Conceptual Model of Consumer Experiences and Brand Experiences

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Abstract: One of the determinants of a product purchase decision is the reputation of a product brand chosen by consumers. However, brand reputation alone is not enough to provide a better experience for consumers in consuming the product. Consumers need a particular experience with brand to provide a different sensation of consuming the product. Consumer experiences in products and services are relied on reputation of the brand. This phenomenon gets increased more attention from various target market. Consumer experiences play the role as the basis for the consumer to assess the overall quality of the products and services. On the other hand, manufacturers are constantly doing research on the consumer brand experience. This study were using literature review as a method to examines whether the determinants of consumer experience and brand experience have the same indicators., This study examines psychology consumer that underlying consumer motives experiences. The contribution of this study is to understand the determinant of consumer and brand experiences. Thus dimension of brand experience will be best used by marketers to enhance in building proper approach to target market served by the companies.

1   INTRODUCTION

Understanding the consumer and the experience of consuming goods and services in a brand is important in the science of marketing. Experience is one of consideration factors when customer using a brand. Surely a good experience will affect the decision to buy a brand whereas bad experience will also affect consumers not to buy a brand. Understanding consumer experiences not only appeals to academics, but also to marketers, by understanding the consumer experience, producers can create an experience that appeals to consumers, accompanied by an attractive marketing strategy.

Unlike brand literatures and the measurements which we took from psychology, the concept of brand experience requires a broader, more inter-disciplinary research approach. Work on experience can be found in a variety of different fields, ranging from philosophy and cognitive science, to literature and the arts. Brakus et al. (2009) distinguished various experience dimensions (sensory, affective, intellectual and behavioral) and showed how these dimensions can be measured.

The research also showed that experiences can affect certain aspects of consumer behavior (satisfaction and loyalty).

The purpose of this paper is the explanation of the various definitions of brand experience (Brand Experience), for a decade that starts from the first definition raised in 2009 until now in 2017. The definition of brand experience that is widely used refers to the opinion of an expert namely Josko Brakus, many people cited his writings and have been applied in various industries.

2   LITERATURE REVIEW

2.1   Consumer Psychology Model

Named Consumer Psychology Model because they use consumer perceptions and judgments and their desire as the basis of using the brand. In contrast to other information processes, this model uses the uniqueness of brand characteristics. Brands have a variety of products and various categories, so through the information then the brand will form a relationship with other brands, brands can be anthropomorphized, and many of them appreciated as cultural symbols. Consumers will therefore make communities of such favorable brands. Characteristics in the brand are known to consumers and experienced by them to something brand and they

respond to them. Consumer Psychology Model (Schmitt, 2012) using the unique characteristics of the brand (Figure 1).

Model were design based on consumer understanding of the psychological relationship with the brand; due to differences in needs, motivation and goals. Thus divided into 3 layers. The innermost first layer is object centered, like the consumer receives information about the usefulness of the brand. The second layer is a self-centered engagement, consumers see the brand as something relevant. Then the outer circle is social engagement with brand, brand seen from communication / interpersonal and socio-cultural, and give a sense of community. So if we move away from the inner layer to the outer, then the brand has given "meaning" to its customers.

The model uses 5 related brand processes: identifying, experiencing, integrating, signaling connecting with the brand. Identifying is consumer behave to identify brands and categories, brand associations and relationships between brands. Experiencing is the consumer responds with perceived feelings, feelings of pleasure and consumer involvement of the brand. Integrating means the whole brand concept through the application of a combination of brand information, personality and its relationship with the brand. Signifying is brand information used as a hint, brand identity and cultural symbol. Connecting is the individual preferred attitudes toward brands in a community. Construct were conceptually different, therefore model may change.
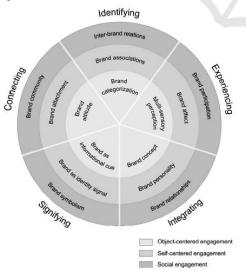

Figure 1: Consumer psychology model of brands.

Understanding and knowing consumer underlying wants and expectation will help marketers

to know consideration resides in the consumer mind. Loyal consumer may not guarantee repeat purchase. Loyal consumer may not guarantee they would love the latest product from the brands they love. Since there are so many brand available and only one brand will be chosen by consumer. By understanding the consumer psychology of brand through the three layers: object-centered, self-centered and social engagement towards consumer may; we could have outsmart the related process that were critical to consumer. The point where we get the best evaluation toward the brand and the point where we found the weaknesses of the brand.

2.2 Consumer Experience

Consumer experience is a result of consumer consumption, therefore experience is considered objective and related to the experiments consumed earlier. Every consumer will have a different opinion, because his experience is something that is subjective, a person's unique relationship with the outside is the world of objectivity. Therefore experience is the sole knowledge of a person, within a person, not public property or outside of the consumer. Customer's experience is a culture of a consumer's life which has become a daily habit or is repeated by the consumer (Throop, 2003; Turner and Bruner, 2004). This in turn influences the marketer's strategy about the consumer's experience. Research is done based on what is done by the consumer, whether it is brand observation, perceived feelings or consumer's beliefs about something that is gained based on his current thinking. Therefore, research on the brand can be done based on past experiences, memories that are remembered about the past, and the lessons learned based on it.

Consumer Experience is the most extensive and the most commonly studied part of marketing, compared to the experience of products and services, off-line and on-line. Based on that, the stage of interaction consumption that may occur in the consumer experience is, 1) pre-consumption that is seeking information, planning for purchase, dreaming, budget; 2) Experience of consuming / buying are options, payment, bundling products, service providers, and ambience; 3) Consumption experience is perceived experience, satisfied, satisfaction / dissatisfaction, appearance / rotation, and transformation; 4) memories of consumption that involves the memories of the past, often nostalgic shaped by telling stories, comparing the past, became the topic of conversation with friends about the days passed. Generally a lot of research has been done in

the first and second stage, but along with the increasing competition between brands then the third and fourth stage also has started a lot of research.

2.2.1 Experience in Products and Services

Product experience is an interaction between consumers and products used or potential customer. What is meant here is how the consumer opinion and the process of acceptance of product attributes, which will be a stimulus for consumers in the assessment, attitude, preferences, desire to buy and consumer awareness. Product experience can be obtained directly or indirectly. Direct is when consumers and products occur direct contact. Indirect when there is a mediation among them, as when consumers study the product through advertisement.

Service experience is an interaction between the consumer and the company when the consumer is given service as a product. The services experienced by customers provide different ratings of value. There are three perspectives of service experience using service marketing review literature: (1) a phenomenological perspective -- is the first of the values derived from the service experience; (2) a process-based perspective -- the understanding of service experience is the stage; (3) an outcome-based service-experience perspective -- to understand the relationship of a number of service variables with desired results as an important part of service experiences.

2.2.2 Off-line and On-line Experience

Experiences can happen online like shopping online or browsing information, even offline shopping is shopping through a retail store. Currently in Indonesia, e-commerce is on the rise and therefore online sales were more favored than sales through store services. Understanding the online experience and its consumer interactions is an important element, why is that? What makes a website interesting for consumers to see? Ease of ordering products, ease of contact, easy order cancellation, ease of payment, ease of return of products, speed of service between goods and above all is consumer service, this menu is the most important key criterion for online shopping experience.

2.2.3 Consumption Experience

Consumption Experience is the most extensive experience, meaning there are interrelated or interconnected relationship between individual, environment, and situation as input factor.

This literature provides an understanding of the aspects of consumption is from the emotional / hedonic side. In 1986, Hirschman and Holbrook; Holbrook developed the Consumption Experience called the "TEAV" model (Thoughts, Emotions, Activities, Values), which in turn is considered the most complete model. That is the interaction with the environment (information), and with consumers especially the existing motivation, and driven by consumer thinking such as emotions, such as responsiveness, understanding, emphasis and perceived; activity is an action and reaction; as well as the value of benefits that are economical, social, hedonic and deontology.

2.2.4 Brand Experience

When shopping the attributes of product usability were important to consumers. Getting exposed, information will resides in consumer mind. In terms of product category search needed, this shall rise up in consumer mind, and set their purchase decision with respect to a brand: experience, perceptions, thoughts, and belief. The attributes were crafted as the strategy of a brand value representation to targeted markets and in returns, as an appeals to targeted customer. The attributes were stimuli constitute the source of subjectivity and responses as "brand experience". Therefore the stimuli were the color of brand identity, forms, entities/appearance/ characteristics/uniqueness, back view design, slogans, mascots and brand characters. All of these stimuli were brand related to marketing activities, consumer were exposed to it and brand would have many challenges to connect to terraformed a landscape for brands to share their experience with consumers. Brand Experience is about storytelling and building connection, thus brand positioning. Consumer subjectivity would have an impact toward their consumption behavior, brand have to cope with it simultaneously in order to design the updated brand with its uniqueness.

Stimulus forms most of the subjectivity, the response in the consumer so that it can be said to be "consumer experience." Stimulus occur when customers directly or indirectly interact with a certain brand as a response of consumer (sensation, feeling and cognition) and behavioral response of the brand design and identity, packaging, communication and environment (Brakus et al., 2009).

Consumer Experience were define in different context, not only customer, non-customer experiences regarding a brand were considered Brand Experience. Brakus et al. (2009) were using the term

cognitive as it more to the sense and social behavior that is experienced by the customer. As Ding and Tseng (2015) says that brand experience is consumer perception through experiential brand experience, while on the contrary, experiential marketing is using the point of view of the producer of the brand.

Product Experience occurs when the consumer interacts with the product, inclusive consumer searches for a product, learns and evaluates it (Hoch 2002). Store physical environment, employees, policies and services were interact with customer would create Shopping and Service Experiences. But for Consumption Experience, involve feelings, fantasies and fun as a hedonic dimensions (Holbrook and Hirschman 1982).

Brand Experience concepts consist of the realization of brand promise and consistent action, customer experience (Khan and Rahman, 2015; Ding and Tseng, 2015); user perception (consumers' perception; Gob, 2010); consumer senses, formed when customers use brands - talking about brands - looking for brand information / promotions / brand activities etc. (use-talk-seek brand information, promotions, events and so on), the concept of consumer focus encompasses brand closeness, brand engagement, and consumer satisfaction of brand (customer focused notion including brand attachment, brand involvement, and consumer delight; simpler than service experiences, rather than emotional relationships (Is not the emotional relationship with the brand; Ishida and Taylor, 2012) a number of service points with a perceived brand directly (the sum of consumers' encounters with a brand; Lin, 2015), a series of products - shopping - services - and brand consuming experiences (is the sum of all product , shopping, service, and consumption experiences; Brakus et al., 2009; Chattopadhyay and Laborie 2005), early stage of interaction between brand and consumer (the initial step in the relationship between brand and consumer, ultimately determining consumer-brand interaction; Oliver, 1997), a collection of phenomenon (cumulative phenomenon, in the sense that it is continuously enriched by consumers' exposure to the female brand; consumer interaction through associations with brands (as consumers interact with multiple brand cues that may include brand logos, brand colors, brand tunes, brand characters, brand stories and other associated brand cues; refers to a context - spontaneous - thorough, unemotional and uninvolved (subjective, emotional and self-implications; Thuy, 2015), subjective (Lin, 2015), takeaway expression, Kandampully et al., 2015), governs the functions and emotional elements of a

brand proposition (entails managing functional and emotional elements of brand offerings; Kandampully et al., 2015), fantasies, feelings and pleasures (hedonic in nature, Ding and Tseng, 2015), basic assessment of brand personality (as the basis to appraise brand personality; Ding and Tseng, 2015), the combination of consumption, products, and shopping experience through customer-brand interactions (combination of the consumption, product, service and shopping experiences sourced from the customer-brand interaction; Khan et al., 2016), consumers seek products, buy and receive product services, and consume them (Chen et al., 2016); consumer behavioral reactions (Bıçakcıoğlu, 2016) dynamic (dynamic, Zarantonello, 2013).

3 METHODOLOGY

The methodology used in this literature review paper is systematic reviews and meta-analyses. Review literature of related topic from various source of database, organize the literatures using tables based on the publish year, searching the related topics by using several keywords e.g.: Brand Experiences, Consumer Experiences, Consumer Psychology, Consumer and Brand Experiences, etc. As mentioned above, gathered from various sources database, herewith those literatures were gathered from many database sources such as; www.sciencedirect.com, www.elsevier.com, www.tandfonline.com, www.jstor.org, www.proquest.com, etc. Through this approach, literature review were analyze to have a well and comprehensive progress of the brand experience and related topics to be presented on this paper.

4 RESULTS AND DISCUSSION

When consumers shop, consumers are not just looking for information, shopping, purchased and consuming brands; but the attributes of product usability are also a concern of consumers. Consumer were exposed by it and will resides in consumer mind. In terms of product category search needed, this shall rise up in consumer mind, and set their purchase decision with respect to a brand: experience, perceptions, thoughts, and belief. The attributes were crafted as the strategy of a brand value representation to targeted markets and in returns, as an appeals to targeted customer. The attributes were stimuli

constitute the source of subjectivity and responses as "brand experience".

On the other side, Brands were required to stay relevant with the consumer evolvement of demanding era. To be successful in the right holistic brand experience, we have to be thinking in those same terms, by creating an inclusive brand experience, such as name, logo, directions; packaging and marketing communications, like; advertisements, brochures and sites; and the neighborhood where brands sell is in stores and events; to be flexible enough to evolve and growth with the consumers.

So consumer perceptions, judgments and their desire were the basis of using the brand, this is the point of understanding consumer psychology model. These model are using the unique characteristics of the brand, since characteristics in the brand are known to consumers and experienced by them, hence consumer will respond to. The brand would have been given "meaning" to its customers if brand were moving away from object centered (as in the inner layer) to have a social engagement with brand (the outer layer).

From this point of view, brand seen from communication / interpersonal and socio-cultural, and give a sense of community; therefore brand would has given "meaning" to its customers, e.g.: make communities of such favorable brands. Having literature review study, seen the relationship between the model and the brand experienced. Thus the subjectivity they have would give responses to brand experience. Therefore on this paper, consumer psychology would be use on the brand experience variable.

5 CONCLUSIONS

Understanding Brand Experience and its application will provide knowledge and input for the selection of marketer strategies in order to meet consumer expectations, satisfy the needs of consumers through sold brands, and at the same time can push the number of consumer churn rate to the lowest point. The ability to meet Brand Experience consumers will make the product able to compete in its industry as well as to help the research and development activities of the brand to have the right value and the right results. Therefore Brand Experience using Consumer Psychology Consumer model would be best represent in order to understand consumer in details. By combining the psychology of brand through brand experience, brand may have an accurate findings and

design the better result for brand to have a great brand plan to be put in overall brand concept.

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