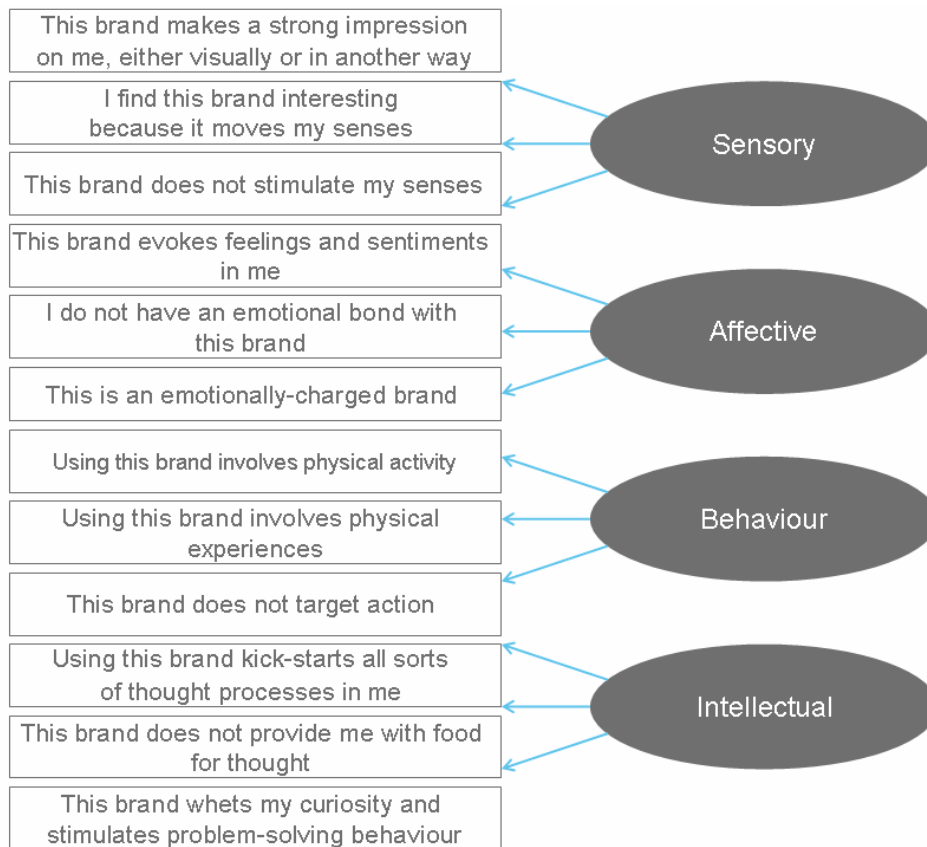


## Model: Four factors of brand experience

Type of model: Measuring tool

Author(s): J.J. Brakus, B.H. Schmitt, L. Zarantonello

Domain: Experience advertising



‘Experiences are everywhere’. The ones with relevance in a marketing sphere are product experiences (operating an iPod), shop and service experiences, and consumption experiences. Brakus, Schmitt and Zarantonello developed a scale to measure the effect of an experience. Bernd Schmitt reaped fame across the globe in the area of brand experience in 1999 when he published his book ‘Experiential marketing: how to get companies to sense, feel, think, act, and relate to your company and brands’.

In the first part of their article on brand experience the three authors tackle the concept of brand experience. They pinpoint a tendency in literature on brand experience to mainly focus on experiences of product features (such as the taste of a certain toothpaste) or on experiences with a product category (‘driving a car’). The focus is rarely on experiences with brand-related characteristics (specific brand-related colours, shapes, slogans, etc.).

Brand experiences do not equate brand attitudes; experiences are about specific sensations, feelings and behaviour. Brand experience also differs from brand involvement; experiences can, namely, also come about with brands and products a consumer does not have a special bond with. And the other way round: brands consumers feel committed to (Calvé peanut butter) are not automatically the ones triggering the strongest experiences.

The authors conducted five studies to compile a model comprising the four factors of brand experience, with three items (questions) each:

1. Sensory: This brand makes a strong impression on me, either visually or in another way; I find this brand interesting because it moves my senses; This brand does not stimulate my senses.
2. Affective: This brand evokes feelings and sentiments in me; I do not have an emotional bond with this brand; This is an emotionally-charged brand.
3. Behaviour: Using this brand involves physical activity; Using this brand involves physical experiences; This brand does not target action.
4. Intellectual: Using this brand kick-starts all sorts of thought processes in me; This brand does not provide me with food for thought; This brand whets my curiosity and stimulates problem-solving behaviour.

Abovementioned research tool was devised after five studies which first identified the four factors, then reduced the number of questions per factor, and finally assessed the validity and reliability of the measuring tool. The researchers went on to conduct a sixth study that concluded that the extent of brand experience is a better indication of loyalty (i.e. purchasing behaviour) than the extent to which consumers buy into a brand personality. However, strong brand personality does lead to a higher degree of consumption satisfaction.

#### *Reference(s)*

Brakus, J.J., Schmitt, B.H., Zarantonello, L. (2009), Brand experience: what is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, vol.73, no.3, p.52-68.\*

\*: available in the EURIB library.