

**BRAND EXPERIENCE –
HOW IT RELATES TO BRAND PERSONALITY, CONSUMER
SATISFACTION AND CONSUMER LOYALTY.
AN EMPIRICAL ANALYSIS OF THE ADIDAS BRAND.**

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Abstract

Brand experience has attracted a lot of attention in the Marketing practice. With consumers seeking not only functional benefits of a brand but also emotional experiences, brand experience theory attempts to provide answers on how brand experience can be measured and how it effects consumer behavior. This article examines the relationship between Brakus et al.'s (2009) four brand experience dimensions – sensory, affective, intellectual and behavioral – and customer satisfaction and loyalty for the Adidas brand. The authors conducted empirical research during December 2012 and January 2013 through an online questionnaire. The model of Brakus et al. (2009) could be only partially verified: The findings show that the brand experience items developed by Brakus et al. (2009) may encompass some short-comings that returns biased results. Severe deviations were discovered in the factor analysis especially for the behavioral and intellectual dimension of the brand experience scale. However, the empirical results support the claim that brand experience has a significant positive correlation with brand personality, consumer satisfaction, and consumer loyalty. In addition, a significant correlation between

brand personality with consumer loyalty and consumer satisfaction could have also been validated.

JEL classification: M31

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1 Introduction

Adidas is one of the highest regarded brands in the sports-and lifestyle industry with tremendous consumer acceptance and admiration. Consumer tests have shown that people wearing Adidas felt more comfortable and were able to show a higher performance – even if the products were counterfeit products with the Adidas logo (so-called placebo-effect) (WDR, 2012). For a company it is essential to understand the essence of its brand and the experiences consumers have with it. But is there a way to measure the brand experience of the consumers? And if so, is it connected to consumer satisfaction and consumer loyalty?

Brakus et al. (2009) aim to explain brand experience and have invented a model to measure it. They have shown that brand experience positively affects consumer satisfaction and loyalty. In addition, they have developed 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 et al. 2009). It however leaves the question behind whether their model can be validated by further studies and whether the model can still be improved.

This article attempts to examine the relationship between Brakus et al.’s (2009) four brand experience dimensions and customer satisfaction and loyalty for the Adidas brand. However, the findings of this research reveal that, when applied to the Adidas brand, the questions developed by Brakus et al. (2009) encompass some short-comings and return biased results. In this paper the model will be modified making it more descriptive. Then the modified model will be tested on a survey about the brand experience of Adidas, examining its relation to brand personality, consumer satisfaction and consumer loyalty.

2 Literature Review

30 years ago Holbrook and Hirschman (1982) published their “iconic paper” (Tynan and McKechnie, 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 and Hirschman, 1982). They claim that the existing theory of the rational consumer needs to be supplemented by emotional components of buying behavior. This pioneering article launched an academic debate and encouraged further research on this subject. Since then, experience marketing has established itself within marketing theory and nowadays plays an essential role within consumer marketing.

The grounds for this growing phenomenon are based on three reasons: Firstly, overexposure to advertising from traditional 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 interchangeable which makes it more difficult for companies to differentiate on functional product features (Fransen and Lodder, 2010). Pine and Gilmore (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 recognizes their need of new and exciting experiences (Fransen and Lodder, 2010).

Although experience-based marketing has received continuous attention, there is no common definition or usage of a dominant term. Several terms have been proposed, such as “experiential consumption” (Addis and Holbrook, 2001; Lofman, 1991), “experience marketing” (Pine and Gilmore, 1998), “experiential marketing” (Schmitt, 1999) or “brand experience” (Brakus et al. 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 analyzed the effect of experience marketing and tried to measure its outcomes. Fransen and Lodder (2010) have empirically examined the effects of experience marketing communication tools on consumer responses, and

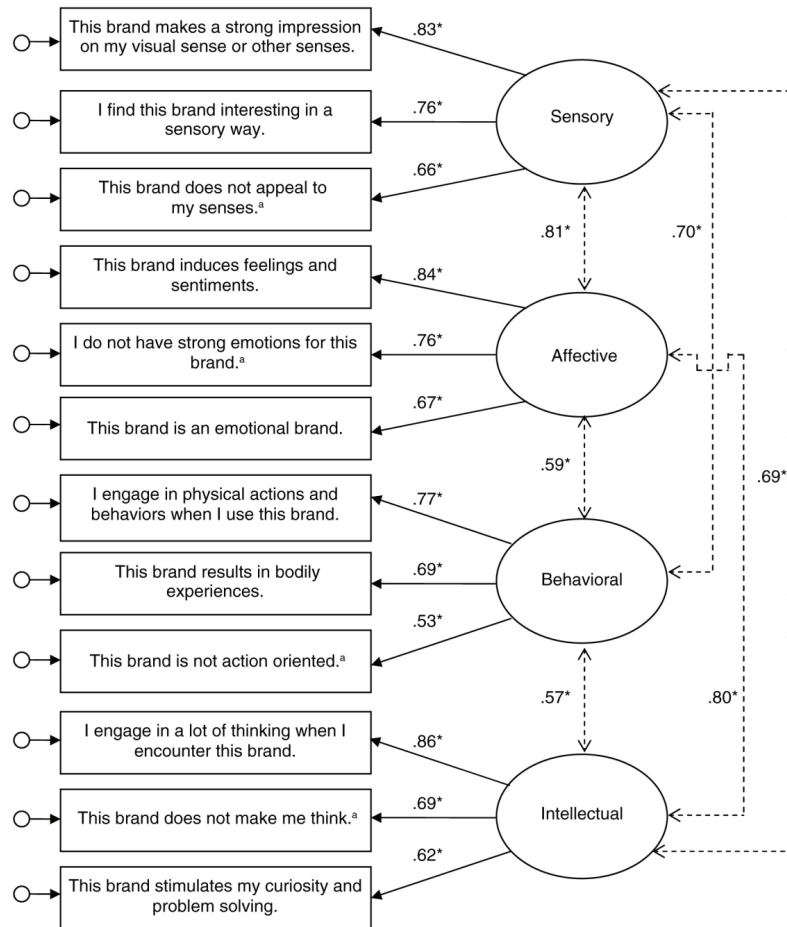
identified a positive influence on brand attitude and brand relation. Tsaour et al. (2006) confirm in their study on the Taipei Zoo that experiences have positive effects on emotion and emotion has a positive effect on the behavioral intention – through the means of satisfaction. Brakus et al. (2009) confirm that “brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality associations”. Sands et al. (2008) found that in-store experiential events positively influence perceived shopping value and shopping behavior intention.

In addition to analyzing the impact of experience marketing, various efforts have been made to develop operational typologies for experiences. “These dimensions provide a frame-work by which companies and brands can engage consumers in an experiential manner” (Sands et al. 2008). Pine and Gilmore (1998) sort experiences into four broad categories according to where they fall along the spectra 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 analyze to explore retail settings (Sands et al. 2008). Schmitt (1999) identifies 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 et al. 2008). Brakus et al. (2009) constructed a brand experience scale with four dimensions: sensory, affective, behavioral and intellectual. In contrast to Pine and Gilmore (1998) and Schmitt (1999), Brakus et al. (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 prove the reliability of the scale.

In conceptualizing brand experience, Brakus et al. (2009) concluded 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 collection and analysis the authors reduced their findings to four dimensions – sensory, affective, behavioral, and intellectual. As Figure 1 depicts, each of the four dimensions are tested by three items, to gauge the intensity of the consumers’ brand experience. The research findings also led the authors to conclude that “brand experience seems to be a stronger predictor of actual buying behaviour” compared to

brand personality, a more effective measure of customer satisfaction (Brakus et al. 2009).

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



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

Brakus et al. (2009) provide a well-defined 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 practitioners could be significant. Not only would it lend credence to brand expe-

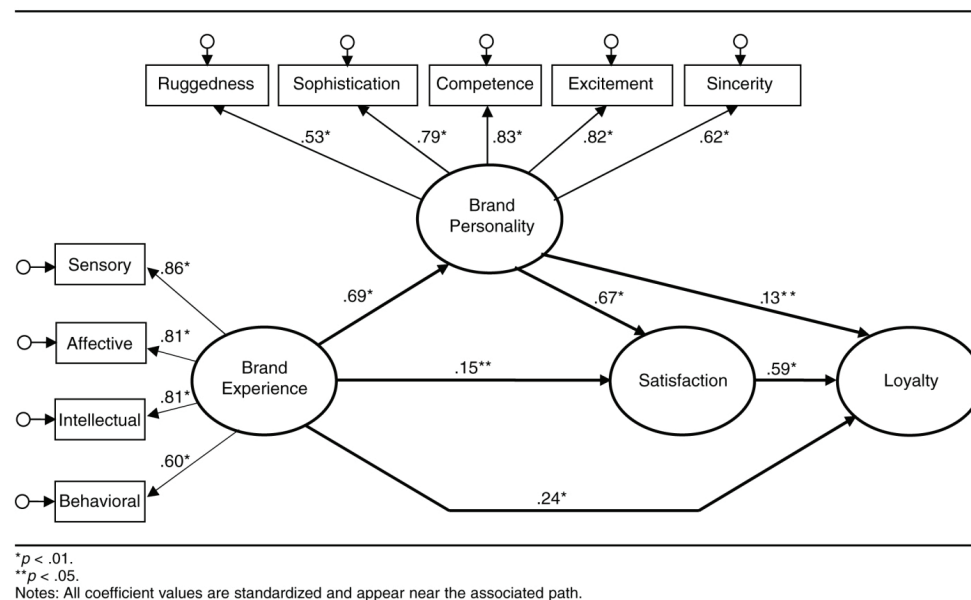
rience as an independent attribute of the brand construct, moreover, the linkage between brand experience dimensions and loyalty could help marketers improve customer retention. In addition, the brand scale with the four dimensions would give significant guidance on how to create and measure brand experience.

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

3 Research Objectives and Hypotheses

Brakus et al. (2009) have created a brand experience scale that includes four dimensions – sensory, affective, behavioral and intellectual – and is consisting of 12 items. In their research paper they furthermore state that brand experience has an influence on consumer satisfaction and consumer loyalty – both directly and indirectly (through brand personality associations). Their empirical finding is however, that brand experience is a stronger predictor of consumer loyalty and brand personality and in turn is a stronger predictor of consumer satisfaction (see Figure 2).

Figure 2: Discriminant and Predictive Validity of the Brand Experience Scale



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

However, Walter et al. (2013) used the explained brand experience scale on brand experience for BMW and found neither an influence of brand experience and brand personality on consumer satisfaction, nor an influence of consumer satisfaction on consumer loyalty. Furthermore they discovered deviations of the behavioral dimension during the factor analysis. Against this background, this study aims to test whether brand experience affects consumer satisfaction, consumer loyalty and brand personality – looking at a specific brand, namely Adidas. Adidas seems to be an ideal brand for this study, as it is widely used worldwide and is known to be a brand with intense consumer experience.

Being able to examine these relationships, the same hypotheses Brakus et al. (2009) used need to be tested. In this study, they will be used specifically on Adidas. The first two hypotheses consider the direct influence of brand experience on consumer satisfaction and consumer loyalty.

H1: Brand experience positively affects consumer loyalty for Adidas.

H2: Brand experience positively affects consumer satisfaction for Adidas.

For being able to examine the indirect relationship through brand personality, it is necessary to test the third hypothesis.

H3: Brand experience positively affects brand personality for Adidas.

Furthermore, the direct influence of brand personality on consumer loyalty and consumer satisfaction needs to be investigated.

H4: Brand personality positively affects consumer loyalty for Adidas.

H5: Brand personality positive affects consumer satisfaction for Adidas.

In addition, it is interesting to test whether consumer satisfaction and consumer loyalty are correlated.

H6: Consumer satisfaction positively affects consumer loyalty for Adidas.

If those hypotheses show statistically significant results it would demonstrate the relationship between brand experience, brand personality, consumer satisfaction and consumer loyalty.

Another objective of this study is to make the brand experience scale of Brakus et al. (2009) more expressive and descriptive, since it currently seems to be quite abstract and general. More tailor-made and individual statements for the specific brand Adidas are needed to increase clarity and to avoid ambiguity.

Considering the objectives of this study, the method used in this research needs to be consistent in a way with the model of Brakus et al. (2009). That implies the four dimensions of brand experience. However, the single statements need a rewording to make them more expressive.

4 Data Collection and Measurement

For data collection an online questionnaire had been used (see Appendix 1). The link of the questionnaire had been sent out via e-mail to personal contacts of the authors and had been put on a social network (convenience sampling). The goal was to reach respondents from all around the world with a wide age group. Using an online survey seemed ideal to achieve this goal, as it is the most efficient and most convenient way to reach international respondents. As the circle of acquaintances of the researchers doesn't only consist of students, also the second objective could be achieved this way.

The questionnaire has been distributed in English and German. A total of 114 respondents completed the survey within a time period of 11 days in December 2012 and January 2013. Before the distribution of the online survey, it had been pre-tested by three people to check the time needed to fill out the questionnaire. For achieving a low rate of abandonment a time slot of up to five minutes has been aimed for. Apart from that no more detailed pre-testing could be performed due to a strict time schedule.

The survey itself consists of four parts. In the first part general information is queried. The second part comprises statements referring to brand experience. The third part consists of statements referring to brand personality. And the fourth part comprises of statements regarding consumer loyalty and consumer satisfaction. In the second, third and fourth part of the survey the respondents have the possibility to comment the given statements on a 5-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree). To not force respondents to an answer and thereby possibly distorting the results another option is given to the respondents: I don't know/no comment.

The first part asks about general information of the respondents and consists of three questions: the age, the nationality and the gender. This gives the researchers the possibility to differentially analyze the results of the survey (e.g. German vs. non-German). In the second part the focus is on brand experience. For finding out about the brand experience people had with Adidas sports products, the four-factor-model of Brakus et al. (2009) serves as a basis. For each dimension – sensory, affective, behavioral and intellectual – three statements are formulated. To make the brand experience scale more vivid and descriptive the 12 statements were reworded. Considering the dimension **sensory**, the statements focus on the visual (fashionable) and tactile (fit and touch) senses, as those are considered to be the important ones for Adidas sport products. The dimension **affective** is represented by positive feeling towards the Adidas sports products itself, the atmosphere within the Adidas shops and the attraction to products with the Adidas logo on it. Within the dimension **behavioral** it is tested if wearing Adidas sports products and/or the atmosphere within Adidas shops make people want to work out. Furthermore the survey checks if the respondents are frequent purchasers of Adidas sports products. The dimension **intellectual** tests if Adidas advertisements (and their basic message) and Adidas' innovation are in the mind of Adidas customers. The formulated statements about brand experience can be found in Appendix 1. The third part comprises statements implying the five brand personality dimensions of Aaker (1997). However, as the focus of the research is on brand experience, the original 15-item scale has not been used. It is not the goal of this paper to examine the brand personality scale. Instead one statement for each of the dimensions sincerity, excitement, competence, sophistication and ruggedness has been formulated. These statements about the Adidas sports products' brand personality can be found in Appendix 1. The fourth part focuses on consumer loyalty and consumer satisfaction. Also in this case the questionnaire has been shortened and simplified – compared to the one Brakus et al. (2009) used. The five consumer loyalty questions proposed by You and Donthu (2001) and the five consumer satisfaction questions proposed by Oliver (1980) have been compromised to one question. The formulated statements about the Adidas sports products' consumer loyalty and consumer satisfaction can be found in Appendix 1.

5 Results

In January 2013 the data collected was analyzed for the $n=114$ respondents. Because the respondents had the option to choose from a 5-point Likert scale which included a sixth option of “I don’t know/No Comment”, the analysis included forcing this sixth option to be considered as a missing value as to not skew the results. We then analyze the data by replacing missing values with the mean. Finally we performed our initial exploratory factor analysis on the 12 questions of brand experience using the Principle Component extraction method. For more precise results we used the Varimax Rotated Component Matrix. Consistent with Walter et al. (2013) we yielded the same type of scattered results. Of the 4 dimensions of brand experience, the sensory and affective dimension provided stable results, cumulating into one factor. The remaining 2 factors, behavioral and intellectual, had split results into multiple factors (see Figure 3).

To provide a clearer view of the 4 dimensions of brand experience and to be consistent with the research methods of Brakus et al. (2009) and Walter et al. (2013), we loaded the first two dimensions, sensory and affective, into one factor, and loaded behavioral and intellectual dimensions into their own separate factors using three different factor analyses. Grouping the dimensions into these factors resulted in each scenario providing a one factor solution for all three. The inherent difference in the dimensions behavioral and intellectual is similar to the issue represented in Walter et al. (2013) where the behavioral dimension needed to be independently loaded into its own Principal Component Analysis (see Figure 4).

Figure 3: Rotated Component Matrix

Rotated Component Matrix ^a			
	Component		
	1	2	3
Sensory 1	.711	-.098	.339
Sensory 2	.698	.104	.111
Sensory 3	.724	.200	.015
Affective 1	.765	.123	.111
Affective 2	.575	-.008	.555
Affective 3	.442	.335	.210
Behavioral 1	.495	.451	.182
Behavioral 2	.305	.755	-.281
Behavioral 3	.282	.384	.606
Intellectual 1	.013	.842	.284
Intellectual 2	.030	.801	.279
Intellectual 3	.127	.145	.755

Extraction Method: Principal Component Analysis.#
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

*Bold values indicate the factor on which the items predominantly load.

Source: Own research.

Figure 4: Factor Analysis with sensory-affective as one factor, behavioral as the second factor and intellectual as the third factor

Component Matrix ^a		Component Matrix ^a		Component Matrix ^a	
	Component 1		Component 1		Component 1
Sensory 1	.759	Behavioral 1	.816	Intellectual 1	.891
Sensory 2	.709	Behavioral 2	.727	Intellectual 2	.884
Sensory 3	.703	Behavioral 3	.740	Intellectual 3	.571
Affective 1	.769	Extraction Method: Principal Component Analysis. a. 1 components extracted		Extraction Method: Principal Component Analysis. a. 1 components extracted	
Affective 2	.719				
Affective 3	.597				
Extraction Method: Principal Component Analysis. a. 1 components extracted					

Source: Own research.

An exploratory factor analysis of the 5 brand personality questions was conducted next. The results only loaded onto one factor, a different finding from 2 factor results from Walter et al. (2013). As was the case in Walter et al. (2013) when comparing the relationship brand experience has on brand personality, only one factor from brand personality could be used as the dependent variable in the regression model. Our analysis also used only one dependent variable, but in relation of brand personality with loyalty and satisfaction, we will only use one independent variable of brand personality (see Figure 5).

Regression analysis was then conducted to determine the validity of the research hypotheses. First, the three brand experience factors were used as independent variables against the single dependent variables of brand personality, consumer satisfaction and consumer loyalty.

Figure 5: Component Matrix of brand personality

Component Matrix ^a	
	Component 1
Personality 1	.649
Personality 2	.549
Personality 3	.833
Personality 4	.772
Personality 5	.568
Extraction Method: Principal Component Analysis. a. 1 components extracted	

Source: Own research.

In the case of the first research hypothesis (positive correlation between brand experience and consumer loyalty) our data analysis confirms the hypothesis of a statistically significant model, with a p-value for the model at $p < 0.05$. The adjusted R^2 was found to be $R^2 = 0.472$ (see Appendix 2, Figure 7). It is interesting to note that the p-value of the intellectual dimension was $p = 0.281$ and the p-value of the coefficient behavioral was found to be $p = 0.086$. They are higher than $p = 0.05$, the determinate of whether a coefficient is a predictor of loyalty (see Appendix 2, Figure 8). This means that the correlation between the intellectual dimension and the consumer loyalty could not be verified. The same applies to the behavioral dimension. The model as a whole does represent significance, which suggests that the sensory and affective dimensions play a large role in predicting loyalty in Adidas consumers. This conclusion is also supported by the coefficients B. The factor sensory / affective has a coefficient B of 0.537, whereas the coefficients B for behavioral and intellectual are only 0.159 and 0.089 (see Appendix 2, Figure 8). The findings of the overall model are very comparable to that of Walter et al. (2013) which found a statistically significant model of $R = 0.450$.

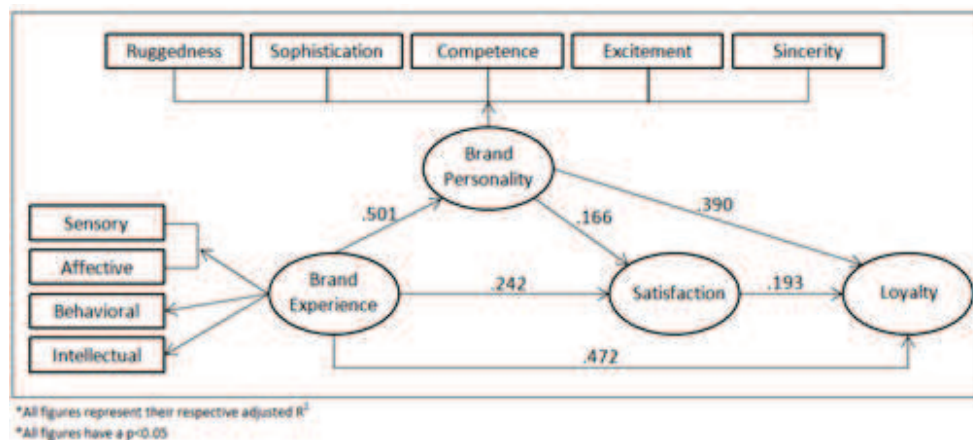
The second research hypothesis was found to have a different outcome than the first. Here we were able to confirm the findings of Brakus et al. (2009) of rejecting the null hypothesis that brand experience affects satisfaction positively. Walter et al. (2013) found not enough statistical evidence to not reject the hypothesis because the p-value was $p = 0.387$. Our analysis yielded a p-value less than $p = 0.05$ with an adjusted R^2 of $R^2 = 0.242$ (see Appendix 2, Figure 9). This leads us to conclude that the rejection of the null hypothesis from Brakus et al. (2009) to be correct. Again we saw issues with the dimensions intellectual and behavioral. Whereas the overall model yielded a p-value below $p = 0.05$, the coefficients of intellectual and behavioral were $p = 0.610$ and $p = 0.431$ respectively (see Appendix 2, Figure 10). Again we must conclude that the positive correlation between brand experience and satisfaction is coming from the first factor, sensory and affective. This again can be proved by looking at the coefficients B, with the factor sensory/affective being much greater than the other two. In addition we will note that the coefficient B of behavioral was negative (-0.059) (see Appendix 2, Figure 10). As the significance is too low we therefore excluded these dimensions. As a result, a regression analysis was conducted removing the factors individually – one analysis with only the variables sensory-affective and intellectual and another one with only the variables sensory-affective and behavioral. However, this led the results to yield only a slight increase of the adjusted R^2 .

The third hypothesis, brand experience positively affects brand personality for Adidas, yielded a p-value less than $p=0.05$ and an adjusted R^2 of $R^2=0.501$ (see Appendix 2, Figure 11). Therefore, there is enough statistical significance for the model and it shows that brand experience does positively affect brand personality. Once again, as seen in the regression analysis for brand experience in consumer loyalty and consumer satisfaction, the behavioral dimension has a p-value above $p=0.05$. The same applies for the intellectual dimension. An examination of the B coefficients leads to the conclusion that – also in this case – the positive correlation between brand experience and brand personality is mainly coming from the factor sensory/affective (see Appendix 2, Figure 12).

Hypotheses 4 and 5 state how brand personality affects consumer loyalty and consumer satisfaction. Brand personality has a similar relationship as brand experience on both consumer loyalty and consumer satisfaction. Brand personality has enough statistical evidence for both models (p-value below $p=0.05$ in both models) to confirm that there is a positive affection between brand personality and consumer loyalty (adjusted $R^2=0.390$) and to reject the null hypothesis of brand personality having affection for consumer satisfaction (adjusted $R^2=0.166$) (see Appendix 2, Figure 13 and 14).

The sixth hypothesis is how consumer satisfaction positively affects consumer loyalty. As with all the previous analysis, there was enough statistical evidence (p-value < 0.05) to conclude that there is a correlation between consumer loyalty and consumer satisfaction. For this analysis the regression showed an adjusted R^2 of $R^2=0.193$ (see Appendix 2, Figure 15). This is consistent with the results from the previous analyses that there is a high correlation between brand experience and loyalty and high correlation between brand personality and loyalty, but low correlation between brand experience or brand personality and consumer satisfaction. In conclusion from the six hypotheses analyzed, we can see summary of the results in Figure 6 provided below.

Figure 6: Brand Experience Scale of Adidas



Source: Own research.

A few interesting analysis arose from the data collected. When comparing different scenarios of regression runs, the comparison of German national responses and Non-German national responses gave a different review on the results, at least compared to brand experience and satisfaction. The brand experience has a higher correlation for consumer satisfaction for those who consider themselves German compared to those who do not. Where the overall correlation was of medium size (adjusted $R^2=0.242$), the correlation for the German consumers was much higher (adjusted $R^2=0.363$) than the correlation for the Non-German consumers (adjusted $R^2=0.130$). This would suggest a fundamental difference in the Adidas consumer base between Germany and other countries. When comparing the results from the two data sets (German versus Non-German), the brand experience and consumer loyalty correlation was almost identical. As both have a regression with a p-value less than $p=0.05$, the adjusted R^2 for Germans was found to be $R^2=0.458$ versus the adjust R^2 of Non-Germans was found to be $R^2=0.447$ (see Appendix 2, Figure 17 and 18). Therefore there is a higher correlation for Germans, but the difference is very little. This is also consistent with an overall correlation for everyone at an adjusted $R^2=0.472$.

6 Conclusion and Implications

In conclusion, the brand experience of Adidas in this research paper can be used to support some of the results reached in Brakus et al. (2009) and Walter et al. (2013). This model can support the claim that brand experience has a moderately high positive correlation to brand personality as stated in Brakus et al. (2009) and in Walter et al. (2013). Also this model supports the claims from Walter et al. (2013) only as to the degree of correlation between brand experience and consumer loyalty and the correlation between brand personality and consumer loyalty – being close to $r=0.45$ in both cases for both correlations. However, the model from Brakus et al. (2009) found that there was low correlation between brand experience and consumer loyalty and between brand personality and consumer loyalty.

Although the model of Walter et al. (2013) could not find statistical evidence to not reject the null hypothesis of brand experience on consumer satisfaction, the null hypothesis of consumer satisfaction on consumer loyalty, and the null hypothesis of brand personality on consumer satisfaction, our model did have enough statistical evidence. We were able to verify all three hypotheses. This again is consistent with what Brakus et al. (2009) found. Our finding that the correlation between brand experience and consumer satisfaction is low ($r<0.25$) also matches the one of Brakus et al. (2009). However, our findings about the amount of correlation between brand personality and consumer satisfaction and between consumer satisfaction and consumer loyalty differ from those Brakus et al. (2009) made. There was a high correlation for their study (about $r=0.6$), whereas in our study on Adidas there was only a low correlation ($r<0.2$).

There were similarities in both this research and Walter et al. (2013) from certain dimensions. Whereas Walter et al. (2013) issues only arose from the behavioral dimension, we saw the same issue with both the behavioral and intellectual dimension. It was not stated whether this issue arose in the model from Brakus et al. (2009), but in future studies this problem should be addressed and tested to see whether the four dimension model of brand experience holds true.

Lastly it is interesting to see the results when using only German national responses and when only using non-German national responses. As the correlation between brand experience and consumer loyalty did not yield any interesting facts, the correlation between brand experience and consumer satisfaction yielded an extraordinary result. The correlation was at 36% for German nationals whereas only 13% for non-Germans. This suggests there could be a higher correlation of brand

experience on consumer satisfaction than argued earlier in the paper if another dimension like knowledge of the product (or frequency of brand experience) may have been introduced. Adidas, a German company, may have a larger reach to consumer knowledge in Germany than in foreign countries. Additional research should follow up on this analysis.

7 Limitations and Future Research

The biggest limitation to the validity of this research report is the applied sampling method and the small sample size. Because of convenience sampling, the survey was directed at a limited pool. The survey was given mostly via email and social media, which implies that the respondents were acquainted with the surveyors to some degree. This may or may not have provided bias results. The respondents may have felt obligated to answer the questions different than if administered by an independent party. However, this should have played a minor role because the instructions were given to honest opinions.

The second limitation seen in the research was issues with the dimensions behavioral and intellectual. The coefficients sometimes did not represent enough significance. These issues may have come from interpretation of the questions being answered. Therefore additional research could be conducted to validate the types of questions that represent the dimensions of behavioral and intellectual. In addition, some respondents have given feedback that the questions involving their store experiences were limited or did not exist as they were mainly shopping online for Adidas. Also, that the advertisements were not well known, and therefore they could not accurately represent their opinions on the respective questions. The option for “I do not know/no comment” was available, and used more frequently for these questions than for the rest of the questions. This could explain some of the issues we saw involving these dimensions.

A third limitation of this research paper was the wording of the questions. Since the items of Brakus et al. (2009) were kept fairly vague and general, we rephrased the items with the goal to be more precise so that people could give more accurate responses. However, this approach could not guarantee to match the meaning of the original items fully and it could have skewed the results. Future research should consider continue to develop a clear understanding of the four dimensions of brand experience.

This paper also considers brand experience only as applied to Adidas. Due to the kind of image that Adidas exudes it may result in biased findings when compared to consumer experience analysis of other brands. Further research should consider continuing to test the consistency of the brand experience model of Brakus et al. (2009) with a wider range of brands.

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Appendix 1a: Questionnaire in English

Age:

Nationality:

Gender:

- ☐ Male
- ☐ Female

Brand Experience

	strongly disagree	disagree	neutral	agree	strongly agree	I don't know / no comment
I think Adidas sports products are very fashionable.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adidas sports products are comfortable and fit very well.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The material used for Adidas sports products feels good to the touch.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
While wearing Adidas sports articles I feel inspired to start working out.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using Adidas sports products makes me feel good and hip.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel attracted to products with the 3 stripes (Adidas logo) on it.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy the atmosphere in Adidas sports shops.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting Adidas sports shops makes me want to work out more often.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As I enjoy shopping for Adidas sports products, I am frequently going to Adidas sports shops or sports shops which sell Adidas products.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Adidas advertisement "Impossible is Nothing" makes me think about not giving up or about fighting for success.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Adidas advertisement "Adidas is all in" shows me plainly how diverse Adidas products are.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the fact that Adidas is carrying out a lot of research to improve their products and introduce new technologies to the market.	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brand Personality

[illegible]

Loyalty

The next sports product I am buying will most likely be from Adidas.

Satisfaction

I am fully satisfied with my Adidas sports products.

Deutsch

Alter:Nationalität:

Geschlecht:

☐ männlich

☐ weiblich

Markenerlebnis

[illegible]

Markenpersönlichkeit

	stimme überhaupt nicht zu	stimme eher nicht zu	unentschieden	stimme zu	stimme voll zu	weiß ich nicht / keine Antwort
Wenn auf dem Etikett eine hervorragende Atmungsaktivität des Adidas T-Shirts beworben wird, dann vertraue ich dieser Aussage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich kann es immer kaum erwarten, bis die neue Kollektion von Adidas auf dem Markt erscheint.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich bevorzuge es Adidas Sportprodukte zu kaufen, da sie - aufgrund der guten Forschung, die Adidas betreibt - eine hervorragende Qualität besitzen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ich trage beim Training gerne Adidas Sportartikel, da sie zum einen hochfunktional sind, jedoch auch edel wirken.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adidas Produkte sind strapazierfähig und halten sehr lange.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Loyalität[illegible]

Zufriedenheit

[illegible]

Appendix 2: Statistical Results

Figure 7: Linear Regression: Model Summary and ANOVA tables from Brand Experience and Consumer Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,697 ^a	,486	,472	,705

a. Predictors: (Constant), Factor_Intellectual,
Factor_Sensory_Affective, Factor_Behavioral
b. Dependent Variable: Loyalty

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51,580	3	17,193	34,608	,000 ^a
	Residual	54,648	110	,497		
	Total	106,229	113			

a. Predictors: (Constant), Factor_Intellectual, Factor_Sensory_Affective,
Factor_Behavioral
b. Dependent Variable: Loyalty

Figure 8: OLS Regression: Coefficient table of Brand Experience vs. Consumer Loyalty

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,486	,066		37,654	,000		
	Factor_Sensory_Affective	,537	,079	,551	6,759	,000	,703	1,422
	Factor_Behavioral	,159	,092	,161	1,734	,086	,539	1,855
	Factor_Intellectual	,089	,082	,090	1,084	,281	,674	1,484

a. Dependent Variable: Loyalty

Figure 9: OLS Regression: Model Summary and ANOVA tables from Brand Experience and Consumer Satisfaction

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,512 ^a	,262	,242	,572

a. Predictors: (Constant), Factor_Intellectual, Factor_Sensory_Affective, Factor_Behavioral
b. Dependent Variable: Satisfaction

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12,802	3	4,267	13,049	,000 ^a
	Residual	35,971	110	,327		
	Total	48,772	113			

a. Predictors: (Constant), Factor_Intellectual, Factor_Sensory_Affective, Factor_Behavioral
b. Dependent Variable: Satisfaction

Figure 10: OLS Regression: Coefficient table of Brand Experience vs. Consumer Satisfaction

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,851	,054		71,912	,000		
	Factor_Sensory_Affective	,355	,064	,538	5,514	,000	,703	1,422
	Factor_Behavioral	-,059	,074	-,088	-,790	,431	,539	1,855
	Factor_Intellectual	,034	,066	,051	,511	,610	,674	1,484

a. Dependent Variable: Satisfaction

a. Dependent Variable: Satisfaction

Figure 11: OLS Regression: Model Summary and ANOVA tables from Brand Experience and Brand Personality

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,717 ^a	,514	,501	,70320807

a. Predictors: (Constant), Factor_Intellectual, Factor_Sensory_Affective, Factor_Behavioral
b. Dependent Variable: Factor_BrandPersonality

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57,605	3	19,202	38,830	,000 ^a
	Residual	54,395	110	,495		
	Total	112,000	113			

a. Predictors: (Constant), Factor_Intellectual, Factor_Sensory_Affective, Factor_Behavioral
b. Dependent Variable: Factor_BrandPersonality

Figure 12: OLS Regression: Coefficient table of Brand Experience vs. Brand Personality

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-7,744E-17	,066		,000	1,000		
	Factor_Sensory_Affective	,539	,079	,539	6,809	,000	,703	1,422
	Factor_Behavioral	,038	,091	,097	1,070	,287	,539	1,855
	Factor_Intellectual	,225	,082	,223	2,755	,007	,674	1,484

a. Dependent Variable: Factor_BrandPersonality

a. Dependent Variable: Factor_BrandPersonality

Figure 13: OLS Regression: Model Summary and ANOVA tables from Brand Personality and Consumer Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,629 ^a	,395	,390	,757

a. Predictors: (Constant), Factor_BrandPersonality
 b. Dependent Variable: Loyalty

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41,991	1	41,991	73,211	,000 ^a
	Residual	64,238	112	,574		
	Total	106,229	113			

a. Predictors: (Constant), Factor_BrandPersonality
 b. Dependent Variable: Loyalty

Figure 14: OLS Regression: Model Summary and ANOVA tables from Brand Personality and Consumer Satisfaction

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,416 ^a	,173	,166	,600

a. Predictors: (Constant), Factor_BrandPersonality
b. Dependent Variable: Satisfaction

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,451	1	8,451	23,473	,000 ^a
	Residual	40,322	112	,360		
	Total	48,772	113			

a. Predictors: (Constant), Factor_BrandPersonality
b. Dependent Variable: Satisfaction

Figure 15: OLS Regression: Model Summary and ANOVA tables from Consumer Satisfaction and Consumer Loyalty

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,447 ^a	,200	,193	,883

a. Predictors: (Constant), Satisfaction
b. Dependent Variable: Loyalty

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,252	1	21,252	27,261	,000 ^a
	Residual	84,976	109	,780		
	Total	106,229	110			

a. Predictors: (Constant), Satisfaction
b. Dependent Variable: Loyalty

Figure 16: The descriptive statistics for all the brand experience, brand personality, consumer loyalty and consumer satisfaction questions

Descriptive Statistics				
	Mean	Std. Deviation ^a	Analysis N ^a	Missing N
Sensory1	3,69	,904	113	3
Sensory2	3,96	,719	113	13
Sensory3	3,89	,718	113	11
Behavioral1	2,94	,989	113	9
Affective1	3,33	,979	113	8
Affective2	3,10	1,118	113	3
Affective3	3,14	,683	113	29
Behavioral2	2,61	,852	113	23
Behavioral3	2,25	1,097	113	11
Intellectual1	2,66	1,082	113	19
Intellectual2	2,59	,932	113	25
Intellectual3	3,98	,744	113	7
Personality1	3,84	,851	113	3
Personality2	2,46	1,245	113	2
Personality3	3,00	1,052	113	5
Personality4	3,04	1,077	113	8
Personality5	3,85	,760	113	13
Loyalty	2,49	,974	113	8
Satisfaction	3,85	,660	113	12

*This is to note that the “Missing N” includes missing responses and “I do not know/No Comment” responses

Figure 17: OLS Regression: Model Summary and ANOVA tables from Brand Experience and Consumer Loyalty for German nationals

Model Summary ^{b,c}					
Model	R		R Square	Adjusted R Square	Std. Error of the Estimate
	Nationality = deutsch	Nationality ≠ deutsch			
1	,701 ^a	,684	,492	,458	,714

a. Predictors: (Constant), Factor_Intellectual, Factor_Sensory_Affective, Factor_Behavioral
b. Unless noted otherwise, statistics are based only on cases for which Nationality = deutsch
c. Dependent Variable: Loyalty

ANOVA ^{b,c}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,183	3	7,394	14,516	,000 ^a
	Residual	22,923	45	,509		
	Total	45,106	48			

a. Predictors: (Constant), Factor_Intellectual, Factor_Sensory_Affective, Factor_Behavioral
b. Dependent Variable: Loyalty
c. Selecting only cases for which Nationality = deutsch