Review Article: Brand Experience, Brand Loyalty, Satisfaction and Brand Trust

Alihe Momeni¹, Amir Akhavanfar²*

¹Department of Management, Aliabad Katoul Branch, Islamic Azad University, Alibad Katoul, Iran
²Assistant Professor of Payam Noor University of Iran

*Corresponding Author: Amir Akhavanfar

ABSTRACT: In recent years, many companies came to believe that the most valuable assets were its brand, products and services. Increasing the abundance of goods and services led to increase production and alternative services across the industry. New products and services, not necessarily long-term sustainable competitive advantage for the companies did not offer because the benefits were usually short-lived and would be quickly imitated. Technical excellence was no longer a factor and a key factor for success. In markets which goods and services were more and more close to each other and be like, only a strong brand had the ability to distinguish its products from those of competitors’ offerings. The purpose of this study was to analyze the literature on brand experience, brand loyalty, satisfaction and trust of the brand. Based on the analysis of the studies, it can be said that the brand experience, brand loyalty, satisfaction and brand trust are the most important variables in the marketing and customers’ relationship.

INTRODUCTION

Brand awareness and image play an important role in customers’ decision-making, because the brand awareness influenced the shape and strength of the brand’s branches. Brand awareness and brand image can increase the effect of marketing communications, because the consumer tended to have a favorable brand and had a desirable attitude towards it. They may respond positively to advertisements. Hence, less advertising needed for extensive and to achieving the objectives. Brand awareness understood through brand recognition and brand recalling. Brand recognition was related to the ability of the consumer to use the correct discrimination between competing brands and brand recalling. The consumer's ability to recover or recall his memory referred to properly branding image associated with the prestige and reputation of a brand. High levels of awareness and brand image led to a brand positive perception. Companies often develop themselves for new products, but this can compromise the brand image and is a risky work (Doaei and Hassan-zade, 2010). Providing service quality and products are essential to success and survival of company in today's competitive environment.

Wang et al (2003) believed that the provision of quality products and services enhanced the reputation of the business unit and retained customers made possible also, increased the customers’ attraction, word of mouth advertising, financial performance and profitability. Marketing experts admired the benefits of satisfaction and quality and mentioned them as indicators of competitive advantage of organizations. On the other hand, the loyalty of service was considered as one of the most important structures in the marketing services due to the last effective factor on repurchase and in fact considered as the foundation of any business (Karvana, 2002). Hence, the purpose of the study was to survey in the field of brand experience, brand loyalty, satisfaction and trust of the brand.

Brand experience

Most of the researches have been conducted on the experience of products’ benefit features and experience of groups, not on the basis of the experience offered by the brands. The brand experiences were as feelings, emotions, cognition and behavioral responses that were motivated by brand stimulators, which were part of a brand and design identity packaging, communications and the environment (Brakus et al, 2009). According to Alloza (2008) marketing brand experience can be defined as a consumer perception in every moment of contact with the brand, whether it's a brand projected images in advertising in the first personal contact, or the quality of personal behavior that they receive.
Brand experience creates when customers use the brand talking with others about the brand following the information of brand, advertising, events and etc (Ambler et al, 2002). Concept of development is brand experience to understand the concept, brand trust and brand loyalty concept (Brakus, 2009). Brand experience can be positive or negative, short-term or long-term and can effect on consumer’s satisfaction and brand loyalty can be effective as much as brand trust. Brand experience is empirically distinct from other brands and the concept of focus on customer including their attachments, brand and consumer’s fun (Duffy, 2005). Because of the experience assessment, participation, interest and pleasure are different. Hence, the consumer experiences are conceptually and empirically distinct of brand personality. Customer delight is determined by the positive impact that can be part of the emotional satisfaction (Oliver et al, 1997).

Brand loyalty

One of the definitions of loyalty and acceptance by Jacobi and Kayner was defined as the focus on loyalty and repurchase behavior as a response to the passage of time. Davis et al (2003) considered loyalty as a sense of emotional attachment to the organization, but in terms of their customers as one of the most valuable assets of company, which demonstrated a consistent pattern of buying a particular brand over time and a favorable attitude toward the brand.

Brand loyalty developed when they are in accordance with the personality or image, or when it meets the consumer unique needs. Brand loyalty is the organization’s ultimate goal with product specific trademark. Priority or preference to buy a particular brand is called customer loyalty to the brand name. Customers want their brand to represent good design and composition of the product with the levels of quality and good price. This customer’s perception is the basis for repurchasing (Oliver, 1999). Creating brand loyalty to brands and services has been challenged more than the brands’ associated goods. This is due to the intangible nature of services brands with consumers to understand the risk associated with the purchase of services. To solve this concern, a brand sign is recommended as a way to improve the brand image which influences the decisions of purchasing (Brady et al, 2005).

Chaudhuri and Holbrook (2001) had shown brand loyalty as a positive and supportive attitude and defined it by the customer through attitudinal loyalty and behavioral loyalty towards the brand. Brand loyalty refers to the tendency of being faithful to a brand and can be a tendency of consumers to buy a brand as the first choice shown loyalty to a particular brand. This ongoing commitment led to purchase the brand when using the product. Brand loyalty can be as a result of non-random and long-term behavioral and psychological processes associated with and defined the purchase of more than one benefit (Zhao, 2010). Brand loyalty means repurchasing because this behavior is a psychological process. In other words, repurchasing is not merely an arbitrary reaction as a result of mental, emotional factors and is normative (Miller & Hanson, 2006). Richard Oliver (1999) defined loyalty as having a deep commitment to repurchase or support for a product or service of interest that despite having situational influences and marketing efforts of competitors led to repurchase a brand or a brand of products in the future (Oliver, 1999).

Satisfaction

Oliver described the customer satisfaction as a customer’s submission (Oliver, 1997). Danaher P.J, Haddrell (Danaher, 1996) claimed that the scale of a single cell offered a limited sense of customer satisfaction of the store. They suggested that a single cell scale cannot provide all dimensions and information. Also, cannot fully assess the extent of individual and complexity of customer’s satisfaction (Danaher P.J, Haddrell, 1996). Customer satisfaction is a feeling or attitude toward a product or service after a customer’s use. Schneider declared the customer’s satisfaction as a result of the comparison process between the real identity of the product or service and social norms or expectations in relation to the product. Customer’s satisfaction was defined in two ways: as the output or as the process. The first group considered customer’s satisfaction as final result of consumption of a good or service. The output of the process of purchase and services achieved as the result of the purchase costs compared to what was predicted by the customer. The second set of definitions that affect most aspects of cognitive psychology and focus on customer satisfaction. Assessing whether the good or service has been received or not (Pratten, 2004).

Three main factors influenced customer’s satisfactions were product, appearance and quality of service. The appearance of the product and its use directly affected product satisfaction and dissatisfaction. And also, enjoy the benefits of the product as an intermediary between satisfaction and dissatisfaction with the appearance of the product (Mugge et al, 2010). Service quality influenced positively on perceived value, customer’s satisfaction and perceived value and satisfaction positively influenced on intention of buying. So, the quality of service has an indirect and positive impact on the purchase intention through perceived value and customer’s satisfaction (Kuo et al, 2009). When a purchase happened on after-sales services, the customer encouraged more to research for purchasing with lower prices (Dutta and Abhijit , 2005). Spurge (1995) stated that given the cost of maintaining a customer was less than the cost of attracting new customers and was very important to buy a case for marketing. Purchasing intention was directly affected customer satisfaction (Koa et al., 2009).

The concept of trust

Trust in Oxford English Dictionary defined as "reliance or confidence in a quality or attribute of a person or a thing or make a statement of fact". Dayerkaz believed that the concept of trust was rooted in Aristotle's age. Therefore,
there was little agreement on what the trust is and how to find trust in the workplace. More researches on trust defined it as a subject and separate concept. There are various instruments that assess the level of trust in organizations and groups, but there is not secure reason on how to recognize the results and the confidence. It is clear that several years ago, trust had become the focal point for the study of organizations increasingly. Trust is an interdisciplinary topic of disciplines derived from psychology and sociology stems. Studying the trust in political science, law, industrial psychology, organizational behavior and economic had great importance.

Tyler believed that trust was important because it was a strong desire to understand how effective partnerships existed within the organizations. Trust is a key element because it enables collaboration and participation in organizations and has always been important. New trends in organizations move to the consequences; the first causing changes in the nature of work retro partnerships that can be useful in this context. The second caused the changes in the nature of a partnership that focuses more on forms of voluntary participation. The concept of trust has been studied by experts in various fields and based on the paradigm many different definitions have been presented (Mullering, 2004). Trust is the central concept of classical sociological theories and the main focus of the new theories of social capital and social context of interactions and relationships. Trust can be categorized to someone’s trust, confidence and trust to an organization. These three categories are closely related to each other and trust.

Our trust to an organization can be in the form of a person or persons worked in that organization and can also, our trust to the organization in which the person worked. Trust to individuals or organizations are related to each other through, tasks and situations in organizations and the roles they play in the organization (Oliver, 1980). Due to the expansion of the scope of management and leadership in the management of organizations in communities considered urban structures beyond other levels, this new field of management and behavioral variables called organizational networks. These levels appeared in the confidence and self-esteem and given the fact that at any level of self-confidence or trust are the kind of trust parameters affecting the trust and are subject of changes. Several studies have been done in the area of trust on person who can be considered the main areas of psychology and behavioral sciences discussed on this issue. Thus, as the actor can easily judge on the value of trust on certain individuals (based on information about the history of the individual, his motivations and competencies) also, can generalized to others about the value of trust and also the ideas and beliefs. They can also believe the value of trust in abstract systems such institutions.

This process can be named as the level of institutional trust. This is what Giddens called it the idea of trust on expert systems. May be someone doesn’t know the one whom he made his car or house but, trust the standard system, regulation, supervision and controlled quality of confidence (Mousavi, 2010).

CONCLUSION

Numerous studies were done on the brand experience, brand loyalty, satisfaction and trust and some of their results would be mentioned. The results of Dolat-abadi et al (2013) revealed the importance of brand personality on brand influence, brand preference and brand loyalty were trusted brand in the forecast (quoted by Dehdashti, 2012). Bamani-moghadam (2011) concluded that the attitude and confidence were related to brand loyalty, satisfaction and brand equity relationship and there were no significant relationship with other variables and behavioral loyalty was related only to the satisfaction associated value. Hence, the company producing machinery should deal with the threat machinery strategies to attract a loyal industrial customers regarding to the non-exclusive nature of this industry and counter the threat machinery.

But the thing that can guarantee the benefits of these companies with a short-term horizon was attracting loyal customers through commitment and implementation strategies to achieve behavioral indicators of value and customers’ satisfaction. Regarding to the results, it is clear that understanding the customer was satisfied with the balance and outcome in his favor of all manner of company's marketing strategy and the repetition of shopping. Hence, the company must meet customer expectations and put him in a win position in dealing. The customer commitment to a company and long-term relationship, though this may be due to the restrictions currently in his behavior (repeat and development order) did not manifest and would ensure profitability and long-term and ideal goals of the company. Hence, achieving brand equity indexes such as trust and satisfaction, the company considered the view of customer and reaching to the customer loyalty would be possible.

Also, Zhao et al (2010) in a research revealed the impact of the online brand experience. The results indicated that brand positive experience influenced on customer’s satisfaction and intention to buy and led to the creation of online brand communication and well-known brand had emerged as a matter of trust and perceived ease of use of the online brand. Mugge et al (2010) in a research studied the effect of perceived value on customers’ loyalty due to the moderating effect of past experiences. The results showed the influence of effective perceived value and perceived value on company’s reputation and customer’s satisfaction. On the other hand, these effects were moderated by the mediator of past experiences. When the past experiences exist, the effective perceived value and perceived value of the performance categorized in top priority.

The first time customers used the products, perceived value of performance considered as the most important element of customers’ satisfaction. Company’s reputation and customers’ satisfaction played an important role in repurchasing. Sweeney (2008) offered a theoretical model for analyzing three main prerequisite faiths (trust, satisfaction
and perceived value) in the field of electronic services. Their results showed that the reliability, customer satisfaction, perceived value and commitment were separated structures that combined to determine their level of loyalty. However, the commitment to trust, perceived value and customers’ satisfaction had stronger impact on loyalty.

REFERENCES


