BRAND EXPERIENCE AND CONSUMER BRAND RELATIONSHIP: MEDIATING ROLE OF BRAND IDENTIFICATION

Aqeela Babar\textsuperscript{1}, Rabbia Rahman, Zafar Iqbal, Pirzada Sami Ullah Sabri and Waris Mazhar

\textsuperscript{1}Faculty of Economics and Commerce, Superior University, Lahore, Pakistan.
\textsuperscript{2}Institute of Business, Management & Administrative Sciences, The Islamia University of Bahawalpur.
\textsuperscript{3}Corresponding author

ABSTRACT

Purpose: Building and sustaining consumer-brand relationships have become the center of focus for organizations around the world. Traditional marketing has laid great importance in building such relationships however the role of brand experience and brand identification in building consumer-brand relationships have not been addressed thoroughly. This study was conducted to examine how the different elements of brand experience influence in building consumer brand relationship through the mediating role of brand identification between brand experience and consumer brand relationship dimensions.

Design/Methodology/Approach: Primary data was collected in three months’ time through surveys from regular gym goers of Lahore, Pakistan resulting in 100 valid usable responses which were later used for PLS-SEM analysis.

Findings: The findings revealed that brand experience dimensions significantly impact the consumer brand relationship dimensions (satisfaction, loyalty & trust) the findings also revealed that brand experience positively influences brand identification. Brand identification emerged as a mediator between the elements of brand experience and consumer brand relationship dimensions revealing that brand identification has a positive effect on consumer brand relationship.

Originality/Value: This research adds to the existing work of brand experience and consumer brand relationship through the mediating effect of brand identification.

Practical Implications: This research comes with its valuable practical implications for the management, and marketers aimed at the creation and implementation of such marketing and branding strategies that are useful to achieve positive brand experiences, brand identification and build strong consumer brand relationships.

KEYWORDS

Brand Experience, Brand Identification, Consumer-brand relationship.

INTRODUCTION

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Fournier (1998) defined consumer brand relationship as a psychological bond between a consumer and a brand. This concept was brought to the academic world in 1990-1999 and ever since it has been a vital area of study in marketing. Marketing is not only a transactional process, but it is also based on building relationships (Cayolla et al., 2020). Many past studies have revealed the importance of CBR; CBR affects the profitability of the company (Reichheld et al., 2000), it may also be useful in reducing the company’s marketing costs, attract new consumers and increase the equity and customer loyalty towards the brand (Smit et al., 2007).

Consumer brand relationship is a vital variable in the marketing literature, particularly when consumers see brands like persons with whom they can deal, interact, connect, talk and build a strong relationship (Kaufmann et al., 2019). This is important since such relationships can have both a positive and negative affect with respect to brand attitudes, assessment, and purchase and repurchase intentions, brand loyalty and word of mouth (Ahn and Back, 2020). Therefore, it is important for marketers to find and create innovative ways, techniques and tools that will enable them to build and improve consumer brand relationship.

In the past, several concepts, theories and perspectives have emerged to explain and understand a consumer’s relationship with a brand, for example, brand attachment (Louis and Lombart, 2010), brand authenticity (Fritz et al., 2017), brand commitment (Ramaseshan and Stein, 2014), brand love (Albert and Merunka, 2013), brand loyalty (Su and Tong, 2015), and brand trust (Mollinilo et al., 2017).

In recent years a greater focus on personal health has given a rise to the fitness craze. This rise as a result has significantly influenced the level of competitiveness amongst the fitness industry. History takes us back to the 1970s where a global transformation in the fitness industry was witnessed and in the present era it continues to transform rapidly (Johansson & Andreasson, 2016). This rapid expansion is due to the consumer who gives great importance to their well-being and are more concerned about how they look (Markula, 1997). It is such an industry which lays great emphasis on the overall state of an individual’s body and over the years the US has seen an increasing growth in this industry (Johansson & Andreasson, 2016). This growth however is not possible without the continuous support of existing customers (Hurley, 2004).

In order to achieve increased sales and enhanced loyalty (Elbedweihy et al., 2016) marketers have laid their focus on creating strong and effective consumer brand relationships (D. A. Aaker & Joachimsthaler, 2000). Previous studies have extensively focused on research where consumers develop various kinds of relationships with brands (J. Aaker et al., 2004). For the purpose of explaining this relationship between a consumer and a brand, diversified models, theories and constructs have been introduced. However, research shows that this relationship has a positive influence on various kinds of consumer behaviors such as loyalty and word of mouth (Albert & Merunka, 2013; Hudson et al., 2016; Loureiro et al., 2012). As a result, organizations are discovering various different means in order to create such favorable relations with customers (Veloutsou & Moutinho, 2009). Recent studies have suggested that brand identification and brand experience play a vital role in identifying and developing such consumer brand relationships (Brakus, Schmitt, & Zarantonello, 2009; Belén del Río, Vázquez & Iglesias,
Earlier studies have given great emphasis to emotional experience or relate experience (Richins, 1997; Yoo et al., 1998) or relate experience (Muniz & O’guinn, 2001), however the present study broadly comprises of sensations, behavioral and affective elements, and intellectual elements of brand experience. Secondly, past studies have witnessed the importance of how brand identification plays its role (Lam et al., 2013), however its impact on creating and sustaining a relationship between a consumer and brand has not been extensively examined. Customer brand identification is an important phenomenon since it leads to a wide range of consumer brand relationship constructs like trust, commitment, brand loyalty and brand love (Alnawas & Altarifi, 2016; Casidy, Wymer, & O’Cass, 2018; Rather, 2018; Rather & Hollebeek, 2019; So, King, Sparks, & Wang, 2013). It is important to mention that it is expected of a consumer to develop various types of relations with a service or product brand this is because of the fact that these relationships vary with respect to relationship quality and interpersonal complexity (Mosley, 2007). Despite the vast research on consumer brand relationships, limited studies have examined the ways the customer develops and maintains a relationship for a service brand (Brakus et al., 2009). The ultimate purpose of the current study is to examine the role of brand experience and brand identification in building consumer brand relationship in the fitness industry of Pakistan.

A Pakistani Perspective

Out of the total world population, Pakistan’s population equals to 2.83% and is the 5th country to list in the population of countries. Based on the latest United Nations data the current population of Pakistan is 223,338,315 (UN data). Due to increasing population growth, growing urbanization, pollution and rapid changes in the lifestyle of people, the national health security is vulnerable in Pakistan. Apart from these current challenges to the health system, the situation has been aggravated by the ongoing pandemic (COVID-19) and the already vulnerable healthcare infrastructure has been badly affected by this pandemic. Due to the pandemic social distancing was initiated which resulted in a lockdown in order to stop social activities. This badly affected the physical activity of the people and in Pakistan physical activity is confined to parks and gyms.

A competitive environment exists in Pakistan where many growing fitness arenas, wellness programs have emerged physically as well on social media. The gym culture in Pakistan is still in its growing phase and over the years Pakistan has witnessed an increasing interest towards health and fitness from almost every strata of the society. Gyms not only provide its customers a platform of work out, but it also helps in reducing stress and depression. This increase of interest is also due to the doctors who have played a vital role in advising patients to exercise regularly irrespective of their age. With many options available to the consumer, it has made room for a competitive environment amongst the fitness sector of Pakistan.

2. THEORETICAL CONTEXT AND HYPOTHESES DEVELOPMENT

2.1 Consumer Brand Relationship

For any marketing or brand management, the ultimate goal is to develop a powerful relation amongst a brand and a consumer (Aaker, 1997). This relationship can be referred
as the exchange of mutual values between a consumer and a brand, which over a period of time grows for a particular product or brand, when more value is added to it or the existing value is given more strength (R. Smith, 1998). Many authors have argued that consumer brand relationship is a voluntary or enforced connection between a consumer and a brand (Blackston, 2000; Fournier, 1994). However, consumer brand relationship theory is built on the grounds similar to that an individual develops different forms of relations with various individuals once interacted with (Keller, 2012). This interaction or communication between the consumer and a brand leads to the development of an active consumer brand relationship which as a result enables the brand to become an active partner for the consumer (D. A. Aaker, 1996).

Marketing is not only a transactional process, but it is also based on building relationships (Cayolla et al., 2020). Over the years great emphasis has been given to relational marketing as compared to transactional marketing (Berry, 1995; Fournier, 1998; Gumnesson, 1996). Companies have realized that a meaningful and strong consumer brand relationship comes with many advantages. However, this relationship can be of many types since it depends on how personal the relation is considered to be (Aggarwal, 2004). This is further argued that the number of ways in which a brand plays its part in a person’s identity, values and goals is consumer brand relationship (Fournier, 1998; McAlexander, Schouten, & Koenig, 2002). Many past studies have revealed the importance of CBR; CBR affects the profitability of the company (Reichheld et al., 2000), it may also be useful in reducing the company’s marketing costs, attract new consumers, and increase the equity and customer loyalty towards the brand (Smit et al., 2007). Previous studies have shown the vital role of consumer brand relation and its influence on consumer’s attitudes towards a brand, brand evaluation, repurchase intention, purchase intention, and loyalty with the brand (Aggarwal, 2004; Blackston, 1993; Park et al., 2002; S.-Y. Park & Lee, 2005; Ryu & Han, 2009). A strong relationship has also been witnessed in the service sector since customer brand interactions can be managed with many available options (Franzen, 1999). Service providers put in a lot of effort and resources to strengthen their relationships with customers. However, there is inadequate literature examining the various elements of brand experience in the fitness industry.

Consumer-brand relationship enables a smooth communication between a buyer and a seller (Schultz & Schultz, 2004) but also enables the consumer to relate with the brand (Fetscherin, Boulanger, Gonçalves Filho, & Souki, 2014; Pawle & Cooper, 2006). A previous study revealed that such relationships are bound to develop such strong emotional connections amongst a consumer and a brand that when the particular brand is not available at a store, the store loyal customer can switch the store (Verbeke, Farris, & Thurik, 1998). The significance of fundamental marketing variables in creating and sustaining consumer brand relationships have been emphasized in previous research like brand identification (Tuškej et al., 2013), and consumer experience (Chang & Chieng, 2006), but there is limited research that studies the relation between brand identification and experience with consumer-brand relationship.

It is therefore important to study the combined role of brand identification and brand experience in developing consumer brand relationship which is strong. This importance can be understood by the fact that brand experience measures the behavior of a customer
more holistically in comparison with other marketing variables like brand image, personality or attitudes (S. Smith & Wheeler, 2002). As identified by Brakus et al. (2009) that brand experience is a comprehensive interaction between a consumer and a brand. Whereas on the other side brand identification relates to the individuality of a consumer (Kuenzel & Halliday, 2008). Brand identification may play a vital role in examining the numerous elements of consumer brand relationships (Bhattacharya, Rao, & Glynn, 1995; Del Rio et al., 2001; Kim et al., 2001).

In branding, brand identification and experience are evolving concepts (Brakus et al., 2009; Kuenzel & Halliday, 2008), and their mutual role in building consumer brand relationship needs to be studied in more depths. Therefore, based on this review of literature, it is of significant importance to examine the importance of brand identification and experience and its influence in developing consumer brand relations for a services brand.

2.2 Brand Experience

People look for sensory and intellectual simulations along with pleasure, which led to the development of the concept of brand experience (Brakus et al., 2009; Hirschman & Holbrook, 1982). Brand experiences lead to brand related associations (Keller, 1993). Brand experience has been conceived as “subjective, internal consumer responses (sensations, feelings, and cognitions), and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments” (Brakus et al., 2009).

Previous studies have revealed that brand experiences lead to favorable consumer consequences such as a strong brand personality association, customer satisfaction and brand loyalty (Brakus et al., 2009). Every individual has its own distinctive experience as a result of the interaction made which may be in the form of product experience, service or shopping experience, consumer experience and brand experience (Hoch, 2002; Kerin et al., 1992, Gentile et al., 2007; Brakus et al., 2009).

This current work is built on the research conducted by Brakus et al., (2009) where brand experience is divided into four elements: sensations, behavioral and affective dimensions, and intellectual. Sensory dimension includes the all those bodily experiences that are experienced by a consumer through the characteristics of a brand (Hwang & Hyun, 2012). As laid down by Brakus et al. (2009) that a consumer’s senses are aroused by touch, vision, hearing and smell. However, it is argued that these sensorial experiences may include aesthetic designs and themes (Hultén, 2011). Affective elements of brand experience consist of the individual experiences of a consumer with respect to their feelings and opinions (Hwang & Hyun, 2012). This experience varies amongst consumers; some may perceive a brand positively and some may perceive it negatively (Kang, Manthiou, Sumarjan, & Tang, 2017). The behavioral dimension represents the bodily experiences and physical actions that a consumer engages in order to experience a particular brand (Kang et al., 2017; Wang, 2014). Lastly, intellectual experiences represent the events that induce consumer’s thoughts and curiosity (Schmitt, 1999). Consumers are more likely to recall a brand with intellectual appeal.

Brand experience is considered to be one of the most complete concepts since both the consumer and a non-consumer can go through brand experiences (Zarantonello &
Schmitt, 2010). Such experiences lead to brand satisfaction and brand loyalty (Marinova et al., 2008). Previous studies included various sectors like airlines (Lin, 2015), coffee houses (Choi & Hyun, 2017). There has been no research in the fitness industry which will be covered in the present study.

2.3 Brand Experience & Consumer Brand Relationship

Past studies have revealed the vital role played by brand experience consumer behavior and have discussed about the different impacts of brand experiences. Studies have revealed that brand experiences have a significant influence on brand attachment and brand awareness (Cleff, Lin, & Walter, 2014), brand commitment (Das et al., 2019), brand trust (Kang et al., 2017; Rahman, 2014), customer satisfaction (Brakus et al., 2009; Khan & Rahman, 2015), and brand loyalty (Nysveen et al., 2013)

Both individual and collective experiences influence consumer brand relationship (Chang & Chieng, 2006). Brakus et al. (2009) in their study developed a framework of brand experience and this framework tested the impact of different elements of CBR, loyalty & satisfaction. In a study conducted by Nysveen et al. (2013), the same elements of brand experience revealed to be significant in impacting brand loyal and brand satisfaction for a service brand, as proposed by Brakus et al. (2009). This study also revealed that the relational element proved to be a driver for brand loyalty and brand satisfaction. Pleasurable outcomes are generated through distinctive and beneficial brand experiences, it is therefore anticipated that an individual is expected to form a lasting association with a brand because of recurring experiences.

H1: Brand experience dimensions have a significant influence on consumer brand relationship dimensions (satisfaction, loyalty & trust)

2.4 Brand Identification

Social identification theory (Tajfel & Turner, 1986) form the basis of brand identification. “Social identity theory is a social psychological analysis of how individuals see themselves and others in a social context (Korte, 2007).” In social identity theory, a person recognizes themselves as a part of the society (Kim et al., 2001). Every individual has the tendency of classifying oneself as a member of different social groups like ethnicity, gender or organization (Bhattacharya & Sen, 2003). This is known as self-categorization theory, this theory suggests that behaviors and attitudes of a person depends on the category to which they belong (Solnet, 2006). Similarly, consumer brand identification is a unique form of social identification. Here brands are considered to be an important social category which consumers can identify with (Bhattacharya & Sen, 2003). Therefore, the social identity of an individual is defined by oneself by purchasing or consuming a particular brand.

A brand can play an important role in achieving the needs and goals of self-identity for a consumer since they carry symbolic messages (Donavan et al., 2004; Lam et al., 2013). Brand identification is a concept in which an individual can relate with a brand according to their perceptions of oneness with the particular brand (Stokburger et al., 2012). On the other hand, in brand identification “consumers share the same self-definition attributes with a brand” (Lam, Ahearne, Hu, & Schillewaert, 2010). According to this definition every brand has a different distinctiveness, and this
distinctive feature of a brand empowers an individual in creating a relationship with the brand. Therefore, a customer will more likely identify with a brand which enables them to build and develop their social identity (Holt, 2005). Keeping this in view, the current research forms its basis on the study of Stokburger et al. (2012) who argue that the social benefits attached to a brand lead to brand identification. However, there is limited research on brand identification as a predictor to consumer brand relationship and needs to be examined.

2.5 Brand Identification & Consumer Brand Relationship

Previous studies have broadly examined the predecessors and outcomes of brand identification (Ahearne et al., 2005). However, individuals are more likely to show strong positive behaviors towards a brand with which they can strongly identify with (Stokburger et al., 2012). In addition to this it is argued that enhancing brand identification can affect the perceptions, cognitions and brand evaluations of a consumer, which as a result leads to brand loyalty and brand commitment (Underwood, Bond, Baer, & Practice, 2001). According to a study by Bhattacharya & Sen (2003) it is suggested that when a customer identifies with a brand, they are likely to recommend it and influences their purchase intentions.

Therefore, it is put forth that a consumer who strongly identifies with a specific brand will depict increased levels of consumer brand relationship. Furthermore, brand identification has been extensively studied in various services areas but there is a lack of research that examines the impact of brand identification on consumer brand relationship with respect to service brand.

H2: Brand identification has a significant impact on consumer-brand relationship dimensions (satisfaction, loyalty & trust)

2.6 Brand Experience, Brand Identification & Consumer Brand Relationship

Brand experiences can arise through the direct consumption of a particular brand, but brand experience can also occur indirectly when a consumer is exposed to brand advertisement and other means of market communications (Brakus et al., 2009). Needless to say that an individual will greatly identify with a brand they have had several individual experiences with (Sen et al., 2015). Every brand delivers a different experience to the consumer. A brand may fail to position itself positively in a consumer’s memory despite of its regular use (C. W. Park et al., 2010) and on the other hand a brand which is not frequently used may succeed to enable a sense of affiliation towards it which as a result leads to the long term relationship with the consumer (Arnould & Price, 1993). Due to its intangible nature brand experience is much more crucial within the context of the service industry (Crane, Kerin, & Hartley, 2007). Such experiences become an influential element of creating brand evaluations, which leads to brand experiences contribution in developing consumer brand identification (Grace & O’Cass, 2004). As confirmed by Lin (2015) that the strength of a consumer’s brand experiences develops brand identification.

Brand consumption through experiential view is one of the most comprehensive ways to comprehend the relation between a brand and a consumer (Carlson et al., 2009). It is the initial relation between a brand and a consumer, which eventually leads to consumer
brand interactions. A positive experience forms an identification between the consumer and the brand and also develops a sense of community (Jones & Runyan, 2013).

The current study suggests that favorable brand experiences lead to favorable brand identification when the needs of the consumers are fulfilled, which as a result builds a strong emotional connection between the brand and consumer. The perceptions of consumers vary in terms of the different cues they experience while using a service brand, the intensity of these experiences on brand identification however is different due to the differences in experiences. In earlier research, the relation between brand experience and brand identification have been thoroughly researched (Stokburger et al., 2012), however, the influence of brand experience elements in developing consumer brand relationship with the mediation role of brand identification have been barely examined.

\[ H3: \text{Brand experience significantly influences brand identification, and it mediates the relation between brand experience and consumer brand relationship (satisfaction, loyalty & trust)} \]

![Figure 1: Research Framework](image)

3. METHODOLOGY

3.1 Sample Design & Data Collection

Primary data was collected in three months’ time from regular gym goers of Lahore, Pakistan. Through self-administered questionnaire and by using a convenience sampling method, 120 participants completed the questionnaires, and 100 valid responses were then used for PLS-SEM analysis.

3.2 Questionnaire and Pre-Test

All the constructs were measured by adapting previously developed scales. The scale for brand experience included 11 items since it has four dimensions as developed by Brakus et al. (2009). 5 items were adapted from Stokburger-Sauer et al. (2012) to measure brand identification. In order to measure consumer brand relationship a total of 11 items were adapted since it has three dimensions: brand satisfaction, brand loyalty and trust. Brand satisfaction scales were adapted from the study of Drennan et al. (2015), brand loyalty was measured using 4 items (Chen, 2013), finally 4 items were adopted to
measure trust (Morgan & Hunt, 1994). A 5-item scale was used to measure all the constructs (1 = strongly disagree; 5 = strongly agree).

The validity of the questionnaire was performed through content validity where questionnaire was sent to gym managers who specialize in marketing in the fitness industry. Some amendments were made after their review and suggestions. A pilot study was also conducted in which 40 respondents participated.

4. FINDINGS

PLS-SEM was used in the current study to test the proposed hypothesis. This was done by using Smart PLS 3 because it is commonly used and it is known to be a modern analysis technique in all the sectors, especially in the fitness industry. PLS-SEM is a constructive technique for testing the constructs, structural modeling and estimation of constructs. Another reason to choose this method was that it was easier and as compared to AMOS there is no restriction with respect to sample size and the issues of data normality. In the end, the PLS algorithms and bootstrapping method were run to find the factor loadings for the purpose of construct validity and reliability. Similarly, Path analysis was run to test the significance of the hypotheses. This included measurement model assessment and then structural model assessment.

4.1 Measurement Model Assessment

The measurement model was assessed, and convergent validity was tested by using the factor loadings, CR and AVE. As shown in Table 1 and Figure 2, except for a few values, all the indicators met the recommended value of 0.60. All values of composite reliability (CR) except for 1 value met the recommended value of 0.70. Similarly, the average variance extract (AVE) for all constructs expecting for 1 value met the recommended values of 0.50. Three indicators that had a lower factor loading, i.e., <0.50 were deleted. Similarly, in order to assess discriminant validity of the measurement, HTMT (Heterotrait-Monotrait Ratio) was run as shown in Table 2. All the values are less than 0.90 therefore this confirmed the discriminant validity. Therefore, it can be concluded that no problem of discriminant validity exists in the current study.
### Table 1
Convergent Validity

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Items</th>
<th>Loadings</th>
<th>Alpha</th>
<th>CR</th>
<th>AVE</th>
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<td></td>
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<td></td>
<td>BE11</td>
<td>0.536</td>
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<td></td>
<td>BE2</td>
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<td>BE3</td>
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<td>Consumer Brand Relationship</td>
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<td>CBR9</td>
<td>0.724</td>
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### Table 2
HTMT Ratio

<table>
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<th>Consumer Brand Relationship</th>
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<tr>
<td>Brand Identification</td>
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<tr>
<td>Consumer Brand Relationship</td>
<td>0.755</td>
<td>0.779</td>
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4.2 Structural Model Assessment

SEM was run to estimate the hypotheses after the reliability and validity was confirmed by evaluating the measurement model. Path analysis was run in which t-values and p-values were computed in order to check the model along with the relationships, whether they are significant or not. These values confirmed whether the hypotheses were supported or not. For this purpose, bootstrapping technique was run in Smart PLS 3. As shown in Table 3 and Figure 3, brand experience significantly and positively influenced brand identification ($\beta = 0.708, t = 14.601; LL = 0.609, UL = 0.777$), therefore H1 is supported. Brand experience significantly and positively influences consumer brand relationship ($\beta = 0.345, t = 3.621; LL = 0.164, UL = 0.483$), therefore H2 is also supported. Similarly, brand identification has a significant and positive influence on consumer brand relationship ($\beta = 0.468, t = 5.215; LL = 0.327, UL = 0.604$), therefore H3 is also supported.
Table 3
Path Analysis

<table>
<thead>
<tr>
<th></th>
<th>Relationships</th>
<th>Beta</th>
<th>S.D</th>
<th>T Statistics</th>
<th>L.L</th>
<th>U.L</th>
<th>P Values</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Brand Experience -&gt; Brand Identification</td>
<td>0.708</td>
<td>0.049</td>
<td>14.601</td>
<td>0.609</td>
<td>0.777</td>
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<td>Supported</td>
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<tr>
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<td>Brand Experience -&gt; Consumer Brand Relationship</td>
<td>0.345</td>
<td>0.095</td>
<td>3.621</td>
<td>0.164</td>
<td>0.483</td>
<td>0</td>
<td>Supported</td>
</tr>
<tr>
<td>H3</td>
<td>Brand Identification -&gt; Consumer Brand Relationship</td>
<td>0.468</td>
<td>0.09</td>
<td>5.215</td>
<td>0.327</td>
<td>0.604</td>
<td>0</td>
<td>Supported</td>
</tr>
</tbody>
</table>

Figure 3: Structural Model Assessment

5. DISCUSSION

The major purpose of this study was to examine how brand experience dimensions (sensory, affective, behavioral, and intellectual) influence in building strong consumer brand relationships. Due to a competitive environment, it has become vital for companies
to retain their customers and to develop such strategies that not only develop but also maintain such relationships with their customers. This current study makes its contribution in the research of consumer-brand relationship and brand experiences; firstly, how brand experiences can develop and maintain a relationship between a consumer and a brand, secondly, the mediating effect of brand identification was also examined. The study revealed that the different elements of brand experiences have a significant impact on consumer-brand relationships through the mediating role of brand identification.

5.1 Practical Implications, Limitations and Future Research Directions

This study comes with its valuable practical implications for the management, and marketers for the creation and implementation of such marketing and branding strategies that are useful to achieve positive brand experiences, brand identification and build strong consumer brand relationships. This study comes with its certain limitations. The data was collected from gym goers of Lahore by using convenience sampling. Therefore, future research can include data from different cities of Pakistan. The generalization is limited to Pakistan, this can be further examined in different countries. This study examined the impact of brand experience in developing consumer brand relationship through the mediating role of BI, future research can be conducted by included this model in different cultures, the predictors of brand experiences and brand identification can also be examined.

5.2 Conclusion

This study has been conducted to examine how various brand experience dimensions influence consumer brand relationship dimensions with the mediating role of BI between BE dimensions and CBR dimensions that were unnoticed in the previous studies. The findings revealed that BE dimensions have a significant impact on consumer brand relationship dimensions (satisfaction, loyalty & trust) the findings also revealed that brand experience also positively influences brand identification. Brand identification emerged as a mediator between the elements of BE and CBR dimensions revealing that BI has a significant impact on consumer brand relationship. Future research can be conducted by included this model in different cultures, the predictors of brand experiences and brand identification can also be examined.

REFERENCES


