

ANALYZING THE RELATIONSHIP BETWEEN BRAND LOVE AND BRAND EXPERIENCE IN THE AUTOMOBILE INDUSTRY

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Abstract: in the modern car industry, we can't help but to notice the brutal competitions that the car manufacturers companies have to endure in order to survive the market, this study is about finding the best behaviors for the car manufacturers in order to achieve the emotional attachment that the consumer would have with the automobile manufacturers, this study has two main researches the first one is the theoretical background in the literature to explain the main concepts and also to extract the hypotheses, the second one is the survey and analyzing the survey in order to prove the hypotheses that the author established, originally seven hypotheses were made in this study for attempting to prove each one of them and their mentioned relations, but the first proof is a positive relation between brand experience and satisfaction touch point, the second proved hypothesis is the positive relation between brand satisfaction touchpoint and brand love, and for the last one that the author proved is the strength of each dimension of the brand experience dimensions to the concept of brand love and the relation between brand experience and brand love in this case, also the relation between brand trust and brand experience in one hand was identified to be a positive relation and correlated, and brand trust and brand love on the other hand was also identified to be positive and correlated, the last one was brand loyalty and brand experience this hypothesis was rejected due to the lack of significance, brand loyalty and brand love relation was identified to be positive and correlated relation

Keywords: Brand experience, brand satisfaction, brand love, brand trust, brand loyalty, automotive industry, automobile industry, car industry.

1. INTRODUCTION

The purpose of this thesis is to find the correlation between two important concepts in the marketing field, which are the brand experience and the brand love, the subject that the researcher wanted to fill the gap in, is the relation or the correlation between brand love and brand experience in the car industry, which is considered as one of the most competitive markets in the world, especially with multi-billion dollar corporates worth of capital, the unique stigma about the automobiles is the long cycle of the product that makes the previous concepts integrated with each other, in one hand the unique stigma occurs with every stimulus where the customer gets in touch with the brand (Brakus, Schmitt & Zarantonello, 2009), and the other hand . Brand love is a passionate emotional attachment, a satisfied customer feels towards a brand (Carroll & Ahuvia 2006), in the previous literature the correlation between brand love and brand experience is proven to be positive and direct correlation, researchers previously tackled this concept in different markets and also they integrated relative concepts as the consequence of brand experience and the attendance of brand love, this study will fill the gap in the automobile industry which is very controversial and challenging and also the researcher wanted the reader to have a clear useful information form this study, so the researcher decided to integrate the following concepts of brand satisfaction, brand trust, and brand loyalty and a consequence of brand love and brand satisfaction and brand trust as the consequence of the brand experience, both of the previous they formulate a bridge between brand

experience and brand love, this study will analyse all the previous concepts in the automobile industry, the result of this study can be used to establish consumer touch point that can be used by the competitors in this industry to enhance the consumer experience, satisfaction, trust and loyalty in order to maximize the profit and dominate the current market.

2. LITERATURE REVIEW AND HYPOTHESIS

Nowadays many of the major corporates in the market are focusing on the brand experience after realizing the impact that it can make on the consumer buying decision, so most of them are trying to create a memorable brand experience that can leave a print in consumers' mind, in the past research we can't help to notice the huge shift from many companies on the concept of the brand experience rather than the actual benefits of the product or the service, consumers get the chance to experience the brand when they have some sort of connection with the brand and that happens through many intermediates such as advertisement campaign sale representatives showrooms or the internet or even word of mouth from other consumers (Mahabubur Rahman, 2014) in this study we are targeting the automobile market the influence of experiencing a brand can be triggered in many level, Brakus, Bernd H. Schmitt, & Lia Zarantonello they in their article they discussed each one of the following concepts, but first we need to mention that the consumer will be under the influence of experiencing the brand when the consumer is in the process of searching for the product or service, in the process of commenting the buying decision, when the consumer is in the process of consuming the product or the service, brand experience happens when the customer has a sort of interaction with the product, the process of the consumer searching for the product for the purpose of consuming that particular product will be under the influence of searching and examining the products, of course the type of experience is different accordingly whether the consumer is with direct physical contact with the product or indirectly when the product is represented through intermediates such as internet or an advertisement, the shopping experience is taking place when the consumer is engaging with the store physical environment, the store own personal their own policies the last type of experiencing the brand is through the process of consumption the product, the consumption of the product has many dimensions including in this process some of them are related to feelings, it contains hedonic dimensions related to feelings that the consumer will experience during the process of consuming a specific product, regarding the concept of the brand experience we can realize the type of the experience that the consumer had may be different in intensity, duration also it can be positive brand experience or negative (Lia Zarantonello, author Bernd, H Schmitt, 2011), from the previous we can assume that the strong brand experience can gain strongly from the consumption of the brand, after discussing some of the main point of the brand experience concept we will try to list some of the definition so the reader will have a more defined vision regarding the brand experience, many of the researchers has defined the brand experience, the first of them all was in 1982 the two researcher Holbrook and Hirschman they took a deeper look into the subject and they defined the brand experience from two perspectives, the first perspective examined the brand experience for the sane or rational point which the phase of information processing the second one was illogical or irrational perspective, the conclusion of Holbrook and Hirschman definition that experiencing a brand can be processed through absorbing information of certain situations or through emotions and feelings, Brakus 2009 in the journal of marketing the experience happens when the consumer is in the process of searching for the product enquiring it and consuming it, the last definition we are going to describe is made by same and Larimo in 2012 they made a clear differentiation between two aspect the first one is experiential marketing and they described this aspect as it should be founded on experience and it will shed the light on feelings and emotional states, the experience marketing on the other side is a process stimulates the audience and eventually resulting a certain act or learning behavior, experience marketing is made through stimulates like the promotion of a certain product through intermediates like advertisement for example, the outcome of it will result in more education efficiency, experiential marketing on the other hand is the emotional resulting feeling on a certain experience, same as Larimo they also mentioned another fact that the translation of the world experience into Dutch Swedish Finnish Japanese Norwegian and Estonian the result will be two different meaning the first one is "Erlebnis" which means fast and isolated incident it means that it is not experienced yet, the second translation of the world experience "Erfahrung" which it does mean the event that already accrue and the continuous education process that it happens through the engagement with the event, brand experience has four deference dimension the first one The sensorial experience means the way that the consumer experience the brand through one of the main brand stimulants, these stimulants can be really appearing and obvious to the consumer, these stimulants can vary from sound, taste, physical look, scent, these stimulants are used by the companies in an attempt to differentiate their products from the competitors, the purpose is that to stimulate and motivate the consumer also to add an extra value to the brand's product, marketers always tried to figure out what is the best way to achieve the goal of the

sensory experience, the aim is to provide certain stimulants that can affect the main five sense of the consumer which they can be described as visual, auditory, touch, taste, and the last one is the scent, the second one is The affective marketing is at its strongest when the consumer is in the process of consuming the product, the affective marketing targets the feelings and the emotions of the consumer, the target is consumer to have a strong positive experience leads to a positive emotions towards the brand and sometimes a strong emotional attachment that leads to the feelings of strength and pride, as we mentioned earlier the affective marketing happens during the process of consuming the product thus the traditional marketing campaign is useless because there is no stimulants that would target the feelings of the consumer during the consumption, in this case the marketers are trying to understand what kind of emotions that are suitable and appealing to the consumer and they try to capture it and mould it to their own benefits (Schmitt, 1999), the third one is In cognitive marketing the goal is to stimulate the creativity in the mind of the consumer the purpose is to target the mind of the consumer with a problem solving experience that can add value to the consumer, cognitive consumers are engaged through an experience that would stimulate their convergent and divergent way of thinking and that happens through surprising the consumers and provoking them, cognitive marketing is usually appealing in the product design retailing and communication on other industries (Schmitt, 1999), the fourth one is In active consumer experience the goal is to improve and enhance the lives of the consumer by improving their physical experience, it shows the consumer alternative option enabling them to do certain process in multiple ways, Analytical approaches to behavior change related to activity are often motivational, inspirational, and spontaneous in nature and brought about by role models (e.g., movie stars or famous athletes) (Schmitt, 1999). Active marketing adds social experience values appealing to physical behaviors, lifestyles, and the common relationships among people.

A study was made from Ahuvia stated that the 70% of the consumers are in love whether with a person or object like a pet or a product or even a certain brand, In the past literature the significant of brand love was mentioned and also the role of love towards objects same as the role of love towards the brand, also the researcher discovered in the past literature some sort of comparison about the kind of feelings the consumers hold against other people or the love once as romantic or other kind of emotional feelings and on the other hand the kind of feelings we hold towards objects brand and materialistic goods, these kind of feelings are held towards objects referred brand love, Carroll & Ahuvia, 2006 defined the term brand love 'the degree of passionate emotional attachment a satisfied consumer has for a particular trade name', also we can state through past literature that the emotional attachment which is related to our main concept which is brand love is described as a relationship that reflect the emotional bond that the individual consumer could have with a consumption entity or an object (Park & MacInnis 2006), in the study was made by Carroll & Ahuvia, 2006 they mentioned five different attributes that made a good description to the concept of brand love and emotional attachment the first one is being passionate to the brand, the second one is being attached to the brand, the third one was a good and positive evaluation for the brand, the fourth one was positive emotions that the consumer has for the brand and a statement of love that the consumer shall have for the brand which is considered as the highest and the finest feeling that the consumer can have towards a brand, the consumer brand relation is one of the most positive relation that could affect the cooperates, in the journal of Carroll & Ahuvia, 2006 they stated that to growth of the emotional attachment to a brand and evolving that feeling is made through reparative patterns of satisfying consumption experience from the consumer, couple of the facts that the researcher found it's important to mention is this study one of them is recent study stated that at least 89% of the responders to a survey stated that they were in love with a certain brand or brand category as opposed to sort-of love or not love category that study was made by (Batra et al. 2012), on the other hand another author stated the importance of not classifying the brand as a good or bad or even loved or not loved he stated that the relation between the brand and the consumer is much deeper than that (Bradley et al. 2007), the term of brand hate was described by the literature is the dissatisfaction that the consumer shall has in relation with the consumer on other word the dissatisfaction experience that the consumer shall have with the brand will generate the brand hate term (Carroll & Ahuvia 2006), basically the process of the consumer falling in love with the brand does not happen from the first sight it's a process takes time and its grown and evolve other the time, Peacock & Fetscherin (2015) in their research they stated five steps of brand consumer relation they started from newly, dating, love, boredom, and last one will be divorce, the researcher stated that to be in love with a brand it's a process that take time and dedication form the brand and the most important part to keep in mind is that those feelings are always can fade away the reason behind that can be certain circumstances or just by time goes by, on the rising completion that the brands are having the modern consumer is not merely as looking for a specific product or a service, they now seeking more service orientation offered from the brand, on the other hand brand love as a concept was associated with many of the benefits that the organization can gain from it such as the brand

outcome, brand loyalty, and the positive word of mouth (Rossiter, J. R. 2012), one of the important point that we found in the past literature that brand love has a huge impact on the concept of the brand loyalty, it works as a motivation role for brand consumer to pay an extra or premium price and more loyalty towards the brand (Park & Priester, 2006).

Adding to that consumers are willing to a dedicated speak men and sales representative for particular brand another outcome for the concept of the brand love and engaging a good and positive word of mouth (Carroll & Ahuvia, 2006), another concept we shall discuss now is called brand advocacy and the literature meant by this is talking in favor for a specific brand showing a willingness to accept a new ideas from that brand also resisting the negative words about the brand and from time to time accepting the downfall that the brand shall have and having faith in them, another conformation about the brand advocacy the researcher stated that the consumer will have a good positive perception about the brand that it may lead to the last one it the boundaries of brand love won't just here it will go beyond that to the point of reducing and Lessing the harmful potential that will goes hand to hand with the negative information (Fournier, S. 1998).

satisfaction in The past literature sated the fact that brand experience has a positive correlation with brand satisfaction directly (Brakus ,2009), the chain of accumulation that is tied up with the concept of brand experience is also stated in the past literature, stating that the happiness of the employees will lead them to be more productive also it will decrease the turnover in the employees and that also will eventually lead to more satisfied consumers (Sharma & Chaubey 2014), the other touch point that we need to mention that the concept of satisfaction is not just the outcome of the band experience, but also satisfaction considered a possible attendance towards brand love, satisfaction is experienced by some of the satisfied, Oxford university press made a definition for the concept of the brand trust, they defined the brand trust as “ the acceptance of the truth of a statement without evidence or investigation”, as we found out that in the previous literature it was confirmed that the concept of the brand trust is a positive result for the concept of brand experience (Hong-Youl, H. & Perks, H. 2005).

After we went through the previous literature we concluded seven main hypotheses that's related brand experience and brand love and all the previous concepts, satisfaction, brand trust and brand loyalty, the main question that we derived the seven hypothesis from was " in the automobile industry which items that derived from the concept of brand experience has the greatest effect on brand love"

the hypothesis are:

- H1: there is a positive relation between brand experience and satisfaction.
- H2: there is a positive relation between satisfaction and brand love.
- H3: there is a positive relation between brand experience and brand trust.
- H4: there is a positive relation between brand trust and brand love.
- H5: there is a positive relation between brand experience and brand love
- H6: there is a positive relation between brand experience and brand loyalty
- H7: there is a positive relation between brand love and brand loyalty.

3. METHODOLOGY AND FINDINGS

A. Research Methodology

The main aim from the research is to answer the main question that we established earlier " in the automobile industry which items that derived from the concept of brand experience has the greatest effect on brand love" , the researcher conducted this study using an E-questionnaire as a form of a survey, and the survey was evaluated using methods designed for quantitative methods, as we established earlier seven hypothesis that the researcher saw it as a complete fit to achieve the purpose of the study, discovering the correlation relation between the main two concepts brand experience and brand love, and also we will discovering the correlation of the brand experience and the indirect items that links the brand experience and brand love like brand trust, brand satisfaction, and the concept of brand loyalty as it was mentioned in the previous literature to be as an outcome form the both main concept of the study brand experience and brand love, also in this study we will discover the items of the concept of brand experience that have the biggest impact on brand

satisfaction, brand trust, brand love and brand loyalty in the automobile industry, as for the analysing part For the analysing part of the study, the author choose analysing test that he saw it is suitable and enough to have the results which they are needed to prove the hypothesizes and have a clear visual on the study, the program that it was used is IBM SPSS statistic edition, the software was used to have one specific test, which is correlation test in order to show the relation between the different concepts , also factor analysis which is simply works on analysing and examining the different variables, the sample size of this study was 119, the countries that participated in the study were Iraq, Germany, and the forging students in turkey, the survey was distributed through the social media platform and the author used Google forms for the purpose of creating the survey. the E-questioner that was devised from previous literature contained 37 questions.

B. Findings

H1: there is a positive relation between brand experience and satisfaction.

From the past literature the author conducted 6 assessments or standers to assess the experience that the consumer will have with the automobile brand, these assessments were sampled in a 6 questions and were measured by 4 means, starting from strongly disagree, disagree, neutral, agree, and strongly agree, the lowest one will be strongly disagree and the heights one will be strongly agree, as the audience is getting closer to the strongly agree would be considered a strong influenced brand experience that the consumer had with the brand, opposite will be considered when the audience is getting closer or reached the mean of strongly disagree, In the satisfaction wise the question that we established in this study were derived from a previous study made by (Lanza, Kerry M, 2008), this study were discussing the repurchase behaviour and the correlation between the repurchase behaviour and the concept of brand satisfaction, the question that we mentioned in this study were strictly discussing in large the brand satisfaction and the repurchase behaviour as a complementary asset question, the result of the correlation test between the previous two touch points, The results we conducted show that the relationship between the two concepts of brand experience and satisfaction was strong and positive as the correlation in the spearman test was 0.619 also from the results that we shall list in a table down below the Sig value or the p value was less than 0.01 the we can say that the test was highly significant p-value > 0.01.

H2: there is a positive relation between satisfaction and brand love

The next touch point that we shall discuss is the emotional attachment towards the brand, brand love in general is related to two important concepts they are the emotional attachment and the love towards a brand, for every one of these factors we established a set of questions and standards that shall work as a measurement tool for the concept of brand love, the result that we had form this hypothesis is the relation between the two factors is significance as p-value > 0.01, in that case we concluded that this hypothesis is significance, as for the relation between both satisfaction and brand love, the author found out that the relation linear, positive and weak as the correlation=0.531.

H3: there is a positive relation between brand experience and brand trust.

the relation between brand experience and brand trust to be significance and positive weak relation, as the p-value > 0.01, and the correlation = 0.330.

H4: there is a positive relation between brand trust and brand love.

after finding the mean for both brand trust and brand love which is based on emotional attachment and love towards the brand we conducted a spearman correlation test and found out the relation between brand trust and brand love to be a positive but weak relation, and it's also stronger than the relation between brand experience and brand trust, as the correlation = 0.423, also the p-value > 0, so we find out that the relation is highly significant.

H5: there is a positive relation between brand experience and brand love.

The data that we recorded were the brand experience dimension, as a description of which dimension of the brand experience will have the greatest effect on the brand love as in the past literature the relation between brand experience and brand love were already established, as the author intended to establish which of the dimensions have the greatest effect on brand love in the car industry, The strongest dimension would be the senses and the correlation between the sense and the brand love, after conducted the correlation analysing using the SPSS, the correlation between both was equal to 0.644 which is strong and positive relation between the both, also the relation is significant between the both as p-value > 0.01.

H6: there is a positive relation between brand experience and brand loyalty.

The author analysed that data that we conducted through the questioner using the IBM SPSS program for the relation between both of brand experience and brand loyalty and found out that the test was not significance as p-value = 0.152 as the test was not statistically significant, in this case we reject the hypothesis.

H7: Brand love has a positive correlation with brand loyalty in the automobile industry.

the test was significance as p-value > 0.01, and also its positive and has a weak correlation, the correlation = 0.304.

4. CONCLUSION AND RECOMMENDATION

A. CONCLUSION

Under the study of analysis of the relationship between brand love and brand experience in the car industry, we conducted a questionnaire to car users and those with previous experiences in Iraq Turkey and Germany, after many in-house trademark analyses, we found that in order to achieve the greatest benefit for the car manufacturers company providing a high quality experience for the car consumers may considered a foundation block for the other concepts, the concept of brand satisfaction considered a linkage bridge between brand experience and brand love in the previous, this study provided and proved the six of the seven hypothesis and confirmed the fact of the positive correlation between them in general, satisfaction touch point considered a crucial point when the consumer is about to be in emotional attachment state and love with the brand, in the previous chapter we also identified the fact there is positive correlation between satisfaction touch point and brand love, also brand trust considered one of the important concepts of this study although was not very strong as the correlation between brand experience and brand trust and brand trust and brand love to be weak compared to satisfaction, finally the main hypothesis that we approved is the positive correlation between brand experience and brand love through a different dimensions of brand experience also the strength of each dimension that correlated with brand love, Different concepts were identified as links between brand experience and brand love. In an online poll of 119 Germany, Iraq and turkey, the relationship between brand experience and brand love was assessed in the car industry.

B. Recommendation

The first recommendation is to start improving brand identification as precondition of brand love, car manufacturer should pick the tools that can improve the brand experience, the brand experience quality and the touchpoint satisfaction. As seen in the mean comparisons of the respective items, second recommendation is car producer should focus mainly on the car experience that the costumer will have, in this study the correlation test established the fact that the dimension of brand experience which is sense may have the strongest effect on brand love and eventually loyalty, car producer may have a greater care about the sense dimension in brand experience as sense considered to be senses are our connection to the outside world. Our brain interprets the messages they send and forms its perception of the world in accordance with those interpretations, also previous study in other industries established the fact that senses have a major impact on our purchasing decisions, Sensory branding is a well-established practice in some industries, so basically as having a greater brand experience can lead to ultimate benefit for the company, car experience can influence satisfaction which is considered a plus for the sales for the producer, and in the same time both of brand experience and satisfaction will influence brand love and then loyalty, same goes for the trust, as the produce will create experience for the consumer that would influence more trust the brand and then emotional attachment and love.

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