



**EXPLAINING THE EFFECT OF PERSONALITY OF
ACTIVE AND RESPONSIBLE BRANDS ON BRAND EXPERIENCE
AND COMMUNICATION STRUCTURE – A CASE STUDY:
USERS OF SNOWA PRODUCTS**

Farimah Jafarli¹,

Firouzeh Hajjaliakbari²ⁱ

¹PhD Student of Marketing Management,
Department of Management, Zanzan Branch,
Islamic Azad University,
Zanzan, Iran

²Assistant Professor,
Department of Management, Zanzan Branch,
Islamic Azad University,
Zanzan, Iran

Abstract:

Purpose: the purpose of this study was to investigate the effect of personality of active brands and responsible brands on brand experience and communication structures (users of products SNOWA). **Method:** The present descriptive study was conducted through a correlational design from the kind of structural equations. The study population was the clients of SNOWA appliances in Tehran city. A total of 438 people was selected using simple random sampling method and responded to the questionnaires of brand experience [1] and [2], brand personality [3], and brand personality [3]. Reliability and validity of the tools were investigated using Cronbach's alpha coefficient, composite reliability, and confirmatory factor analysis. Data were analyzed by SPSS 23 software. The questionnaire data were assessed by the method of structural equation modeling with SmartPLS 23 software. The descriptive statistics were evaluated by SPSS 19 software. **Findings:** The results showed that brand experience dimensions affect the personality of the responsible brand. The brand personality dimensions are more responsive to satisfaction. Brand personality has a positive effect on trust. And brand personality dimensions have a positive effect on loyalty.

Keywords: brand experience, brand personality, satisfaction, trust, brand loyalty

ⁱ Correspondence: email firouzehajjaliakbari@gmail.com

1. Introduction

Brand management is a key factor in achieving competitive advantage over competitors. Brand theory offers a brand name as a means of joining consumers and providers. Smith and Brinjolphon stated that brand name is a vital factor contributing to consumer choice and helping consumers to find a product vendor. Hence, the trademarks are highlighted as an important marketing tool to distinguish a firm's relationship from its competitors. In recent years, brand name experiences, brand personality traits, and brand reputation have been recognized as important factors in relation to desired outcomes in the world [1 & 7].

Brand experience originates from a series of interactions between the customer with a brand, a company, or part of an organization. Brand experience involves emotional, behavioral, and cognitive responses stimulated by brand-related generators such as design, identity, packaging, communication, and the environment where the brand is offered. Many marketing pundits believe that it is critical to recognize and understand how consumers experience brand experience to develop strategies to marketing products and services because brand experience can be used to predict consumer behavior.

The paper first begins with a literature review according to the conceptual framework of brand experience, brand personality, and key communication structures. As mentioned above, different results have been achieved by many studies in the world. However, as mentioned earlier, few studies have considered Jones et al.'s criteria in relation to brand personality. Further research is, therefore, needed to investigate the presages and implications of different dimensions of brand personality.

The present paper first examines more empirical evidence of brand personality and then presents the analysis and consequences of two attributes associated with brand personality. It shows that it is essential to have an appreciation of the introduction and results of different dimensions of brand personality. Therefore, the insights from this research can help inform about the development of consumer relationship with suitable personality traits.

As noted above, instead of examining the effects of brand experience as a whole, this study analyzes the individual effect of four dimensions (i.e., affective, emotional, behavioral, and intellectual) on the dimensions of responsibility and activity of brand personality. This helps in deeper and more accurate understanding of brand experience effects. This study investigates the effects of the dimensions of acting responsibly and being active on key consumer relationships with brand name (i.e. satisfaction, trust, and loyalty). Thus, conducting this research is organized to assess different values of personality dimensions in priority and loyalty factors. It also helps to understand the relative effects of responsibility and activity of brand personality on three structures connecting the consumer to the brand name.

2. Theoretical foundations

Each brand name has two dimensions: tangible dimension and intangible dimension; brand personality is the intangible brand dimension. Brands create distinct identity and personality for products and services versus competitors. Brand personality is competitive advantage that companies are trying to create it in the mental space of consumers. The term brand personality is used to describe those categories of human traits that consumers can relate them to brands. Brand personality refers to the image and description of customers of a particular brand, which is formed as a result of collected information or their experience of the desired brand. Since a brand creates a special identity for a product, obtaining a valid brand is considered to be among the customer's preferences in selecting a product.

Also, by reviewing the literature of communication structures, it is concluded that relationship quality or relationship structures are considered as the output or the result of relationships with customers. Smith defined the term as a full and strong relationship between the buyer and seller. In the previous research, relationship marketing has used two or three distinct dimensions for conceptualizing the term relationship quality. For example, Karbasy et al used two dimensions of satisfaction and confidence to analyze the relationship quality structure. Troy and Kelly considered the commitment as the third dimension of relationship quality. It can also be said that communications are a set of exchanges that provide knowledge of the common relationship through trust and commitment with several other variables. Recently, customer relationship has been the focus of many researchers and marketing practitioners. An increasing emphasis on relationship marketing is based on the assumption that building committed relationships with customers is the result of customer satisfaction, customer references, trust, and oral advertising of customers.

Relationship marketing focuses on exchange marketing with the aim of creating long-term relationships based on trust and mutual communication benefits with valuable customers. It is essential to satisfy the client to build loyalty and communicate with the client. Long-term communication with the client takes place over time.

A literature review of revealed that customer satisfaction is particularly important as a guarantor of the survival of organizations. The satisfaction of the customer's response is to the evaluation of the perceived conflict between expectations and actual performance. Therefore, customer satisfaction has a lot of relevance with perceptions of people.

The brand loyalty domain is most relevant to consumer satisfaction and his/her complained behavior. Loyalty is an old word that describes an old commitment to a country, family or friends. Loyalty entered marketing with the word "brand loyalty". Can people be loyal to a brand? Oliver defines brand loyalty as a profound commitment to a product or service in the future. A brand that can create customer commitment leads to customer confidence in the decision making process. Brand experience means

internal (emotional, affective, and cognitive) and behavioral responses to brand drivers. These include design, packaging, brand identity, and so on.

Brand experience can be positive or negative, and more importantly, it has the ability to influence consumer satisfaction and loyalty. The proposed brand experience model introduced by Brakus, Schmitt, and Zarantonello has four sensors (affective, emotional, behavioral, and intellectual). Each of these dimensions is presented and explained with the help of three sentences as shown in Figure 8-1. It is also necessary to note that there is a reverse term in each of these dimensions.

3. Research methodology

This study is classified as an applied research in terms of target classification. The population of this research is the customers of SNOWA Company in Tehran. Simple random sampling method was used in this paper. A sample size of 384 people was calculated based on the Morgan table. To ensure the return of questionnaires, a total of 480 questionnaires was distributed and 438 questionnaires were included in the analysis.

The following chart was used to measure the research variables from standard questionnaires:

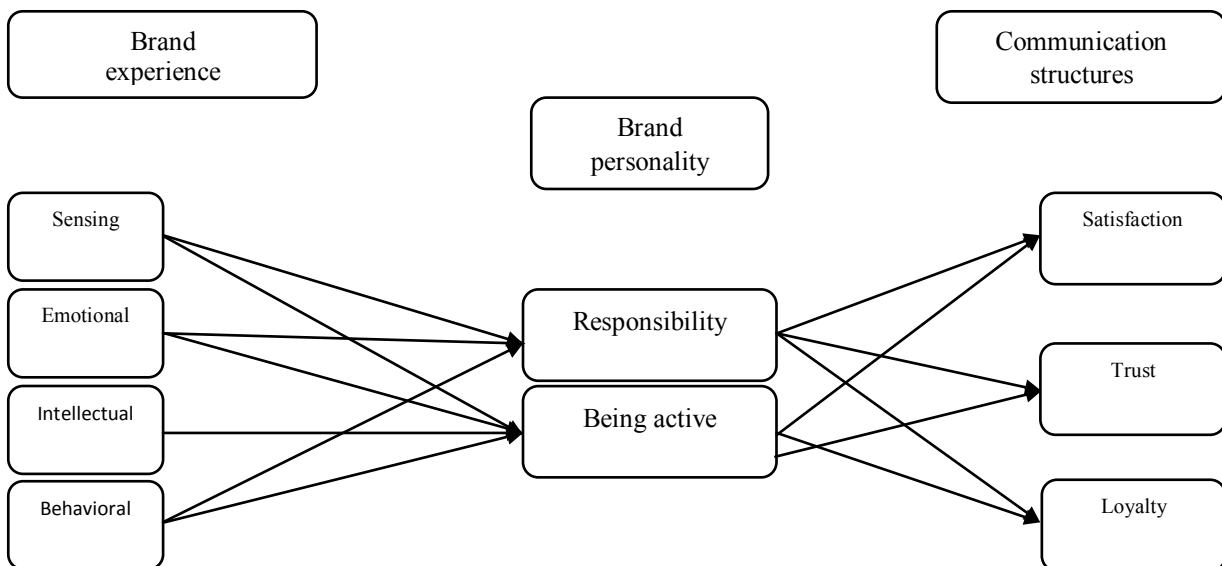


Figure 1: The conceptual model of research

Based on the conceptual framework, the research hypotheses of are conceptualized as follows:

Table 1: Values of factor loads and the reliability and validity indices of the constructs

Structures	Items	Factor load	Cronbach's alpha	Combined reliability	Average variance
Sensual	Q1	0/912	0/937	0/832	0/900
	Q2	0/923			
	Q3	0/902			
Emotional	Q4	0/933	0/933	0/875	0/857
	Q5	0/938			
Behavioral	Q6	0/847	0/887	0/723	0/814
	Q7	0/904			
	Q8	0/798			
Intellectual	Q9	0/927	0/912	0/838	0/808
	Q10	0/904			
Responsibility	Q11	0/953	0/947	0/899	0/888
	Q12	0/944			
Being active	Q13	0/939	0/920	0/852	0/828
	Q14	0/907			
Satisfaction	Q15	0/916	0/906	0/763	0/850
	Q16	0/897			
	Q17	0/802			
Trust	Q18	0/916	0/922	0/749	0/891
	Q19	0/896			
	Q20	0/777			
	Q21	0/866			
Loyalty	Q22	0/914	0/896	0/742	0/833
	Q23	0/890			
	Q24	0/774			

Hypothesis 1: The sensory, emotional, behavioral, and intellectual dimensions of brand experiences have a positive effect on brand personality.

Hypothesis 2: The sensory, emotional, behavioral, and intellectual dimensions of brand experiences have a positive effect on brand personality.

Hypothesis 3: Brand personality and active brand personality have a positive effect on customer satisfaction.

Hypothesis 4: Brand personality and active brand personality have a positive effect on customer trust.

Hypothesis 5: Brand personality and active brand personality have a positive influence on customer loyalty.

The model test was used in this study to determine the composite reliability (CR). The results of the confirmatory factor analysis and the validity and reliability indices of the model measurement constructs are presented in Table 1.

Diagnostic or divergent validity measures the ability of a reflection measurement model to differentiate the observed variable of that model with other observations in the model. Fornell Larcker test is one of the methods for measuring this validity. According to this criterion, a latent variable, compared with other latent variables, must have greater dispersion among its observed variables, so that the latent variable has a strong diagnostic validity. Table 2 shows the results obtained for the variables of this study.

Table 2: Fornell Locker Index for Diagnostic or Divergent Validity Index

Row	Variable	1	2	3	4	5	6	7	8	9
1	Emotional	0/935								
2	The trust	-0/016	0/865							
3	Being active	0/039	0/316	0/923						
4	Intellectual	-0/016	0/088	0/068	0/916					
5	Sensual	0/245	0/275	0/142	0/091	0/912				
6	Responsibility	0/274	0/183	0/206	0/163	0/321	0/948			
7	Behavioral	0/059	-0/086	-0/050	-0/007	0/017	0/068	0/850		
8	Satisfaction	0/164	0/351	0/266	0/102	0/219	0/270	-0/052	0/873	
9	Loyalty	0/084	0/392	0/300	0/117	0/211	0/253	-0/054	0/850	0/862

The above table shows that the constructs are completely separate. The main diagonal values for each latent variable are the correlation of that variable with other latent variables in the model.

3.1 Data analysis methods

Data were analyzed by descriptive and inferential tests. The descriptive part includes percentage, mean, and standard deviation, and the deductive part involves Pearson correlation tests and structural equations by the partial least squares (PLS) method. The research data were analyzed with SPSS 23 and SmartPLS 19 software.

3.2 Case study and findings

The population of the study was customers of SNOWA Company in Tehran city. In particular, the descriptive indexes of the variables measured in this section are presented in Table 3.

Table 3: Descriptive indexes of research variables

Variable	Average	Standard deviation
Sensual	3/450	0/865
Emotional	3/511	0/896
Behavioral	2/07	0/630
Intellectual	2/00	0/741
Responsibility	3/377	0/867
Be active	3/88	0/682
Satisfaction	3/94	0/619
The trust	3/82	0/584
Loyalty	3/97	0/577

3.3 Structural model assessment

When the PLS - SEM model is drawn, factors (the conceptual variables) are represented by an oval and markers with a rectangle. The relation between the conceptual variables in the PLS- SEM model is called the structural model, which is the same as the path model in structural equations. After testing the measurement model, it is necessary to provide an internal model that represents the relationship between the conceptual variables of the research. The research hypotheses can be investigated using the structural model.

3.4 Checking model quality

The redundancy index and coefficient of determination are used to evaluate the model quality. Positive numbers indicate the proper quality of the model. The main criterion of structural model evaluation is the coefficient of determination. This index indicates the percentage of dependent variable changes by independent variables.

Table 4: Model quality review indices

Dependent variables	Coefficient of determination	Redundancy
Responsibility	0.167	0/0778
Being active	0.026	0/021
Satisfaction	0.119	0/149
Trust	0.115	0/082
Loyalty	0.128	0/083

Table 4 shows that 16.7% of changes in the responsibility variable and 2.6% of changes in being active variable are predicted by four sensory, emotional, behavioral, and intellectual variables. The two variables of responsibility and being active predict 11.9% of changes in the satisfaction variable, 11.5% of changes in trust variable, and 12.8% of changes in loyalty variable. The redundancy index, the same indicator of Stone-Geisler evaluates the ability of structural model in prediction by ignoring method. When the value of this index exceeds zero, the observed values are well rebuilt and the model is capable of prediction. In this study, this index is more than zero for all dependent variables.

3.5 Data analysis using structural equations (sum of least squares)

The conceptual model of the research was examined by PLS-SEM modeling. Figure 2 shows the first-stage evaluation of the structural model.

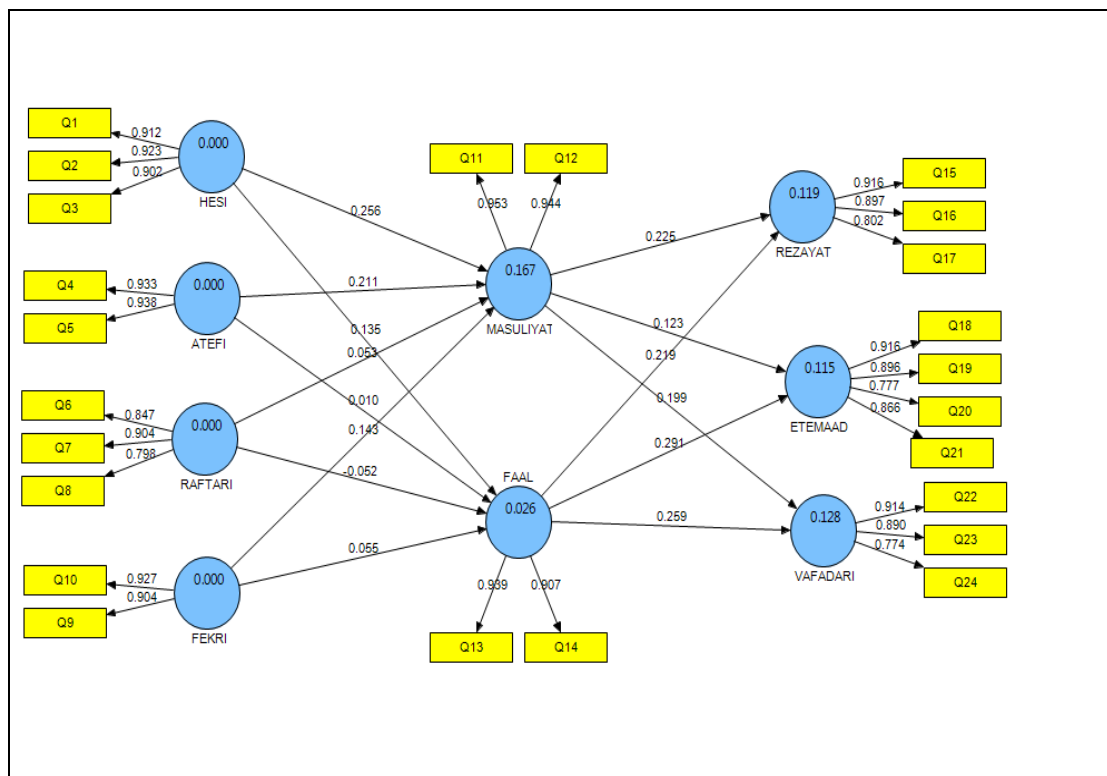


Figure 2: The first step in the evaluation of the structural model

The path coefficients are in the standard mode and their value varies from -1 to +1. The closer the path coefficient to +1 or -1, the greater the impact of that path. The standard coefficients of external models (factor loads) somehow indicate the construct validity. The path coefficients of external models vary between 0 and 1. For reflection models to have good fitting, factor loads must be more than 0.7.

3.6 Research hypotheses

To investigate the research hypotheses by the least squares method, a partial least squares method was used the output of which is as follows:

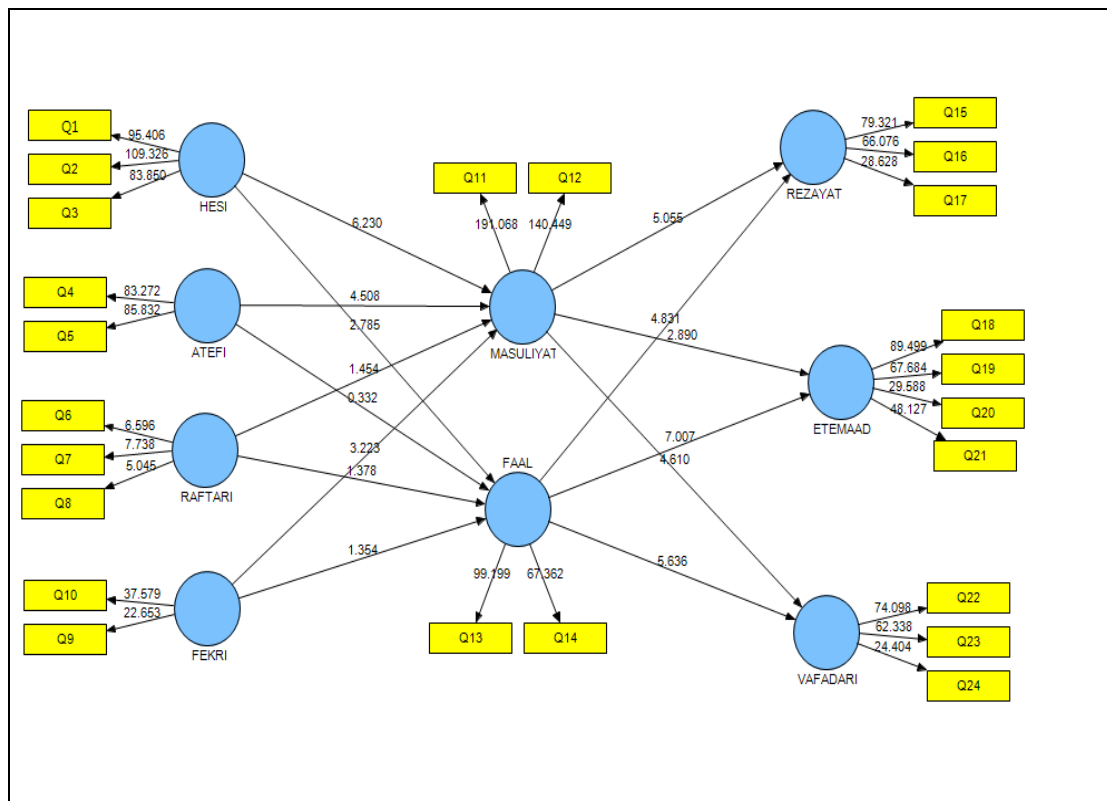


Figure 3: Testing hypotheses using the bootstrap method

Table 5 shows that 4 % of the hypotheses proposed are not confirmed at 95 % confidence level (Hypothesis 3. 6., 7 and 8) because the Student's t-statistic for these assumptions is lower than 1.65 (one sided and directed assumptions). Other research assumptions are confirmed because of a high student's t-statistic. ($p < 0.05$)

Table 5: Confirmed and rejected research hypotheses

1	The sensory dimension of brand experience has a significant effect on the brand personality.	0.256	6.230	0.000	Confirmed
2	Emotional dimension of brand experience has a positive impact on brand personality	0.211	4.504	0.000	Confirmed
3	Behavioral brand experience has a positive impact on brand personality	0.053	1.452	0.07	Rejected
4	Intellectual dimension of brand experiences has a positive impact on brand personality	0.143	3.22	0.001	Confirmed
5	Sensitive dimension of brand experience has positive impacts on brand-active personality	0.136	2.785	0.003	Confirmed
6	Emotional dimension of brand experiences has a positive effect on brand-active personality	0.010	0.322	0.370	Rejected
7	Behavioral dimension of brand experiences has a positive effect on brand-active personality	-0.052	1.378	0.084	Rejected
8	Intellectual dimension of brand experiences has a positive effect on brand active character	-0.055	1.354	0.088	Rejected
9	Brand personality has a positive impact on satisfaction	0.225	5.055	0.000	Confirmed
10	Active brand personality has a positive effect on satisfaction	0.123	4.831	0.000	Confirmed
11	Brand personality responsible for trust has a positive impact	0.123	2.890	0.002	Confirmed
12	Active brand personality has a positive impact on trust	0.291	7.007	0.000	Confirmed
13	Brand personality responsible for loyalty has a positive impact	0.199	3.610	0.000	Confirmed
14	Active brand personality has a positive effect on loyalty	0.259	5.636	0.000	Confirmed

4. Discussion

4.1 Findings

The following are presented concerning the effect of brand experience on brand personality:

A. The results of the structural equation results showed that the effect of brand experience on brand personality dimension is positive and significant among consumers of the company's products. This means that the requisite for positive assessment of a brand as well as positive feelings in response to that brand is the experience of that product or service. In other words, a product should be used sensibly to be evaluated by the consumer.

The results of structural equation showed that the impact of emotional brand experience dimension on the responsibility dimension of brand personality is positive and significant among consumers SNOWA products. This means that positive evaluation of a brand and positive feelings in response to that brand requires the experience of that product or service. In other words, a product must be understood emotionally to be evaluated by the consumer.

The results of structural equations showed that the behavioral dimension of brand experience among the consumers of SNOWA products is negative and significant

on the dimension of brand personality. This implies that the behavioral dimension of brand experience did not affect the responsible brand personality and consumers did not communicate with this dimension of brand experience.

The results of the structural equation showed that the effect of intellectual dimension of brand experience among consumers of SNOWA products is positive and significant on responsibility of brand personality. Thus, positive evaluation of a brand as well as positive emotions in response to that brand requires the experience of that product or service. In other words, a commodity must be perceived intellectually to be evaluated by the consumer.

B. The following were achieved about the impact of brand experience dimensions on brand personality:

The results of structural equations showed that the sensory dimensional effect of brand experience among the consumers of SNOWA products is positive and significant on the activity dimension of brand personality and that positive evaluation of a brand as well as positive emotions in response to that brand requires the experience of that product or service. In other words, a product should be used sensibly to be evaluated by the consumer.

The results of structural equation modeling showed that the effect of affective dimension of brand experience among consumers of SNOWA products is negative and non-significant on the activity dimension of brand personality. As such, the affective dimension of brand experience has no effect on active brand personality and consumers did not communicate with this dimension of brand experience.

The results of structural equation modeling showed that the effect of behavioral dimension of brand experience among consumers of SNOWA products is negative and non-significant on the activity dimension of brand personality. So the behavioral dimension of brand experience has no effect on active brand personality and consumers did not communicate with this dimension of brand experience.

The results of structural equation modeling showed that the coefficient of intellectual dimension of brand experience among consumers of SNOWA products is negative and non-significant on the activity dimension of brand personality. In this sense, intellectual dimension of brand experience has no effect on active brand personality and consumers did not communicate with this dimension of brand experience.

C. with the following is concluded regarding the effect of brand personality dimensions on the dimensions of the communication structures:

The impact of responsibility dimension of brand personality among the consumers of SNOWA products is positive and significant on the satisfaction of communication structures. Therefore, responsibility of a brand will have a positive and direct effect on the satisfaction of customers meaning that the more responsible business a brand is, the greater the customer satisfaction with that brand.

The effect of active brand personality among consumers of SNOWA products is positive and significant on the dimension of satisfaction of communication structures. If

a brand is more active and offers more diverse goods to buyers, customers will have greater satisfaction of that brand.

The impact of responsibility dimension of brand personality among customers of SNOWA products is positive and significant on the trust of communication structures. Hence, the responsibility of a brand will have a positive and direct effect on customers' trust toward that brand. That is, the more responsible the brand, the greater the customers' trust.

The effect of active brand personality among the users of SNOWA products is positive and significant on the trust dimension of communication structures. So an active brand will have a positive and direct effect on customers' trust toward the brand. That is, the more active a brand name is and offers more and more diverse goods to buyers, customers' trust will be higher towards that brand.

The impact of responsible brand personality among consumers of SNOWA products is positive and significant on loyalty dimension of communication structures. That is, the more responsible the brand, the more loyal the customers will be with that brand name.

The effect of active brand personality among consumers of SNOWA products is positive and significant on loyalty of communication structures. So activity of a brand will have a positive and direct effect on the loyalty of its customers. That is, the more active a brand is and offers more and more diverse goods to buyers, customers' loyalty will be higher to that brand.

4.2 Applied propositions for the statistical population of research

The following propositions are presented based on the results of the research:

The results of the first hypothesis indicate positive impacts of sensory, affective, and intellectual dimensions of brand experience on the responsibility of brand personality. So it is recommended to increase product apparent beauty based on customers' needs and up-to-date models, enhance accountability and meeting commitments to customers- be accountable to product- related issues and problems, create customers' club to transfer customers' experience to each other, and stimulate customers' curiosity.

The results of the second hypothesis indicates that only the sensory dimension of brand experience has a positive effect on the active role of brand personality. So it is recommended to offer a variety of goods required by the client, provide goods according to all tastes at different generations, and offer goods with attractive packaging and colors to customers.

The results of the third hypothesis imply that the dimensions of responsibility and activity of the brand personality have a positive effect on the satisfaction of customers. So it is recommended to promote the quality of domestic goods offered to customers, provide proper services after selling to customers, and to hold a lottery in virtual or television networks.

The results of the fourth hypothesis reveal that the dimensions of responsibility and activity of the brand personality have a positive effect on consumer's trust. So it is recommended to meet announced promises of goods or provision of promised commodities, establish customer relationship management and its active role to increase customers' confidence, and increase the quality of goods compared to the same market brands.

The results of the fifth hypothesis indicate the dimensions of responsibility and activity of the brand personality have a positive effect on customer's loyalty. So it is recommended to create a client club and offer them special services, pay special attention to the promises made to customers, and increase the quality of goods compared to previously produced series.

5. Conclusion

The aim of this study was to investigate the effect of active brand personality and responsible brands on brand experience and communication structures (case study: Snova home appliances). The present research was descriptive with a correlational design of structural equations. The statistical population of this study was customers of SNOWA Company in Tehran, 438 of which participated in the study. The main results of this research were positive and significant effect of brand experience on brand personality, positive effects of brand experience on active brand personality, and positive effect of brand personality on satisfaction and trust.

One of the limitations of this study is its cross-sectional nature that restricts the generalization of the results. The use of cross-sectional data does not help interpret some results. It is, therefore, recommended to conduct longitudinal studies in order to increase our knowledge in relation to a probable relation between causes and effect.

Data collection tool in this study was a questionnaire, which is in turn considered as a limitation because the questionnaire examines the attitude of individuals, not the reality, which can be considered as a limitation.

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