A STUDY ON BRAND EXPERIENCE, BRAND AWARENESS, BRAND RESONANCE AND BRAND LOYALTY – AN EMPIRICAL INVESTIGATION OF THE SMART PHONE

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Abstracts- Apple Inc. launched a marvelous product “iPhone”. It changed that users operate the way of the phone and lead the information industry from high-tech to high susceptibility new generation. Afterwards, many corporations follow it and make the smart phone was all the rage. The smart phone’s components cost-down gradually. The Asian smart phone manufacturer is rapidly rising. Nowadays, the smart phone market developed M-shaped, “Apple”, “Samsung “and “Xiaomi” is the most representative.

Corporates should think about how to influence consumer decisions, creating brand loyalty. This study will observe the phenomenon as the research background and motivation. Through the integration of the past scholars and related research, this research has developed the theoretical framework of brand experience, brand awareness, brand resonance and brand loyalty.

In this study, an empirical investigation of the smart phone industry to explore the relationship between the variables, and to develop marketing strategy for the industry as a reference, hoping to contribute to the development of its strategy.

Keywords- Brand Experience, Brand Awareness, Brand Resonance, Brand Loyalty

I. INTRODUCTION

1.1 Motivation and Problems

This study suggests that enterprises can through
its way of experiencing the brands enhance the impression of the brand resonate, increase brand awareness, to build loyalty. The study will do this verification. The above-mentioned research motivations converted to the following research questions, so the present study was to investigate:

a. Does brand experience affect brand awareness?
b. Does brand experience affect brand resonance?
c. Does brand awareness affect brand loyalty?
d. Does brand resonance affect brand loyalty?
e. Does brand awareness affect brand resonance? Does brand experience affect brand loyalty?

1.2 research purposes

According to the above statement of research motivation and problem, the purposes of this study is summarized as follows:

a. To investigate the effect of brand experience on brand awareness, brand resonance and brand loyalty
b. To investigate the effect of brand awareness and brand resonance on brand loyalty
c. To investigate the effect of brand awareness on brand resonance

1.3 scope of the study

The scope of this study is based on the consumers used a smartphone for the study, and refers to the existing well-known international smartphone brands, such as Apple, Samsung, Sony, HTC, Asus, Xiaomi and so on. In this study, subjects choose Taipei consumers as the research object.

1.4 Study Process

Research process of the study was to establish the research themes and directions, through the collection and discussion of the relevant literature, and further develop research hypotheses. According to the theoretical basis, we design the questionnaire through appropriate amendments questionnaire. Then we sent out questionnaires, further analysis and discuss the results, and get conclusions and recommendations.

II. LITERATURE REVIEW

This chapter is discussed based on brand experience, brand awareness, brand resonance, and brand loyalty. Therefore, the review of the relevant literature and theories proposed by scholars in the past, making the research framework more convincing.

2.1 brand experience

Pine II and Gilmore (1998) suggested that if companies want to obtain a higher competitive position, they must learn how to design, sell and convey the customer experience. However, the brand experience have more influence than the brand functions and benefits, While allowing consumers to have deeper meaning and memory, thereby strengthening its brand trust (Ha & Perks, 2005), so we can see the importance of brand experience.

2.2 brand awareness

Brand awareness is principal considerations for the consumer product evaluation (Aaker, 1991). Consumers believe that the well-known brands
can effectively reduce the perceived risk of consumer products as well as increased positive comments (Shimp and Bearden, 1982) and (Rao and Monroe, 1988).

2.3 brand resonance

In Keller (2001) brand equity pyramid we can learn about process of establishment of the consumer in resonate with the experience to identify, understand, react and finally to establish the relationship. Consumers understand the brand characteristics, and performance evaluation until it generates brand resonate.

2.4 brand loyalty

For enterprises, the brand value generation depends on the consumer brand loyalty (Aaker, 1995).

III. RESEARCH METHODS

This study framework in brand experience, brand awareness, brand loyalty and brand resonance associated with the analysis and proposed conceptual architecture shown in Figure 3.1

![Conceptual Research Framework](image)

Figure 3.1 The conceptual research framework

This study used a questionnaire as a measurement of the data collection tools. Questionnaires are designed primarily into three parts: The first part is to survey consumers’ experience and consideration with buying a smartphone; The second part is designed for the main construct factors of the study—brand experience, brand awareness, brand resonance and brand loyalty; The third part is the respondents basic information.

Participants were consumers in the greater Taipei area who have experience with smartphone, about 20-60 years old. In this study, we use random sampling method, first ask whether the subject had used a smartphone to make the determination, which will be able to get rid of the subjects never used or tested by conflict, then in paper questionnaire, collecting information.

IV. RESEARCH ANALYSIS AND RESULTS

In this study, 250 questionnaires were distributed to obtain research data. And 224 are valid questionnaires, the effective questionnaire recovery rate was 89.6%.

SPSS 19.0 and AMOS 18.0 is the main analytical tools. In this study, hypothesis testing verification results are shown in TABLE 5.1: THE RESEARCH HYPOTHESIS VERTIFICATION

<table>
<thead>
<tr>
<th>Research Hypothesis</th>
<th>Verification Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: the higher brand experience is more successful, it has a positive impact on brand awareness.</td>
<td>positive</td>
</tr>
<tr>
<td>H2: the better brand experience, the higher degree of brand resonance.</td>
<td>positive</td>
</tr>
<tr>
<td>H3: the higher brand awareness, the higher brand loyalty.</td>
<td>positive</td>
</tr>
<tr>
<td>H4: the higher brand resonance, the higher brand loyalty.</td>
<td>positive</td>
</tr>
<tr>
<td>H5: the stronger brand awareness, the more brand resonance.</td>
<td>positive</td>
</tr>
<tr>
<td>H6: the more successful brand experience effect, the higher the brand loyalty.</td>
<td>negative</td>
</tr>
</tbody>
</table>

The result: excellent brand experience help consumers enhance brand awareness for the
smartphones, lead to brand resonance, thereby increasing brand loyalty.

V. RESEARCH CONTRIBUTION, LIMITATIONS AND FUTURE SUGGESTIONS

This study introduce the brand resonate as consideration variables in the field of marketing research. There are few related research separately discuss the relation of brand awareness and brand resonate. Meanwhile, this study has a certain practical significance for the smartphone industry.

But this study also has some limitations. Due to the limitation of resources and geographic regions, this study is limited to the greater Taipei area to do a sample survey. Future research be extended to other regions or countries to do comparative studies, to increase its integrity. The research object of this study is mostly in the 21 ~ 40 years old, and the gender proportion gap is large.

This study can only observe consumer behavior over a period of time, thereby we can not know the changes in the subsequent behavior of consumers. This study used currently well-known brands on the market as the priority. Participants may be inadvertently led, which more or less affect the result.

This study is given priority to with quantitative research. To make the research more perfect, it is recommended that the future can join part of qualitative research, in-depth understanding of intelligent mobile phone industry and the consumer’s feelings, so you can give better suggestion to make the results more valuable.

REFERENCE


