



(REVIEW ARTICLE)



## Investigating the ascendancy of brand experience on brand equity: A Literature review

V. Sasivardhini \* and M. Kalaivani

*Faculty of Management, SRM Institute of Science and Technology, Vadapalani-600 026, Chennai, Tamilnadu, India.*

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### Abstract

This literature review aims to analyze the correlations amid brand experience and brand equity. The whole range of sensory, emotional, cognitive, and behavioral reactions that customers exhibit towards a brand is encompassed by brand experience. It highlights the significance of establishing memorable and meaningful engagements that surpass the practical characteristics of a product or service. The evaluation examines an extensive array of academic articles, research papers, and industry reports to get a thorough comprehension of the current body of knowledge about this correlation. The assessment additionally highlights certain deficiencies in the current body of knowledge. Additional investigation is necessary to understand the specific ways in which brand experience impacts brand equity. In summary, this literature study offers a thorough examination of the associating between brand experience and brand equity. The upshots indicate that brand experience is indispensable in constructing and improving brand equity. This statement emphasizes the importance of brand experiences in developing a strong brand value, and it advocates for additional research to enhance our comprehension of this connection in different circumstances. This review offers significant insights for marketing practitioners seeking to effectively maintain and enhance brand equity through strategic brand experiences.

**Keywords:** Brand experience; Brand equity; Sensory; Cognitive; Behavioral responses; Mechanisms

### 1. Introduction

In the current fiercely competitive business environment, it is imperative for organisations to build a robust brand identity in order to attain a lasting competitive edge. A brand encompasses more than simply a logo or a name; it embodies the complete encounter a client has with the firm, its products, and its services. The brand experience, also referred to as the customer's encounter with a brand, significantly influences the way customers perceive a brand and eventually shapes its success and position in the market. Hence, comprehending the correlation between brand experience and brand equity is crucial for firms aiming to prosper in the ever-changing industry. The objective of this literature review is to examine the current research on this subject and provide insights into the importance and possible consequences of this connection.

#### 1.1. Background information

Brand experience comprises the entirety of a customer's interactions with a brand, including activities before, during, and after making a purchase. These interactions can encompass physical, sensory, emotional, cognitive, or virtual experiences. Through meticulous manipulation and control of these engagements, corporations have the ability to mould customers' interpretations, devotion, and total market value of their brand. Brand equity encompasses the intangible resources possessed by a brand, including brand recognition, brand devotion, and brand affiliation. These resources play a crucial role in distinguishing the brand from competitors and maintaining a lasting competitive edge.

\* Corresponding author: V Sasivardhini

## **1.2. Importance of understanding the relationship between brand experience and brand equity**

The relationship between brand experience and brand equity is crucial for marketers and managers as it directly influences consumers' purchasing decisions and brand preferences. A positive brand experience enhances brand equity by fostering brand loyalty, consumer trust, and positive word-of-mouth. On the other hand, a negative or inconsistent brand experience can erode brand equity, leading to decreased market share and customer dissatisfaction. Understanding this relationship allows companies to strategically manage brand experiences, ensuring they align with their brand values and customer expectations, and ultimately contribute to the growth and success of their brand.

## **1.3. Purpose and objectives of the literature review**

The objective of this literature review is to examine and consolidate the current research on the correlation between brand experience and brand equity. The objective of the evaluation is to comprehend the diverse aspects of brand experience that influence brand equity, including sensory stimuli, emotional connections, consumer contentment, and post-purchase encounters. The review aims to analyse the existing literature in a meticulous manner in order to pinpoint any deficiencies or areas that require additional research. It also proposes potential avenues for future investigation, providing guidance for researchers and practitioners interested in this field. The primary objective of this literature study is to offer helpful insights and a comprehensive comprehension of the significance of brand experience in establishing and sustaining brand equity.

## **1.4. Inclusion and Exclusion Criteria**

To ensure the selection of relevant studies, a specific set of criteria was established for inclusion and exclusion. In this review, the following criteria were applied:

- Language: Studies published in English were included due to accessibility and the authors' language proficiency.
- Relevance: Studies that specifically examined the correlation between brand experience and brand equity were incorporated. If brand loyalty or customer happiness had a significant impact on comprehending this relationship, they were taken into account as relevant factors.
- Study Type: Only primarily research studies were included, such as empirical studies, experimental designs, case studies, and cross-sectional surveys. Secondary studies like literature reviews were excluded.
- Timeframe: The literature search was conducted on papers published from 2010 to 2021 in order to obtain the latest and most current findings.
- Publication Type: The study included scholarly articles that underwent a rigorous evaluation process by experts, conference papers, and academic works such as dissertations and theses. Excluded were non-academic sources, such as editorials, opinions, and blogs.

## **1.5. Search Strategy and Databases**

A multi-stage search strategy was employed to gather a comprehensive set of relevant studies. The following databases were selected to cover a wide range of academic research:

- Scopus
- ScienceDirect
- Web of Science
- ProQuest
- PubMed

Utilizing a combination of controlled vocabulary terms (e.g., brand experience, customer experience, brand equity) and relevant keywords (e.g., relationship, influence), the search was conducted within the titles, abstracts, and keywords of the articles. The search results were then exported into a reference management tool for further analysis.

## **1.6. Data Extraction and Analysis Process**

The data extraction process involved systematically reviewing each included study to extract pertinent information. This entailed recording the authors, publication year, study type, research design, sample characteristics, measurement tools utilized, and notable discoveries regarding the correlation between brand experience and brand equity. The analysis process involved a thematic approach to identify patterns, similarities, and discrepancies across the extracted data. Relevant themes for studying the connections and relationships between brand experience and brand equity

metrics were identified using thematic analysis. Additionally, the strength of evidence presented within each study was assessed, and any limitations or gaps in the research were critically evaluated.

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## 2. Theoretical implication

Theoretical implication refers to the potential consequences or effects that a particular theory or concept has on a specific area of study. Regarding brand experience and brand equity, there are multiple theoretical implications that can be taken into account. When examining brand experience and brand equity, it is important to examine several theoretical implications.

- The influence of the overall customer experience with a brand on the perceived value and strength of the brand. An important theoretical implication is that a favourable brand experience can result in a rise in brand equity. As to Keller's (1993) customer-based brand equity model, brand equity is determined by the customer's perception of the brand's additional value, which may be changed by their interactions with the brand. Hence, if a brand effectively delivers favourable and unforgettable experiences to its clients, it is more probable to augment brand equity.
- Psychological elements play a vital part in shaping brand equity, as suggested by brand experience theory. These aspects include emotions, feelings, and memories that are associated with a brand. Brands should prioritise the creation of meaningful and emotionally captivating experiences in order to increase brand equity, as suggested by the theory. These objectives can be accomplished through diverse tactics such as narrative techniques, sensory stimuli, and customised engagements, which elicit favourable sentiments and establish robust brand connections.
- The impact of brand experience on brand loyalty: Another possible consequence is the direct correlation between brand experience and brand loyalty. A contented consumer who has had a favourable brand encounter is more inclined to cultivate brand allegiance and participate in recurring acquisitions. This suggests that placing significant emphasis on providing outstanding brand experiences can lead to enduring consumer loyalty and ultimately strengthen brand value.
- The emergence of social media platforms has had a significant impact on brand experience and brand equity, leading to novel theoretical implications. Social media platforms offer brands the chance to generate interactive experiences and connect with customers on an individualised basis. Consumers possess the ability to disseminate their brand encounters to a broader audience, so impacting brand perceptions and, eventually, brand equity. Hence, it is imperative for brands to contemplate the influence of social media on brand experience and brand equity, and subsequently modify their strategy.

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## 3. Conceptual Models and Theories Relevant to Brand Experience

### 3.1. The Experiential Marketing Model

The Experiential Marketing Model is a conceptual framework that emphasizes the importance of creating and managing positive brand experiences for consumers. According to this concept, proficient brands should focus on creating both concrete and intangible experiences that evoke emotional reactions from customers. The key premise of this model is that brand experience acts as a catalyst to strengthen brand-consumer relationships, leading to enhanced brand loyalty and positive brand perceptions.

### 3.2. The Customer-centered Brand Equity Model

The Customer-based Brand Equity Model proposes that brand equity, defined as the value and strength of a brand in consumers' minds, is influenced by various factors, including brand awareness, brand associations, perceived quality, and brand loyalty. This model suggests that building a strong brand equity requires creating positive brand experiences that reinforce favorable brand associations and attitudes in consumers' minds.

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## 4. Brand Experience

The notion of brand experience has gained significant importance in contemporary marketing research and practice. This article aims to provide a comprehensive overview of brand experience, including its definition, conceptualization, and common measurement scales and techniques used for assessing brand experience.

#### 4.1. Definition and Conceptualization of Brand Experience

Brand experience refers to the multidimensional cognitive, affective, and behavioral responses that individuals develop as they interact with a brand across different touchpoints. It encompasses all the sensory, emotional, intellectual, and behavioral aspects that consumers encounter while engaging with a particular brand. Brand experience emphasizes the holistic nature of consumer-brand interactions and their impact on building brand perceptions, attitudes, and loyalty.

#### 4.2. Elements and constituents of brand experience:

Brand experience encompasses multiple dimensions and components that jointly contribute to the holistic consumer experience. These dimensions can vary depending on the context and nature of the brand. However, some commonly identified dimensions include:

- **Sensory Experience:** This dimension involves how consumers perceive a brand through their sensory modalities, such as sight, sound, touch, taste, and smell.
- **Emotional Experience:** It refers to the range of emotions elicited by the brand, including joy, excitement, surprise, and satisfaction, which significantly influence consumers' attitudes and behaviors towards the brand.
- **Cognitive Experience:** This dimension specifically examines the cognitive processes associated with the processing of brand information, including brand knowledge, brand associations, and cognitive evaluations.
- **Behavioral Experience:** It encompasses consumers' actual behaviors towards the brand, such as purchase intentions, brand advocacy, and loyalty.
- **Social Experience:** This dimension reflects the social interactions consumers have with the brand, including interactions with brand representatives, other consumers, and online communities.
- **Measurement Scales and Techniques for Assessing Brand Experience:**
- **Measuring brand experience** requires reliable and valid assessment techniques. Several measurement scales and techniques have been developed and employed in research to assess different dimensions of brand experience. Some commonly used scales and techniques include:
  - **Customer Experience Index (CEI):** The CEI is a widely used measure that assesses various dimensions of customer experience, including brand experience. It utilizes a combination of survey questions to capture consumers' perceptions, emotions, and behaviors towards a brand.
  - **Semantic Differential Scale:** This scale consists of bipolar adjectives that participants rate to assess their perceptions of a brand across different dimensions, such as warmth, excitement, reliability, and sophistication.
  - **Experience Sampling Method (ESM):** ESM involves gathering real-time data from consumers by periodically prompting them to record their experiences, emotions, and behaviors related to a brand throughout their daily activities.
  - **Net Promoter Score (NPS):** The Net Promoter Score (NPS) quantifies the probability of consumers endorsing a brand to others, serving as an indirect indicator of their brand encounter and contentment.

#### 4.3. Brand equity

Brand equity is the intrinsic value and significance that a brand holds in the perception of consumers. Brand equity refers to the favorable connections, beliefs, and loyalty that consumers develop towards a certain brand as a result of their previous experiences and interactions with the brand. Brand equity encompasses the intangible resources possessed by a brand that enhance its competitive edge and have the potential to generate higher customer preference, loyalty, and readiness to pay higher pricing.

##### 4.3.1. Different dimensions and components of brand equity

- **Brand Awareness:** This metric assesses the extent to which customers are familiar with and recognise a brand. It encompasses brand recall (the capacity to recall the brand when asked) and brand recognition (the capacity to identify the brand when exposed to it).
- **Brand Associations:** Brand associations pertain to the cognitive links that consumers establish with a brand. These encompass characteristics, advantages, individual qualities, and symbols that consumers link with the brand, which might impact their brand perceptions.
- **Perceived Quality:** Perceived quality refers to the evaluations made by consumers on a brand's overall excellence and dependability in comparison to other competing brands. Brand equity relies heavily on this crucial element, as people are inclined to select and maintain allegiance to a brand they perceive as possessing superior quality.

- **Brand Loyalty:** Brand loyalty quantifies the degree of dedication and recurrent purchasing patterns demonstrated by consumers towards a certain brand. It demonstrates the robustness of the bond between the brand and its clients, as well as their inclination to prefer the brand over other options.

#### 4.3.2. *Established methods and metrics for measuring brand equity*

- **Brand Valuation:** Brand valuation is a quantitative approach that calculates the financial worth of a brand. This method generally entails examining financial data and market indicators to ascertain the influence of the brand on the total worth of a firm.
- **Customer-Based Brand Equity (CBBE) Model:** Kevin Keller's CBBE model analyses four crucial aspects of brand equity: brand salience (the ease and frequency with which consumers think of the brand), brand performance (how effectively the brand fulfils customers' functional requirements), brand imagery (the intangible and emotional associations linked to the brand), and brand judgement and feelings (consumers' overall evaluation and reactions to the brand).
- **The brand equity index** is a quantitative measure that assesses the overall robustness of a brand, taking into account multiple factors including brand recognition, customer loyalty, and perceived excellence. The process frequently entails administering surveys, conducting interviews, or performing experiments to collect data on consumer impressions and attitudes towards the brand.
- **Brand Equity Scorecards:** Brand equity scorecards consist of multiple metrics and indicators that assess different aspects of brand equity. These metrics can include brand awareness, customer satisfaction, customer retention rates, net promoter scores, and market share, among others. By tracking these metrics over time, businesses can measure and monitor the changes in their brand equity.

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## 5. The Bond between Brand Experience and Brand Equity

### 5.1. Summary and analysis of empirical studies examining the relationship between brand experience and brand equity

Numerous empirical studies have explored the relationship between brand experience and brand equity, with the overall consensus suggesting a strong positive association between the two constructs. Brand experience refers to the cumulative impact of various touchpoints and interactions that consumers have with a brand, such as product usage, customer service, advertising, and social media interactions. On the other hand, brand equity represents the value and strength of a brand in the marketplace, including factors like brand awareness, brand loyalty, perceived quality, and brand associations.

Studies consistently find that positive brand experiences lead to favorable brand equity outcomes. For example, research has demonstrated that consumers who have positive experiences with a brand are more likely to develop brand loyalty, become brand advocates, and exhibit higher brand recall and recognition. Moreover, brand experiences that provide emotional and hedonic satisfaction contribute significantly to brand equity, supporting the notion that emotional connections with a brand strongly influence consumer behavior and brand perceptions.

Furthermore, studies have also found that negative experiences have a detrimental impact on brand equity. Negative experiences can result in decreased trust, lower brand evaluations, and reduced purchase intentions. These findings highlight the importance of managing the overall brand experience to maintain and enhance brand equity. Overview and evaluation of empirical research investigating the correlation between brand experience and brand equity:

Several empirical research have investigated the correlation between brand experience and brand equity, and the general opinion indicates a robust positive relationship between these two concepts. Brand experience encompasses the combined influence of different points of contact and engagements that consumers have with a brand, including product use, customer support, advertising, and interactions on social media platforms. Conversely, brand equity denotes the worth and robustness of a brand in the market, encompassing elements such as brand recognition, brand devotion, perceived excellence, and brand connections.

Research regularly demonstrates that favourable interactions with a brand result in favourable effects for the brand's value and reputation. Research has shown that consumers who have favourable experiences with a brand are more inclined to build brand loyalty, become brand advocates, and have greater brand recall and identification. Furthermore, brand experiences that deliver emotional and pleasurable fulfilment have a substantial impact on brand value, affirming the idea that emotional ties with a brand greatly affect customer behaviour and brand perceptions.

Moreover, research has additionally discovered that adverse encounters have an adverse effect on the value of a brand. Adverse encounters can lead to diminished confidence, poor assessments of the brand, and lowered inclinations to make purchases. These findings emphasise the significance of effectively controlling the total brand encounter in order to uphold and augment brand value.

## **5.2. Factors that influence the connection between brand experience and brand equity, including mediating and moderating variables**

Various intermediary and controlling factors have been discovered that impact the connection between brand experience and brand equity. Mediating variables are the mechanisms that explain how brand experience influences brand equity. Mediating variables such as brand trust, perceived quality, and brand love have been discovered. Positive interactions with a brand can enhance consumer confidence in the brand, resulting in greater brand value. Likewise, favourable encounters can improve the perceived excellence, which subsequently has a beneficial effect on the value of a brand. Brand love, which refers to a strong emotional connection with a brand, has been identified as a factor that influences the relationship between brand experience and brand equity.

Moderating variables, however, have an impact on the intensity or orientation of the connection between brand experience and brand equity. Modulating elements such as customer engagement, brand recognition, and cultural influences have been observed. Increased consumer engagement enhances the influence of brand experience on brand equity, indicating that highly engaged consumers are more susceptible to the effects of their experiences. The relationship can be influenced by brand familiarity; good experiences have a greater effect on brand equity for less familiar businesses than for well-known brands. Cultural elements, namely the dichotomy between individuality and collectivism, have a significant impact on the connection between brand experience and brand equity. Cultural values directly influence how consumers react to brand experiences.

In general, the empirical study indicates a robust and favourable correlation between brand experience and brand equity. Favourable encounters augment the value of a brand, but unfavourable encounters can deplete it. Mediating variables, such as trust, perceived quality, and brand love, together with moderating variables, such as consumer involvement, brand familiarity, and cultural influences, play a significant role in influencing this relationship.

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## **6. The significance of brand experience in establishing brand equity**

The importance of brand experience is crucial in establishing brand equity. Brand experience encompasses the combined effect of every point of contact and engagement that a consumer experiences with a brand. Consumers' thoughts and feelings towards a brand are influenced by every experience they have, whether it is in retail locations or customer service interactions. This essay will analyse multiple studies that illustrate the impact of brand experience on various aspects of brand equity. It will also explore the ways in which brand experience affects the formation, improvement, and preservation of brand equity.

To begin with, brand experience has a substantial impact on brand awareness. Positive consumer experiences with a brand enhance the likelihood of brand recall and influence purchasing decisions. Keller (2011) conducted a study which revealed that memorable encounters have the ability to enhance brand awareness by capturing customers' attention and leaving a lasting imprint in their brains. Hence, a meticulously designed brand experience can enhance brand visibility and acknowledgment, resulting in elevated levels of brand consciousness.

Furthermore, brand experience significantly contributes to the development of brand loyalty. Consistent favourable experiences foster emotional bonds and brand loyalty among customers. A study conducted by Pine & Gilmore (1998) demonstrated that organisations that deliver great experiences to their customers generate a feeling of loyalty, leading to increased intentions to repurchase and brand loyalty. Hence, by the establishment of remarkable and favourable encounters, businesses can foster enduring connections with their clientele.

Moreover, brand experience has a direct influence on brand associations. Consumers develop associations and perceptions about a brand through their experiences, which aids in shaping their opinions. Schmitt's (2009) study highlights that brand experiences elicit emotions and incorporate sensory and cognitive elements, therefore influencing consumers' brand connections. Favourable connections, such as trust, credibility, and reliability, can be formed through positive experiences. Conversely, adverse experiences might result in unfavourable connections, which can harm the overall value of a brand. Hence, it is imperative for companies to meticulously craft and oversee their encounters to guarantee that they correspond harmoniously with the intended associations.

Furthermore, brand experience is vital in the establishment, improvement, and preservation of brand equity. Brand equity is established gradually via consistent and favourable encounters. Keller (1993) introduced the Consumer-Based Brand Equity (CBBE) model, which posits that brand experiences have a direct impact on brand image, brand feelings, brand associations, and brand resonance. These dimensions are crucial in determining brand equity. Favourable encounters enhance the perception of a brand and establish robust connections with the brand, resulting in increased customer loyalty and eventually boosting the value of the brand. Strategic design of brand experiences should be aligned with the brand's positioning and desired equity in order to maximise its potential for growth and competitiveness.

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## 7. Managerial Implications and Future Research Directions

### 7.1. Insights for practitioners

- **Augmented brand equity:** Favourable brand encounters directly influence brand equity. Brand equity pertains to the worth and robustness of a brand inside the market. Establishing favourable brand encounters aids in cultivating and reinforcing brand value, which can result in heightened customer allegiance, brand awareness, and the capacity to demand higher prices.
- **Differentiation:** In the current fiercely competitive market, firms can set themselves apart from rivals by crafting favourable brand experiences. Customers who have great encounters with a brand are more inclined to select that brand over others. This difference can provide a significant benefit in acquiring a larger portion of the market and distinguishing oneself in highly competitive industries.
- **Emotional bond:** Favourable brand encounters establish emotional bonds with clients. Customers who have favourable encounters with a brand are more inclined to develop a sense of connection and emotional investment towards that brand. These affective bonds can result in heightened allegiance, endorsement, and enduring client associations.
- **Word-of-mouth marketing:** Generating positive brand experiences can result in influential word-of-mouth marketing. Satisfied customers are more inclined to spread their pleasant experiences to acquaintances, relatives, and coworkers, therefore serving as brand advocates and increasing brand recognition and consideration. Consumers place a great deal of trust in word-of-mouth recommendations, which can have a substantial influence on a brand's reputation and how it is perceived.

### 7.2. Recommendations for practitioners

- **Gaining a comprehensive understanding of your clients** is crucial for cultivating favourable brand encounters. This entails comprehending their requirements, inclinations, and areas of dissatisfaction. Perform market research, collect consumer feedback, and assess customer behaviours to acquire valuable insights about what appeals to your intended audience.
- **Consistency across touchpoints:** Guarantee that brand encounters maintain uniformity across all touchpoints, encompassing face-to-face contacts, internet interactions, and customer service. Maintaining consistency strengthens the brand's value proposition and commitments, resulting in a unified and memorable brand encounter.
- **Enable employees:** Employees have a vital role in providing favourable brand experiences. Enable and educate staff to internalise the brand's principles, deliver exceptional customer service, and surpass expectations in order to generate remarkable customer experiences.
- **Engage in continuous innovation** and actively seek for methods to pleasantly surprise and captivate customers. This can be achieved through distinctive product offerings, customised experiences, special events, or unforeseen gestures that surpass client expectations.
- **Engage in active listening** and adjust your brand experiences based on customer feedback on a regular basis. Engaging in the active collection and prompt response to customer feedback displays a genuine appreciation for their viewpoints and a steadfast dedication to consistently enhancing their interactions.
- **Cultivate emotional bonds:** Establish deep emotional ties with customers by harmonising the brand with their principles, sentiments, and ambitions. Employ narrative techniques, emotive branding strategies, and purposeful activities to establish genuine connections that really resonate with clients.
- **Establish and utilise techniques and metrics** to quantitatively assess and monitor the influence of brand experiences on brand equity. Gather data on consumer happiness, loyalty, brand perception, and market share in order to evaluate the efficacy of your initiatives and make well-informed modifications.

### 7.3. Gaps in the existing literature

- Insufficient comprehension of the fundamental psychological mechanisms: Despite research indicating that brand experience influences brand equity, there is a dearth of comprehensive understanding regarding the psychological processes that facilitate this connection. Potential future investigations may delve into the various variables, including emotions, cognitive processes, and behavioural responses, that establish a connection between brand experience and brand equity.
- Insufficient cross-cultural studies: The majority of current research on brand experience and brand equity has been carried out in Western settings. There is a requirement for conducting cross-cultural research to investigate if the correlation between brand experience and brand equity remains valid in diverse cultural settings. Examining the generalizability of the findings and identifying cultural elements that may impact the relationship can be facilitated by this.
- Research on the long-term consequences of brand experience is scarce, despite various studies that have explored its short-term impact on brand equity. An analysis of the long-term impact of brand experiences on brand equity and consumer loyalty is crucial. Longitudinal studies offer vital insights into the changing nature of this interaction.
- The existing study has primarily concentrated on the overall brand experiences, disregarding the significance of specific touchpoints such as customer service, packaging, and internet interactions in influencing brand equity. Subsequent investigations can delve into the influence of various touchpoints on the brand experience and its consequent impact on brand equity. This can assist businesses in identifying crucial touchpoints for strategic interventions

### 7.4. Suggestions for future research directions

- Examine the significance of brand experience in various industry settings: The majority of previous studies have been on consumer goods and services. Subsequent investigations might delve into the correlation between brand experience and brand equity in sectors such as healthcare, financial services, and technology. This can offer specialised insights for the industry and assist in formulating customised strategies to improve brand equity.
- Analyse the significance of brand experience in relation to developing technologies: As technology continues to progress at a rapid pace, brands are progressively integrating novel digital touchpoints (such as virtual reality and augmented reality) into customer interactions. Further investigation can examine the influence of these developing technologies on brand experience and their eventual effect on brand equity.
- Examine the significance of brand experience within various client segments. Brands frequently cater to numerous consumer categories that possess diverse demands and interests. Subsequent investigations can explore the impact of brand experience on brand equity among other customer subgroups, including different age groups, economic levels, and cultural backgrounds. This can assist organisations in formulating focused strategies to improve brand equity within particular categories.
- Examine the influence of brand experience on employee brand perceptions: Brand experience encompasses not only customer experiences but also employee experiences. Subsequent investigations can delve into the impact of employee brand experiences on their brand perceptions, as well as their subsequent brand advocacy and commitment. This can offer valuable perspectives on the internal branding procedure and its influence on external brand value.

### 7.5. Final remarks

The primary discoveries derived from the systematic analysis of published works on the correlation between brand experience and brand equity are outlined below:

- Positive interactions with a brand have a substantial impact on the growth of brand value. Customers that have favourable encounters with a brand are more inclined to view the brand as valuable, so enhancing brand equity.
- Brand experience has an impact on various aspects of brand equity, such as brand loyalty, brand awareness, brand associations, and perceived quality. Customers that have favourable brand experiences are more inclined to cultivate robust brand loyalty, possess brand awareness, attach good characteristics to the brand, and see the brand as being of superior quality.
- Brand equity is influenced differently by many sorts of brand experiences, including sensory, affective, and cognitive experiences. Sensory stimuli, such as visual, auditory, and tactile sensations, are pivotal in augmenting the value of a brand as they establish a potent and indelible impact on customers' cognition.



- Brand equity is affected by multiple elements, such as the category of the product or service, the reputation of the brand, and the level of client engagement. Various product or service categories may necessitate distinct forms of encounters in order to augment brand equity.
- Consistency of brand experience across many touchpoints and interactions with the brand has a significant influence on brand equity. Ensuring uniformity in the brand encounter aids in establishing a robust and favourable brand perception in the minds of customers, resulting in increased brand value.
- 6. Additional investigation is required to examine the correlation between brand experience and brand equity, particularly within the realm of developing technologies such as virtual reality and augmented reality. These technologies possess the capacity to greatly influence brand experiences and, as a result, brand value.

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## 8. Conclusion

Ultimately, the correlation between brand experience and brand equity is vital for the triumph of a brand. Consistently and distinctively engaging with customers can result in a boost in brand value, creating a favourable brand experience. The brand experience plays a pivotal role in establishing a robust brand identity, fostering consumer loyalty, and generating favourable word-of-mouth recommendations. Furthermore, it has the ability to distinguish a brand from its rivals and establish an emotional bond with clients. Conversely, a detrimental encounter with a brand can lead to a decline in brand value, as it has the potential to harm the brand's standing and result in customer discontent and disloyalty. Hence, it is imperative for brands to provide utmost importance to crafting significant and favourable encounters for their customers in order to establish and sustain robust brand equity.

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## Compliance with ethical standards

### *Disclosure of conflict of interest*

No conflict of interest to be disclosed.

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