory, emotional, cognitive, behavioral, and social dimensions (Braucos and et al., 2009). The cognitive dimension in the creative thinking of clients and open methods is to create the same conditions for the client when they behave differently. Behavioral dimension has focused on the physical experiences of the client's life. (Zaran Tonnello & Schmidt, 2010). However, recent research on brand experience has changed its focus on defining and measuring brand structures to identify the outcomes and consequences of brand experience (Braucus and et al., 2009; Eiglisias and et al., 2011). The main field of researchers is the combination of three dimensions of branding (brand credibility, brand attitude and brand equity) with each other as a potential output of consumer brand experiences in a comprehensive and comprehensive model.

Therefore, we propose the following hypotheses:

H1: Brand experience affects brand credibility directly.
H2: Brand experience directly affects the brand's attitude.
H3: Brand experience directly affects brand equity.

Brand credibility is an intermediary variable in the relationship between brand experience and brand equity.

Brand attitude is an intermediary variable in the relationship between brand experience and brand equity.

Brand credibility: based on the theory of signification, the concept of brand credibility states that companies can use their brand as a signal to transfer information about their products to others (Smith and et al., 2017). Companies use a different marketing mix to illustrate the various dimensions of brands and other information related to their products. (Miier and Saty, 1985; Suffetery and et al., 2017). Brand

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credibility is a two-dimensional structure that is reflected in two dimensions of expertise and reliability that the variables are (hidden) reordered (Erdem and et al., 2002).
Brand credibility is one of the most important building blocks of a brand that a brand can make its own value through. Although the presence of brand credibility has never been considered as the only source for brand equity, the lack of it will surely eliminate every chance of brand equity.
In addition, brand credibility can directly increase the perceived quality of the brand (Erdem and et al., 2002). Therefore, the increase in the expected utility of a consumer is due to its brand value (Smith and et al., 2017).

Therefore, we propose the following hypotheses:
H4: Brand credibility positively affects brand attitude.
H5: Brand credibility positively affects consumer-specific value.

Brand attitudes: brand attitude is a psychological assessment of a subject or goal that is measured through its characteristics (Patty and et al.,, 1997). Measuring customer attitudes toward brand is essentially important because of the positive correlation between consumer preferences and buying intention (Kim and Piesrcherick, 2000). The rational activity theory (TRA) states that attitude is tangibly related to behavior (Azen and Fishbin, 1980). Now it's a fact that brand experience is a superior structure based on unique experiences associated with motivations related to the brand, however, the relationships between consumer brand experience, brand attitudes and brand equity in a single model has not been investigated. For marketers, recognizing the role of the mediator that brand attitudes can play in conveying perceptions of a brand in different contexts is crucial (Amjad Shamim and Mohammed Boot, 2013).

According to the above conclusions, we presented the following hypotheses:
H6: Brand attitude has a positive impact on brand equity
H7: Brand attitude has a positive impact on customer buying intent

Brand attitude plays a mediating role in the relationship between brand credibility and brand equity.
Branded value related to consumer: consumer-brand perceptions of consumer brand (Acer, 1991) and Claire (1993) have the greatest impact on the body of this research. Acker (1991) considers the concept of brand-specific value to be a structure that has four different (hidden) reorder alternatives (brand awareness, perceived quality, brand affiliation, and brand loyalty). On the other hand, Clare (1993) defines brand equity as the impact of customer perceptions on their responses to marketing efforts for a brand. Clare suggests a two-part model for the brand-specific value of the consumer, naming them customer knowledge and customer response. Brand knowledge is further divided into brand awareness and brand awareness, while the brand's responses include customer behavior towards a brand.

Therefore, we have determined the following hypothesis:
H8: Brand-specific value affects consumer purchasing intention positively

Given the assumptions presented in this research, we present a conceptual model that measures the structural relationships between the five variables of brand experience, brand attitude, brand credibility, brand equity, and buying intent.
Intent to purchase: The desire to buy a particular brand or product is called (Bellch and Belch, 2009). Intent to buy, it's likely that customers will buy a particular brand from a given product category in a purchase situation. Therefore, the best predictor of a person's individual monotony is his scale of intention to enforce that (Heydarzadeh and et al., 2010).

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Research Conceptual Model

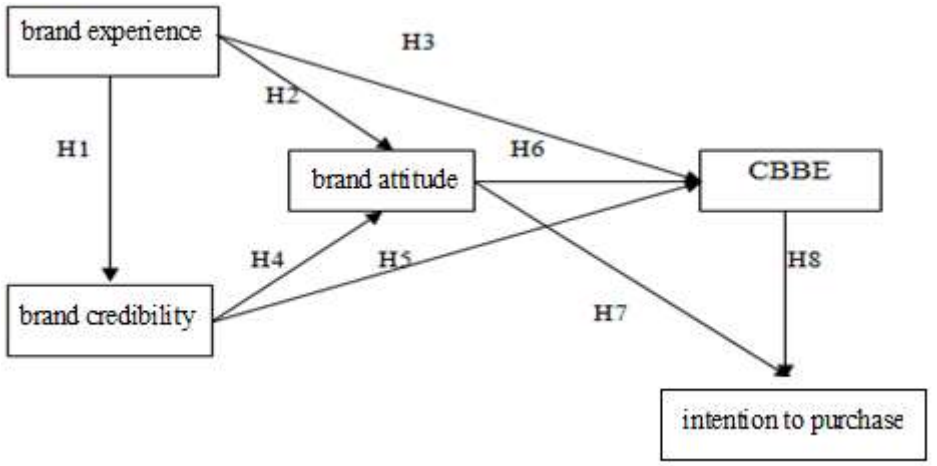


Figure 1. The conceptual model of research derived from the model (Amjad Shamim and Muhammad Butt, 2013) Brand-specific brand value CBBE.

Research Statistical population:

The statistical population of this research includes customers who have purchased a mobile phone. Six industry brands (Apple, Sony, Samsung, LG, Huawei and Nokia) were selected to collect field data from the industry. The sampling method of this research is unpredictable and available from the branch, and after distributing the questionnaire in Among the 30 people, the standard deviation of the data was estimated at 32.228, and the acceptable error rate was considered as 0.05. Thus, at the level of 95%, according to the computational formula, the sample size of the unlimited society was estimated to be 160.
Measuring instrument (questionnaire)

In this research, we used the modified questionnaire of Azizah Shahin et al. (2011) and Rosita et al. (2014) to measure the variables of brand experience and attitudes. To assess the CBBE variables and brand credibility, we used the Spire et al. (2011) questionnaire. Became finally, in order to measure the purchasing intention variable, Kar besara and Badirinariyan (2013) was used.

An overview of the data details

In this research, structural equation modeling (SEM) test has been used to analyze the data and test the research hypotheses. To assess the reliability of the questionnaire, Cronbach's alpha coefficient was used for fitting the model and the validity of the questionnaire was used for confirmation factor analysis (CFA). The reliability of the questionnaire was obtained by SPSS-22 software and by Cronbach's alpha (96.4%), which is an acceptable coefficient. Also in Table 1, the Cronbach's alpha is shown in variables.

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Table 1. Cronbach's alpha coefficient of variables

Cronbach's alpha coefficient	Number of Questions	variables	Row
%89.5	6	brand experience	1
%92.7	4	brand credibility	2
%88.9	4	brand attitudes	3
%79.4	4	brand intention	4
%86.3	9	CBBE	5

Data analysis

Concept Pattern Test and Research Hypotheses
In order to test the research hypotheses that examined the effect of brand experience on brand credibility variables, brand attitudes, brand value based on customer brand and brand intention, structural equation testing was used. The fitting of the research model is described in Table (2).

Table 2. Concept Pattern Fit Test

results	Desirable amount	Fit Indices
2.235	Less than 3	(Normed Chi-Square) Chi-square/df
0.970	More than 0.90	(Comparative Fit Index) CFI
0.918	More than 0.90	(Goodness of Fit Index)GFI
0.923	More than 0.90	(Tucker-Lewis Index) TLI
0.970	More than 0.90	(Incremental Fit Index)IFI
0.917	More than 0.90	(Relative Fit Index) RFI
0.979	More than 0.90	NFI(Normed Fit Index)
0.056	less than 0.80	(Root Mean Square Error of Approximation) RMSEA

Accordingly, if (x^2 / df) is smaller than two, and the CFI, GFI, TLI, IFI, RFI and NFI are greater than 0.90, then the fit is desirable (Sadeghpour and Moradi, 2010).

Therefore, the conceptual model of the research has appropriate fit. Table 3 illustrates the results of the structural equation test of the research hypotheses.

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Table 3. Test results of hypotheses

Results	Significant level	Amount of statistics	Path coefficient	Research Hypotheses
Confirmation of Hypothesis	***	9.345	0.55	brand experience ← brand credibility
Confirmation of Hypothesis	***	11.742	0.66	brand experience ← brand attitudes
Rejection of Hypothesis	0.206	-1.265	-0.06	brand experience ←CBBE
Confirmation of Hypothesis	***	4.948	0.39	brand credibility ← brand attitudes
Confirmation of Hypothesis	***	7.402	1.01	brand credibility ←CBBE
Rejection of Hypothesis	0.391	0.858	0.03	brand attitudes ←CBBE
Confirmation of Hypothesis	***	4.122	0.27	brand attitudes ← Brand intention
Confirmation of Hypothesis	***	4.907	0.37	Brand intention ← CBBE

***:The indicator at a meaningful level below 0.001 can be confirmed.
The relations presented in Table (3) as well as the coefficient of the paths are significant in Fig. 2.

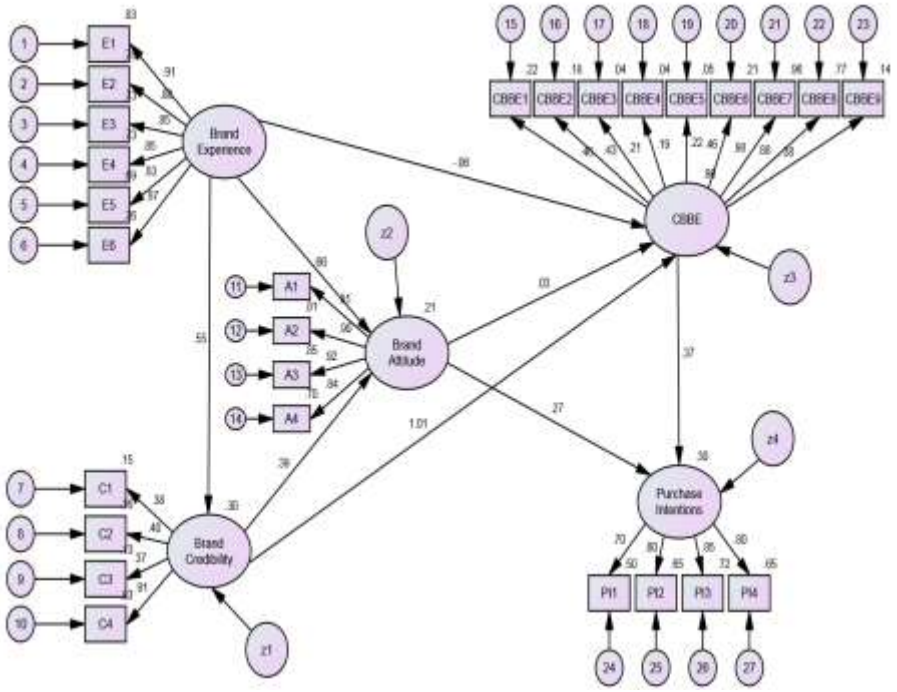


Figure 2. Routine Ratio Impact of Brand Experience on CBBE and Intent to Purchase

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Brand Experience: Brand Credibility: Brand Branding, Brand Attitude: Brand Attitude, CBBE: Customer-Oriented Brand Value, Purchase Intention: Brand Shopping Intent.

Based on the test and results of Table (3), the first hypothesis indicates a positive and significant relationship between brand experience and brand credibility. In other words, brand experience has a positive and significant impact on brand equity. The second hypothesis, which indicates a positive and significant relationship between brand experience and brand attitude, is confirmed, which means that brand experience has a positive and significant effect on brand attitude. The third hypothesis is validated, that is, brand experience does not have a positive and significant impact on the customer-specific brand value (CBBE). The fourth hypothesis, which indicates a positive and significant relationship between brand credibility and brand attitude, is confirmed. That is, brand credibility has a positive and significant effect on brand attitude. Also, the fifth hypothesis is confirmed, that is, brand credibility has a positive and significant impact on the value of the brand-specific brand (CBBE). The sixth hypothesis, which indicates a positive and significant relationship between Brand Attitude and Customers-Oriented Brand Value (CBBE), is rejected. This means that brand attitude does not have a positive and significant impact on the value of a specific brand-based brand (CBBE). The seventh hypothesis, which indicates a positive and significant relationship between brand attitude and brand intention, is confirmed. The brand's attitude has a positive and significant effect on the brand's purchasing power, and finally the eighth hypothesis, which indicates a positive and significant relationship between the value of the brand-specific brand (CBBE) and the brand's intention to buy, is confirmed. This means that the value of a brand-based brand (CBBE) has a positive and significant impact on brand buying intent.

Discussion and Conclusion

today, brands are considered to be the most valuable asset and profitability of many companies, and companies are paying a lot of money to strengthen this new concept (Ebrahimi and et al., 1391). Although the concept of brand experience is not a new phenomenon, but the burden has attracted the attention of academics and experts. The experience of various methods suggests that in some cases an indirect behavior occurs, such as that customers are exposed to the intangible aspects of marketing communications, while others have a direct impact, as when customers search for products they buy. (Kim and Sang, 2018). A review of relevant literature suggests that recent studies have discussed the brand experience from a multifaceted perspective, some of which have focused on the measurement of the structural dimension, so they have played a role in creating a strong scale to capture the customer brand experience. (Brakhoshhmakaran, (2009)). In addition, in previous studies, the combination of important marketing structures such as brand credibility, brand attitude and brand equity as one of the potential consequences of brand experience by the customer have not been combined in a comprehensive model (Amjad Shamim and Mohammed Boot,(2013)). Attention to the importance of this issue In this research, we examined the impact of brand experience on the value of customer-based Bridgent Visa and the intention of buying a brand through the variables of brand credibility and brand attitudes. The results of this research show a positive and significant positive relationship between brand experience with brand credibility and brand attitude that confirms the first and second hypotheses of this research. Also, hypothesis 4 and 5 were confirmed, which respectively showed a positive and significant effect of credit Brand is based on brand attitude and brand credibility on CBBE customer-specific brand value. Finally, the seventh and eighth hypotheses that confirmed the impact of brand attitudes and brand-specific brand value on purchasing intentions were confirmed. The findings of this study, except for the third and fifth hypotheses that were rejected, confirm the results of Amjad Shamim and Mohammed Boot (2013).

A structured analysis of the brand experience results in better knowledge of how investing in creating a positive brand experience influences the preferences of a brand's customer preferences. Experience is

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defined as a distinct comparative offer for a product or service. These distinct marketing proposals create a mental, emotional, social, spiritual, and physical encounter with consumer intent to consume a product or service (Carovuka, 2003). Companies should strive to provide products and services to create positive mental, emotional, social, spiritual, and physical conflicts in clients in order to change the attitude of others towards the brand, and to establish brand credibility as one of the major building blocks of a brand. And a brand can build its own value through it. Although the presence of brand credibility has never been considered as the only source for brand equity, the lack of it will surely eliminate every chance of brand equity. Through their marketing efforts, companies increase their brand value to customers to encourage them to buy from the brand.

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