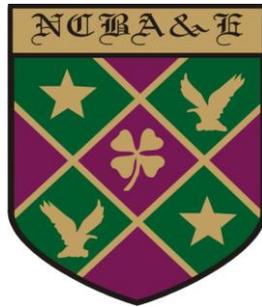


*National College of Business  
Administration and Economics  
Lahore*



**BRAND EXPERIENCE: THE DIMENSIONAL  
NECESSITATION OF SELF-CONGRUENCE  
FACETS AND SPILLOVER TO CONSUMER'S  
AFFECTIVE RESPONSES**

**BY**

***MUHAMMAD SHEERAZ***

**DOCTOR OF PHILOSOPHY  
IN  
BUSINESS ADMINISTRATION**

**DECEMBER, 2017**

# **NATIONAL COLLEGE OF BUSINESS ADMINISTRATION AND ECONOMICS**

## **BRAND EXPERIENCE: THE DIMENSIONAL NECESSITATION OF SELF-CONGRUENCE FACETS AND SPILLOVER TO CONSUMER'S AFFECTIVE RESPONSES**

**BY**

**MUHAMMAD SHEERAZ**

**A dissertation submitted to  
School of Business Administration**

**In Partial Fulfillment of the  
Requirements for the Degree of**

**DOCTOR OF PHILOSOPHY  
IN  
BUSINESS ADMINISTRATION**

**December, 2018**



*In the name of ALLAH,  
The Most Beneficial,  
The Most Merciful,*

*He who repair all broken things,  
Who completes that which is incomplete and  
Who has the ability which force,  
to make people do whatever He wants.*

## **AUTHOR’S DECLARATION**

I, **Muhammad Sheeraz** hereby Stated that my PhD thesis titled “**Brand Experience: The Dimensional Necessitation of Self-Congruence Facets and Spillover to Consumer’s Affective Responses**” is my own work and has not been submitted previously by me for taking any degree from this university “**National College of Business Administration and Economics**” or anywhere else in the country/world.

At any time if my statement is found to be incorrect even after my graduate the university has the right to withdraw my PhD degree.

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This is to certify that research work presented in the thesis, entitled “**Brand Experience: The Dimensional Necessitation of Self-Congruence Facets and Spillover to Consumer’s Affective Responses**” was conducted by **Mr. Muhammad Sheeraz** under the supervision of **Dr. Faisal Qadeer**.

No part of this thesis has been submitted anywhere else for any other degree. This thesis is submitted to the **School of Business Administration** in partial fulfillment of requirements for the degree of requirements for the degree of Doctor of Philosophy in the field of **Business Administration**, School of Business Administration, National College of Business Administration and Economics, Lahore.

Student Name:     **Muhammad Sheeraz**     Signature: \_\_\_\_\_

## Examination Committee:

- a) External Examiner 1:  
**Dr. Ashfaq Ahmed Mirza** Signature: \_\_\_\_\_  
Associate Professor, University of Gujrat  
Gujrat.
- b) External Examiner 2:  
**Dr. Ishfaq Ahmed** Signature: \_\_\_\_\_  
Assistant Professor, University of the Punjab  
Lahore.
- c) Internal Examiner:  
**Dr. Ghulam Abid** Signature: \_\_\_\_\_  
Assistant Professor, National College of Business  
Administration & Economics, Lahore.

Supervisor Name:     **Dr. Faisal Qadeer**     Signature: \_\_\_\_\_

Name of Dean/HOD:     **Dr. Alia Ahmed**     Signature: \_\_\_\_\_

Name of Rector:     **Prof. Dr. Munir Ahmad**     Signature: \_\_\_\_\_

*Dedicated*  
*To*

*My Family and Friends*  
*who are always with me*

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## SUMMARY

In the very start of this new millennium Pine and Gilmore engendered enormous interest by introducing the shift of paradigm from industrial (and service) economy to experience economy. In order to align with this new era of experience economy, Schmitt presented a new approach ‘experiential marketing’ in contrast to traditional marketing. The experiential branding enlivens the role of brands from merely an identifier to experience provider and regard brands as a vital source of sensory, affective and cognitive associations. In the paradigm of experiential branding customers require to deliver unique and strong brand experience which dazzle the senses, touches the hearts, intrigues intellectually and relates to their lifestyles.

In current scenario, the key question for marketers and researchers is how to deliver attractive and compelling brand experience and what could be the possible outcomes. An important concept to investigate the first part of the question could be self-congruence (actual self-congruence and ideal self-congruence). Self-congruence has been established as a significant construct to evoke favorable and positive responses of consumers in self-expressive brands. Brakus and colleagues, conceptualized brand experience and focused on customer responses evoked by brand related stimuli. Therefore, the study expects that in experiential branding that actual self-congruence and ideal self-congruence would perform as a significant antecedent to unique and compelling brand experience.

On the other hand, brand experience has been recognized as an antecedent of emotional brand attachment. Self-congruent brands induce emotional feelings such as pride, joy, love, and happiness in consumers. Similarly, positive psychology and optimal experiences stream of research, acknowledged brand experience effect on orientation toward happiness of consumers. Brand experience is likely to have an intervening role between actual self-congruence, ideal self-congruence and consumer’s affective responses. Furthermore, brand experience is more likely to mediate between actual self-congruence, ideal self-congruence and emotional brand attachment, and orientation toward happiness.

The finding of online survey and two experiments supported self-congruity theory contention that, consumers generate stronger responses when their actual self-concept or ideal self-concept is congruent with brand personality. In contrast to earlier research, ideal self-congruence, emerged as a strong predictor of brand experience as compared to actual self-congruence. Similarly, consistent with positive psychology contention, brand experience

enhanced consumer's happiness by contributing to the pleasure of life, the meaning of life and engagement of life. The results confirmed that brand experience mediated the effect between self-congruence facets (actual self-congruence and ideal self-congruence) to emotional brand attachment, and to orientation toward happiness. Surprisingly, inclusion of brand experience transformed the direct effect of self-congruence facets insignificant on emotional brand attachment and orientation toward happiness.

The study followed quantitative research design and positivism research philosophy based on deductive approach to test the developed theory. The study can be categorized as descripto-explanatory study and employed multi-method quantitative studies design. The primary data was collected through four studies: study-I (descriptive study); study-II (online survey); study-III (experiment in class environment); and study-IV (experiment in class environment). The data analysis involved descriptive analysis (descriptive study), structural equation modeling (online survey), mean difference and process macro (in experiments).

The study contributes to concept of brand experience by validating its fifth dimension "relational experience" and advanced the discourse by presenting a novel conceptual framework. The study considers actual self-congruence and ideal self-congruence's distinct predictors of brand experience by extending beyond the prior studies. Furthermore, the study contributes to current literature by introducing brand experience as processing mechanism between: self-congruence facets and emotional brand attachment; self-congruence facets and orientation toward happiness. The study contributes to literature by identifying nine experiential brands and ten functional brands in Pakistan.

Brand personality consistent with consumer's self-concept yielded strong brand experience and resulted in positive consumer responses which are aligned with the study's hypotheses. Based on the premises of self-congruity theory, the study emphasized that consumers are more concerned to develop consistency with their aspired self in evoking internal psychological responses. More specifically in experiential brands, consumers develop affective responses through brand experience evoked from congruent brand personality.

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# CHAPTER 1

## INTRODUCTION

### 1.1 STATEMENT OF THE TOPIC AND AIMS

The traditional branding approach deliberates brand as an identifier and focuses solely on functional features and benefits. In contrast, experiential branding regards brand as a vibrant source of holistic gestalt experiences and emphasizes that in this era of the *experience economy*, brands need to deliver experiences. *Brand experience* has been conceptualized as “subjective, internal consumer responses (sensations, feelings and cognitive) and behavioral responses evoked by brand-related stimuli that are part of brand’s design, identity, packaging, communications and environments” (Brakus, Schmitt, and Zarantonello, 2009, p. 53). After this conceptualization, further investigations concerning antecedents and consequences are still needed to establish the field. Furthermore, we need to understand how brands can evoke compelling (unique/strong) brand experience to engage the senses, touch the hearts and intrigue consumers.

In order to arouse compelling brand experience, brands as being a source of self-expressiveness require congruent brand personality with consumer’s self-concept (Grohmann, 2009). Researchers highlight a vital role of *self-congruence* -a match between consumers’ self-concept and brand’s personality – in building brand related responses (Malär, Krohmer, Hoyer, and Nyffenegger, 2011). It can also be a strong predictor of online brand experience (Lee and Jeong, 2014). Therefore, self-congruence is expected to have a significant contribution in explaining the brand experience. The role of self-congruence leads us to another vital question that which type of self-concept (*actual self and ideal self*) create a stronger brand experience.

On the other hand, brand experience has been acknowledged to significantly impact *emotional brand attachment* -the bond that connects a consumer with a particular brand and involves feelings of affection, connection, and passion towards it. The previous literature overlooked a comprehensive examination of what types of brand experience would result in the strong emotional brand attachment (Japutra and Molinillo, 2017). Similarly, based on the premise of positive psychology and optimal experiences, research demonstrated that brand experience has a significant effect on the happiness of consumers (Brakus, Schmitt, and Zarantonello, 2015). Moreover, Consumers tend to retain a sense of self, and self-congruence is an essential aspect to

provoke emotional brand attachment (Kleine, Kleine, and Allen, 1995). Self-congruent brands induce emotional feelings such as pride, joy, love, and happiness in consumers (Kim, Lee, and Ulgado, 2005). Therefore, the brand experience is likely to have an intervening role between self-congruence facets (actual self-congruence, ideal self-congruence) and consumer's affective responses.

The overarching objective of the study is to investigate the role of brand experience among self-congruence facets and affective responses. More specifically, the study aims to: a) identify set of experiential and functional brands; b) investigate the role of self-congruence in generating brand experience; c) which type of self-concept evoke stronger brand experience; d) the relationship of brand experience with emotional brand attachment and happiness; and e) the mediating role of brand experience (i) between self-congruence facets and emotional brand attachment and (ii) between self-congruence facets and orientation toward happiness.

## **1.2 BACKGROUND OF THE STUDY**

“We are in the middle of a revolution. A revolution that will render the principles and models of traditional marketing obsolete. A revolution that will change the face of marketing forever. A revolution that will replace traditional feature-and-benefit marketing with experiential marketing” (Schmitt, 1999, p. 3).

In the very start of this new millennium, Pine and Gilmore (1998) engendered enormous interest by introducing the shift of paradigm from industrial (and service) economy to experience economy. After services being commoditized, authors recognize that ‘experiences’ are gaining notorious importance in economic growth. In order to align with this new era of the experience economy, Schmitt (1999) presented a new approach ‘experiential marketing’ in contrast to traditional marketing. Experiential marketing posits that highest value is vested in experiences and hedonic elements, rather than utilitarian and functional benefits of products or services. Subsequently, this innovative approach transformed the focus of marketers and researcher from features and benefits towards developing appealing experiences with customers.

Traditional branding approach from its establishment in the nineties focused on functional features, benefits, and utilitarian value and deliberated brand just as an identifier. In contrast, experiential branding enlivens the role of brands from merely an identifier to experience provider and regard brands as a vital source of sensory, affective and cognitive associations. It emphasizes on

the need for brands, marketing communications, and marketing campaigns to deliver memorable experiences while functional features and benefits are considered inherent to them. In the paradigm of brand and customer experience what customer requires is to deliver unique and strong brand experiences which dazzle the senses, touches the hearts, intrigues intellectually and relates to their lifestyles. Due to the emergence of intense competition among companies, the key question for marketers and researchers is *how to deliver an attractive and compelling brand experience and what could be the possible outcomes*. An important concept to investigate the first part of the question could be self-congruence (or sometimes referred to as self-congruity). Self-congruence has been established as a significant construct to evoke favorable and positive responses of consumers in self-expressive brands (Malär et al., 2011). Brakus et al. (2009) conceptualized brand experience and focused on customer responses evoked by brand-related stimuli. Specifically, we expect, in experiential branding that self-congruence would perform as a significant antecedent to unique and compelling brand experience.

Companies can successfully deliver strong, appealing and compelling (brand) experience if these experiences can offer relevance, bring novelty, intrigue surprise and encourage learning and engagement of consumers (Poulsson and Kale, 2004). The central assumption is that functional features and benefits are considered inherent, and consumers seek brand experience by buying products or services (Schmitt, 1999). Self-congruence is a mechanism by which brand personality affects consumer responses with respect to self-concept (self-image) of consumers such as actual self and ideal self. Self-concept is originated on different reference points about one's self such as; *actual self* - what he/she really perceive about himself/herself, and *ideal self* - what he/she would like to or aspire to be. Based on the actual self-concept and ideal self-concept, consumers tend to compare their sense of self with brand personality (Sirgy, 1982). The perception of the match between actual self and brand personality will result in *actual self-congruence*. Similarly, the perception of match between ideal self will generate *ideal self-congruence*. Self-congruence will lead to compelling brand experience because self-congruent brands would allow consumers to reinforce their actual or ideal sense of self.

Marketers are always keen to establish strong emotional association/relationships between their brand and customers. Emotional brand attachment is referred to as the feelings evoked by the cognitive or affective bond between a person and brand. Rather than focusing on functional attributes, new idea for developing strong emotional brand attachment is designing brand experiences which result in attachment inducing memories (Grisaffe and Nguyen, 2011). Brand experience recognized itself among salient factors affecting emotional brand attachment and investigated by various studies

(Cardinale, Nguyen, and Melewar, 2016; Dolbec and Chebat, 2013; Japutra, Ekinci, and Simkin, 2014; Kang, Manthiou, Sumarjan, and Tang, 2017; Khan and Rahman, 2017).

A wave of positive psychology research contends that due to changing environment brands are considered as responsible for broader societal goal- to contribute to people's happiness, in addition to utilitarian need satisfaction. Consumers associate themselves and develop profound relationships with brands and may employ brands as a source of self-expression as well (Swaminathan, Stilley, and Ahluwalia, 2008). Recently, (Brakus et al., 2015) concluded that brand experiences result in the happiness of consumers.

Much of the prior research has examined the self-congruence effect on brand personality, brand satisfaction, brand loyalty, customer brand relationships and brand trust (Ha and Perks, 2005) but little attention has been paid to investigate the self-congruence and brand experience. Some of the studies explored the relationship between self-congruence and store experience (Dolbec and Chebat, 2013), shopping experience (Ha and Im, 2012) and online brand experience (Lee and Jeong, 2014). However, to the best of our knowledge, none of the studies investigated differential effect of self-congruence (actual and ideal self) on brand experience.

The study is first in nature to investigate the role of actual self-congruence and ideal self-congruence as antecedents of the brand experience. More specifically it will shed light on the differential effect of self-congruence facets, i.e. actual self-congruence and ideal self-congruence on brand experience. The study extends self-congruity and emotional brand attachment debate by investigating the mediating role of brand experience. It will contribute to existing positive psychology literature by empirically exploring the role of brand experience between self-congruence facets and orientation toward happiness.

### **1.3 CONTRIBUTIONS OF THE STUDY**

The study contributes to prior brand experience discourse (Brakus et al., 2009; Iglesias, Singh, and Batista-Foguet, 2011; Lee and Jeong, 2014; Nysveen, Pedersen, and Skard, 2013; Yoon and Youn, 2016; Zarantonello and Schmitt, 2013) by presenting a novel conceptual framework and encapsulate a more integrative view (Morgan-Thomas and Veloutsou, 2013). The framework includes the consumer self-related antecedents (Sirgy, 1982) and the consumer's emotional responses (Thomson, MacInnis, and Park, 2005) and pleasure responses (Peterson, Park, and Seligman, 2005) as outcomes. Furthermore, the study contributed to the conceptualization of brand experience concept by

considering and validating its fifth dimension “relational experience”. The inclusion of the fifth dimension offered a more comprehensive measure of brand experience concept and confirmed (Nysveen et al., 2013) five-dimensional construct contention. It highlights the importance that in a collectivist society, consumers seek approval from their social circles and relational experience is considered a necessary element of the brand experience construct.

The study contributes to self-congruity theory by investigating the relationship of self-congruence facets (actual self-congruence and ideal self-congruence) with the brand experience. The study is unique in nature as it considers actual self-congruence and ideal self-congruence as predictors of brand experience by extending beyond the prior study (Lee and Jeong, 2014). It also answers to the call of an experimental design study to investigate the self-congruity effect on brand experience (Lee and Jeong, 2014). Furthermore, the study contributes to the theory and literature of brand management by investigating the differential role of actual self-congruence and ideal self-congruence on brand experience.

Since the conceptualization of concept of brand experience (Brakus et al., 2009), it has served as an independent variable (Huang, 2017; Japutra and Molinillo, 2017; Kang et al., 2017), moderator (Karjaluoto, Munnukka, and Kiuru, 2016), and processing mediator (Moreira, Fortes, and Santiago, 2017; Pandowo, 2016; Risitano, Romano, Sorrentino, and Quintano, 2017; Yang, Zheng, Zhao, and Gupta, 2017; Yoon and Youn, 2016). However, none of the studies investigated brand experience role between self-congruence and consumer emotional responses. For instance, prior research separately established the association of self-congruence facets (actual self-congruence and ideal self-congruence) to emotional brand attachment (Malär et al., 2011), and brand experience to emotional brand attachment (Japutra et al., 2014; Japutra, Ekinci, and Simkin, 2016; Khan and Rahman, 2017). By extending the current literature, the study contributes to current literature by introducing brand experience as processing mechanism from self-congruence facets and emotional brand attachment. Similarly, the study contributes to the literature by highlighting the differential indirect effect of actual self-congruence and ideal self-congruence with emotional brand attachment.

Despite the prior research on self-congruity (self-image congruity, online-offline brand image congruity, and value congruity) as an antecedent to brand experience (Lee and Jeong, 2014) and orientation toward happiness as an outcome (Brakus et al., 2015). The literature is missing about the role of brand experience between self-congruence facets (actual self-congruence and ideal self-congruence) and orientation toward happiness. The study contributes to the

literature by empirically investigating brand experience as a processing mechanism between self-congruence facets and orientation toward happiness.

The previous study (Lee and Jeong, 2014) considered self-congruity as a holistic concept with online brand experience and solely focused on the service sector. Whereas, the study contributes to and extends the current literature by providing empirical evidence of causal linkages (through an online survey and two experiments) of brand experience with its antecedents and consequences. Furthermore, the study investigated brand experience relationships based on multiple sets of brands (including multiple categories). Furthermore, the study provides empirical evidence to orientation toward happiness scale and validate three-dimensional construct based on the life of pleasure, the life of meaning and life of engagement (Peterson et al., 2005). The study confirms the role of engagement dimension in the construct consistent with Baumeister, Vohs, Aaker, and Garbinsky (2013).

Finally, extending beyond the prior studies, the study contributes to the literature by identifying nine experiential brands and ten functional brands in Pakistan (Asad and Gillian, 2010). Surprisingly, most of the experiential and functional brands are international brands operating across the globe. Thus, the study contributes to Pakistani literature as well as the international literature by identifying and empirically testing the brands.

## **1.4 DEFINITIONS OF THE VARIABLES**

### **1.4.1 SELF-CONGRUITY**

Self-congruity can be referred to as the consistency between self-image of consumers and brand personality positioned in consumer's minds (Sirgy et al., 1997).

### **1.4.2 ACTUAL SELF-CONGRUENCE**

Actual self-congruence can be defined as the perception of consistency or match between how the individual sees himself/herself in reality and brand personality (Malär et al., 2011).

### **1.4.3 IDEAL SELF-CONGRUENCE**

Ideal self-congruence can be referred to as the perception of consistency or match between the way an individual aspire/wish to see himself/herself and brand personality (Malär et al., 2011).

#### **1.4.4 BRAND EXPERIENCE**

Brakus et al. (2009, p. 53) conceptualized brand experience as the internal subjective, consumer's internal responses such as sensations, feelings, and cognitions, and behavioral responses evoked by brand-related stimuli (i.e. brand name, logo, design) that are part of a brand's design and identity, packaging, communications, and environments.

##### **1.4.4.1 Sensory Experience**

Sensory experience can be referred to as the incitement or provocation through five senses (i.e. see, hear, touch, taste, and smell) regarding brand (Brakus et al., 2009).

##### **1.4.4.2 Affective Experience**

Affective experience can be defined as to appeals for internal feelings and positive emotions toward brand (Brakus et al., 2009).

##### **1.4.4.3 Intellectual Experience**

Intellectual experience refers to the provocation of mental or cognitive experiences resulted from problem-solving or customer engagement creatively (Brakus et al., 2009).

##### **1.4.4.4 Behavioral Experience**

Behavioral experience includes actual action, physical experiences or lifestyles and interactions with the brand (Brakus et al., 2009).

##### **1.4.4.5 Relational Experience**

Relational experience which is referred to as experiences evoked by relating to others or social systems (society or culture) (Nysveen et al., 2013).

#### **1.4.5 EMOTIONAL BRAND ATTACHMENT**

Thomson et al. (2005) conceptualized emotional brand attachment as an emotional connection that bonds consumers and comprises the feelings of affection, passion, and connection toward the brand.

#### **1.4.6 ORIENTATION TOWARD HAPPINESS**

Peterson et al. (2005) conceptualized orientation toward happiness and proposed that people feel happiness through three routes: the pursuit of pleasure; pursuit of meaning; pursuit of engagement in their daily work life activities.

### **1.5 METHODOLOGY**

The overall design of the study was a quantitative research design, aimed to investigate the causal paths between variables empirically. The study can be denoted as a *descripto-explanatory study*- involve a description of something at first stage to serve as the foundation for explanation in the later stage- due to its twofold purpose: descriptive and explanatory. The study followed a deductive approach and considered individual customers as a unit of analysis. The study was a *multi-method quantitative study* -involve a blend of two or more data collection endeavors and further data analysis- based on positivist research philosophy.

The research study involved three types of research endeavors: a descriptive study, an online survey, and two research experiments. The descriptive study identified a list of strong and weak experiential brands currently being used in Pakistan. The online survey collected data online by using a web page link with the minimal inference of researcher throughout the data collection process. However, experiments investigated the causal link between variables to offer a true cause and effect relationship between variables.

### **1.6 DATA ANALYSIS**

The study analyzed the collected data through SPSS v22 and AMOS v22 in order to test the hypotheses. The data analysis involved first-generation

analysis techniques (Factor Analysis i.e.: Exploratory Factor Analysis) and second-generation analysis techniques (Structural Equation Modeling).

Initially, data analysis involved frequency distributions, exploratory factor analysis, confirmatory factor analysis, Harman's Single Factor test, reliability and validity analysis, and group comparisons. In order to test the proposed hypotheses, the study runs bivariate correlation analysis, and finally the Structural Equation Modeling technique. The mediational relationships were investigated through the most advanced and sophisticated Bootstrapping technique.

The experimental data were analyzed through the Analysis of Variance (ANOVA) technique for manipulation check. The hypotheses were tested through the analysis of means values yielded in experiments. Whereas, mediation analysis was conducted through "process macro" based on bootstrapping technique. The complete results of online survey data and experimental data are provided in chapter 5.

## **1.7 FINDINGS**

The results of the research study in the online survey and experiments are consistent with the expectations and hypotheses. The finding supported self-congruity theory contention that, consumers generate stronger responses when their actual self-concept or ideal self-concept is congruent with brand personality. The self-congruity facets, actual self-congruence, and ideal self-congruence significantly predicted brand experience of consumers. Surprisingly, in contrast to previous research, ideal self, emerged as a strong predictor of brand experience as compared to actual self-congruence. Similarly, consistent with positive psychology contention, brand experience enhanced consumer's happiness by contributing to the pleasure of life, the meaning of life and engagement of life.

The findings yielded through the online survey as well as experiments, established the causal association of brand experience between antecedents and consequences. The results confirmed that brand experience mediated the effect of actual self-congruence and ideal self-congruence on emotional brand attachment and orientation toward happiness. More surprisingly, the direct effect of actual self-congruence and ideal self-congruence on emotional brand attachment and orientation toward happiness turned to be insignificant with the inclusion of brand experience as a mediating variable. The results confirmed hypotheses of the study and emphasized the vital role of brand experience in

self-congruity effects over emotional responses and pleasure feelings of consumers.

## **1.8 STRUCTURE AND OUTLINE OF THE DISSERTATION**

Marketing and brand management research seeks to understand and investigate a phenomenon by following scientific methods approach. The conformity to scientific methods enables researchers to integrate knowledge and evidence to achieve objectives of the study. The current research study opts for the scientific method to investigate and dig out the answer to the research questions posed in earlier sections. The study is quantitative in nature, therefore opts for a formal procedure to investigate the questions in hand as mentioned in below sections.

The dissertation includes five major chapters including an introduction, literature review and hypotheses development, methodology, data analysis and results, and finally, discussion and conclusion. The first chapter, introduction, provides details about the topic, background of the research problem, key definitions and terms, brief details of methodology, an overview of data analysis, concise description of findings, and finally, significance/contribution to current brand management literature.

The Chapter 2, literature review and hypotheses development, firstly discuss the study variables (actual self-congruence, ideal self-congruence, brand experience, emotional brand attachment, and orientation toward happiness) based on prior/current literature. Secondly, the hypotheses of the study are stated and grounded based on previous research and theoretical arguments.

The next Chapter 3, methodology, summarizes the research design along with its justifications and rationale. Firstly, the section covers choice criteria and procedure for selection of strong experiential brands and weak experiential brands. It further delineates methodology of the online survey including internet-mediated research design, sampling design, instrument, common method variance remedies and operationalization of the constructs. In addition to this, the chapter outlines experimental design, participants, procedures, and measurements.

The Chapter 4 covers procedures for analysis of data collected through preliminary study, online survey and two experiments. Firstly, it analyzed and screened out focal the experiential brands in the preliminary descriptive study. Secondly, it outlines an initial analysis (such as data screening factor analysis, reliability and validity analysis, descriptive statistics) of an online survey. The

sampling characteristics and manipulation check of experimental data are discussed. In addition to this, the chapter empirically tested hypotheses through structural equation modeling, bootstrapping and process macro in experimental data.

Finally, Chapter 5 provides a concluding discourse related to research findings with respect to hypothesized relationships. Chapter 5 outlines a discussion of results based on an online survey, experiments and a general discussion. In the end, it discusses theoretical contributions, practical implications, limitations and future directions, and a closing conclusion of the study.

## **CHAPTER 2**

### **LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

The chapter provides a conceptualization of self-congruence and its facets actual self-congruence and ideal self-congruence in light of prior literature. Actual self-congruence and ideal self-congruence are also supported through self-congruity theory. Next, the concept of brand experience and its five dimensions are summarized. Furthermore, conceptualization and review of emotional brand attachment and orientation toward happiness are provided. In the end, the chapter deals with hypothesis development and its supporting literature. The hypothesis development involved self-enhancement theory and self-verification theory.

#### **2.1 SELF-CONGRUENCE**

In today's environment brands serve as a central strategic asset of any organization which should be managed properly to yield long-term performance. The reasons marketers are in endless efforts to develop strong brands in the customer's mind in order to achieve organizational goals. Managing strong, long-term and profitable consumer brand relationships result in the most favorable outcomes for the company. Consumers tend to associate themselves with brands which could result in strong binding relationships. Therefore, the critical decision is how to develop such strong relationships with consumers.

Consumers build a relationship with brands which carry positive evaluations and satisfy their variety of need and wants as compared to other competing brands in the market. In some cases, favorable purchase decisions are based on the functional attributes of the brand. The preferred brand might satisfy needs or wants more dominantly due to one or more functional features than its competitors (i.e., instant energy booster, unique taste). Whereas, in other situations, positive brand evaluations are developed beyond the functional features of the product, such as liking of the brand. If the consumer likes a brand due to certain reasons, then it will follow more purchase decisions. Consumer's liking of the brand can be due to needing for self-expression through brands in their daily life activities. In the third case, the customer might prefer brands which offer strong experiences than its competing brands. Consequently,

identifying and exploring the reasons behind liking or disliking of the brand is a most key area of study for researchers and marketers.

Consumer behavior and brand management literature recognized that brands could also satisfy the needs of self-expression in consumer along with functional needs (Park, Jaworski, and MacInnis, 1986). Consumers employ brands as a tool of symbolic representation of their self while purchasing and using brands. Self-expression motivator has been recognized as one of the key factors to determine consumer purchase behavior. At times, consumer pursues comfort by using brands which can express consumer who they actually are in their real life (Evans, 1959). On another occasion, consumer use brands to look attractive and to seek their desired states (Landon, 1974). In either situation, a consumer's self-image (what they actually are and what they would like to be) interacts with brand image, and it requires a fit between both. The phenomenon of fit between self-image and brand image can be referred to as self-congruity (Sirgy, 1982). Self-congruity is based on the self-concept or self-image of the customer. The section will discuss self-concept, brand image, and self-congruity theory.

The study aimed to discuss the antecedents and consequences of brand experience in brand management and marketing research. In this context, the literature review chapter encompasses four parts. The initial part will offer a thorough discussion of the development of the concept of self, evolution, and operationalization of self-congruity theory, actual self-congruence and ideal self-congruence constructs and prior empirical studies based on research paradigms. The second section provides a review of the development of the experience economy, experiential marketing, experience paradigm and brand experience construct, which is a central part of the study. The third section offers to shed light on the attachment concept, attachment theory and emotional brand attachment in marketing literature. The fourth section will discuss hedonic, eudaimonic and orientation toward happiness in the light of prior literature. The previous studies will be discussed from the evolution of concept to its conceptualization and current debate in brand management. This chapter will also outline the proposed model and grounding of the hypotheses based on theory and prior literature.

## **2.1.1 THE CONCEPT OF SELF**

Self-concept research can be traced back from psychology, when (founding father of self-concept) "William James" presented the concept of self as an amalgamation of "I" and "ME" parts (James, 1890). "I" can be referred to as 'pure experience,' whereas, "ME" can be called as contents of experience.

Furthermore, James proclaimed that self-concept consists of four factors: the bodily self, the material self, the spiritual self and the social self. Subsequently, Rogers (1951) affirmed the prior concept of self, presented by James, and extended the debate further by including feelings of 'what I am,' 'what I can do' and 'how I evaluate these' into self-concept. Based on the conception of self, Rogers coined the term of 'ideal self' which can be referred to as a person, what an individual wants to be in his/her life. Furthermore, the study also argued that the extent to which the real self of an individual become closer to the ideal self, the more a person will be happy and satisfied. Similarly, Symonds (1951) conceptualized self-concept as the way how an individual responds to the image of him/herself. Self-concept comprised of four facets: i) individual perception about him/herself; ii) thinking about him/herself; iii) his/her perceived value, and iv) the way individual protect/enhance him/herself.

In consumer behavior research, Gardner and Levy (1955) initiated a debate of images projected from products and then discoursed the self-concept (actual self-image) and product-image congruity. Soon after, Levy (1959) also strengthens the conjecture of product images and asserted that consumers also consider symbolic images of products along with functional features. The product images can be developed based on characteristics of the products and characteristics of specific users of the product. The study further argued that self-congruity works as a consumption motivator and symbolic images of products could induce positive evaluations while making a purchase. The symbolic images are based on "value expressiveness" function, and these images can turn on consumer's self-concept while making a purchase (Katz, 1960). Self-concept research studies delineated various approaches which deal with interactions of self-concept and product images. There are four types of research approaches: i) product user image ii) self-concept associated product image iii) product image based on gender and iv) differentiated product image (Sirgy, 1982).

Since its evolvement, the construct possesses great variation and complexity in its conceptualization as well as in its dimensionality. The debate contributing to self-concept research made the construct more complex and outlined multiple definitions (Markus and Nurius, 1986). Later, it becomes important to conceptualize and clear dimensionality of the construct. The majority of the researchers (Klipfel, Barclay, and Bockorny, 2014; Litvin, Kar, and Goldsmith, 2001; Markus and Wurf, 1987; Sirgy, 1982; Todd, 2001) have consensus over the definition of self-concept provided by Rosenberg (1979). Self-concept is referred to as "totality of the individual's thoughts and feelings having reference to himself as an object" (Rosenberg, 1979, p. 7). Numerous streams of research viewed it as; self-system (psychoanalytic theory), conditioned responses (behavioral theory), holistic form of self

(phenomenology), information processing conceptual systems (cognitive theory) and a function of interpersonal interactions (symbolic interactionism) (Sirgy, 1982).

Early self-theorists in psychology expounded self-concept in structural features based on cognitive representations of self (Kihlstrom and Cantor, 1984). The studies believed that self is considered as one node in a network memory model among many other nodes (Anderson and Bower, 1973). This conceptualization leads to view self-concept as a uni-dimensional construct and some studies termed it as “actual self-concept” (which can be referred to as an image of individual perceived by him/herself). Based on single dimension conceptualization, numerous studies termed it as sex role self-concept that can be defined as how she/he perceive her/his gender role image (Sirgy, 1984). The symbolic image of gender is based on projecting a masculine or feminine image in products and subjects ranked the image of a particular product on these concepts.

Later research studies viewed self-concept as a multi-dimensional meaning space (Hoelter, 1985) and hierarchical category structure (Rogers, 1981) composed of traits, values, and memories. In another view, prior experiences of individual results in a collection of self-schemas or overview about self. Self-concept can be viewed as a dynamic mental understanding of self, which is active and transforms itself over the period of time (Markus and Wurf, 1987). The understanding comprised of personal goals, individual’s characteristics, emotions, feelings and mental images about themselves. Actions, emotions, internal responses, cognitive structures, direct evaluations and social comparison with other individual lead to the formation of the understanding about self. Similarly, other studies presumed self-concept as a framework which processes all the information about self (Markus, Crane, Bernstein, and Siladi, 1982) and helps individuals in upholding behavioral consistency (Mehta, 1999). Most of the researchers agreed that self-concept is based on self-schema which can be referred to as: “cognitive generalizations about the self, derived from past experience that organize and guide the processing of self-related information contained in the individual’s social experiences” (Markus, 1977, p. 64). A schema is considered as a double nature concept: while being a structure and a process at the same time (Markus and Sentis, 1982). Similarly, self-concept is based on self-cognitive representations, and it possesses various aspects and dimensions.

Based on this conception, most of the researchers tend to advocate self-concept as manifold and multidimensional self-representations, which consist of at least two or more dimensions (James, 1890; Rogers, 1951; Symonds, 1951). The mental self-representations can be: central (consistent) or peripheral

(adaptive); positive (active) or negative (lazy); and actual selves and ideal selves. In each situation, an individual is most likely to possess one activated self-representation based on surrounding environment or social roles (Aaker, 1999). The activated schemata work as a selection instrument to accept or contradict the upcoming information to the individual (Markus, 1977). Ultimately, the self-representation controls all type of responses (i.e., mental, emotional and behavioral) of an individual. In marketing research, studies focused on the two types of self-representation (actual self and ideal self), due to their close linkage with consuming self-expressive needs.

Extending to consumer behavior research, Sirgy (1982) explained four facets of self-concept on the basis of individual self-perception. The facets of self-concept are actual self-concept, social self-concept, ideal self-concept and ideal social self-concept. Markus and Nurius (1986) denoted self-concept with the term of “ideal self” and supported multidimensional nature by referring it to “possible selves”. The idea of “possible selves” proclaim that the self-concept consists of multiple ideal selves or “possible selves” rather single ideal self. An individual might feel multiple ideal selves in which some of them are aspired to become, and others might be avoided to adopt. Likewise, Onkvisit and Shaw (1987) accepted self-concept as a multidimensional construct and proclaimed four dimensions: real self (that can be referred to as actual or objective self); self-image (that is subjective self); ideal self (a state of self-actualization); and looking glass self (image of self that can be portrayed in others opinion-social self).

Similarly, Malhotra (1988) reinforced the multidimensional nature of self-concept construct and proposed two dimensions. The study conceptualized self-concept as combined thoughts and feelings of individuals regarding themselves as focal subjects and objects. The self-concept has two types of selves which are denoted as self as “knower” and self as “known.” Self as “knower” or “I” which can also be called as “subject” and referred to as the procedure of active learning or knowing through experiences. Whereas, self as “known” or “me” that can also be termed as “object” is referred to as the necessary element of the knowing experience or process. Self-concept is a multidimensional and multifaceted construct, based on aims of an individual which are categorized as: to uphold the self (actual self); to enrich his/her aspired self (ideal self) and; to portray a particular self to other people (social self).

### 2.1.2 Self-Congruity Theory

Development of theories in self-concept research can be mapped from Levy (1959) argument which proposed that while making purchase decisions, consumers evaluate products symbols along with essential functional features of products. Even though the study provided a compelling argument, but it may not be regarded as the establishment of a theory. Whereas, the argument served as the role of pioneer study in the literature by initiating discussion of the association between consumer's self-concept and behavioral decisions of consumers. Subsequently to the Levy's contention, several research studies contributed to the debate by presenting new self-concept models in order to understand the mechanism, such as: self enhancement theory (Grubb and Grathwohl, 1967; Rogers, 1951), situational self view (Schenk and Holman, 1980) and most appropriate self congruity theory (Sirgy, 1982).

Sirgy (1982) presented self-concept or Self-congruity theory which contends that consumer would prefer those products or brands which exhibit a consistent brand image/personality concerning consumer's self-concept. The self-concept of consumer interacts with the brand image portrayed in marketing communications and generates internal feelings (or psychological state) of congruence or incongruence in the consumer's mind. The internal feelings aroused due to the interaction of self-concept and brand personality may result in two forms: consistency or dissonance. The consistency can be evoked when a brand image or brand personality fits with self-concept of consumer and support each other (Aaker, 1997). On the other hand, dissonance arises when the brand image or brand personality contradicts with the self-concept of consumers. Therefore, consumers tend to be attracted to those brands which exhibit a consistent brand personality with their self-concept to enhance their self-consistency.

The extent of consistency between a brand image (user imagery) or a personality of the brand with self-concept of a consumer can be referred to as self-congruence (Sirgy, 1982). Self-congruence is a psychological state evoked after interaction of self-concept and brand image or brand personality. The emergence of self-congruence can be based on brand image or brand personality and user imagery (Kressmann et al., 2006). User imagery is the perceived generic and stereotypic image of users of that particular brand or product. Consumers may compare their self-concept with brand image/brand personality and user imagery of the brand. According to Aaker (1997) brand personality can be referred to the human attributes ascribed to a brand such as sincere (i.e., honest), excited/excitement (i.e., daring or up to date), competent (i.e., successful or intelligent), sophisticated (i.e., charming), and rugged (i.e., tough).

In current research endeavor, self-congruence is based on brand personality and self-concept of consumers. Brands which imbue the brand personality consistent with consumer's self-concept yield higher self-congruence (Aaker, 1997; Evans, 1959; Kressmann et al., 2006; Landon, 1974; Malär et al., 2011). The activated schema of consumers (i.e., actual self or ideal self) generates actual self-congruence or ideal self-congruence.

## **2.2 ACTUAL SELF CONGRUENCE**

An individual's self-concept is based on the self-representation derived from the environment and interactions in social life (Aaker, 1999). The individual may develop current, real or actual self-representations about himself/herself. The self-representation based on real conception his/herself lead to the formation of actual self-concept or actual self-image. The actual self-concept can be referred to as the understanding of characteristics that he/she ascribe to himself/herself in real (Markus and Nurius, 1986). In general terms, the actual self-concept can be described as "what I am?" (Higgins, 1987), "what I can do" (Rogers, 1951). The actual self-concept defines the way an individual responds to him/her thoughts.

The brands marketed through various methods hold a brand personality in a consumer's mind based on different marketing communications and techniques (Cahoon, 2007). The brand may be viewed in human characteristics, i.e. sincerity, excitement, competence, sophistication, and ruggedness. The brand personality established in consumer's mind plays a significant in arousal of responses of consumers (Aaker, 1997). The perception of the match between actual self-concept with communicated brand personality will result in actual self-congruence (Sirgy, 1982, 1986). The extent to which self-concept and brand personality become closer, the higher actual self-congruence will be evoked in the customer's mind (Sirgy et al., 1997).

## **2.3 IDEAL SELF CONGRUENCE**

The individual may also possess self-representations related to his/her possible self. The self-representations are developed in interaction with social roles, situations, or environment (Sirgy, 1986). The ideal self-representations contribute to ideal self-concept an individual hold about himself/herself. Ideal self-concept can also be referred to the characteristics that an individual wish to own in future (Higgins, 1987). In general terms, it can be denoted as "what I would like to be?" or "what I want to be?"

The marketed brands entangle brand personality in consumers' mind based on its marketing communication and promotional tools. When consumers interact with brand stimuli, they tend to associate their ideal self-concept with imbued brand personality (Malär et al., 2011). The assessment of ideal self-concept of an individual and with a particular personality of brand results in the extent of congruity which can be referred to as ideal self-congruity (Malär et al., 2011). The degree to which brand personality match with what an individual wants to be, or what an individual imagine himself/herself in future, the higher the ideal self-congruence will be in the result (Sirgy et al., 1997).

## **2.4 BRAND EXPERIENCE**

In the twenty-first century, newly established brands (Apple), as well as deeply rooted brands, utilize (Coca-Cola) utilize various marketing tactics to attract, attain and retain customers over the period of time. Most of the brands developed strong positioning in customer minds through design and advanced features as compared to competitors. However, focusing the brand's functional attributes portray one side of a coin. The other aspect of the coin can be ascribed to sensory, affective, behavioral, intellectual, and relational appeals through marketing communications. The second aspect of coin highlighted the significance of "experiential marketing" in the current marketing world.

### **2.4.1 Evolution of the Concept of Brand Experience**

Generally, the 'experience' term denotation encompass two major definition perspectives: firstly, knowledge and exposure gained over the period of time (Fei, Chen, and Chen, 2009); secondly, contemporary direct observational perceptions and feelings (Gove, 1976). The concept of experience roots can be identified from traditional fields of philosophy and psychology. The philosophers presented a different description of experience based on their philosophical foundations (i.e., phenomenology, pragmatism). In terms of philosophers and psychologist, the experience can be described as subjective emotional feelings (Schmitt, 2011), intentionality about a stimulus or reference (Brentano, 1973; Husserl, 2012), perceptions of sensory, feelings, actions, and intellectual determinations based on knowledge (Dewey, 1925).

In consumer behavior research, seminal work of Holbrook and Hirschman (1982) kicked off of the term of consumer (or consumption) experience in marketing based upon the concept of experience in Psychology. The researchers proclaimed experiential view in their seminal work and contended that consumers seek fantasies, feelings, and fun through their

experiences (of consumption). The study introduced experiential marketing paradigm in contrast to traditional functional and features marketing. In contrast to information processing perspective, the study presented an experiential view grounded in phenomenological assumptions of philosophy. The experiential view was presented as an internal subjective state of recognition (phenomenological perspective), rather than functional and utilitarian attributes processing (information processing perspective).

The marketing management and brand management literature by and large adopted experiential view presented by Holbrook and Hirschman (1982). The most influential study based on experiential view was conducted by Schmitt (2011). After a gap of twenty years, the notion of experience manifested the field of marketing as; groundwork for experience economy (Pine and Gilmore, 1998), era of experiential marketing (Schmitt, 1999), a major factor in consumer behavior research (Addis and Holbrook, 2001) and as well as experiential branding (Brakus et al., 2009; Schmitt, Brakus, and Zarantonello, 2014).

#### **2.4.2 The Conceptualization of Brand Experience**

Experience can be termed as a private event that may occur after interaction with an object and is usually a response to some stimulation (Schmitt and Rogers, 2008). Experience is a result of direct observation or participation in an event. Philosophers and psychologists are of the view that experience can never be self-generated, is always induced and have reference and intentionality (Brentano, 1973; Husserl, 2012). Experience is a complex phenomenon where it is considered as having emerging structures which means that no two experiences can be alike (Vrij and Holland, 1998). The experiences always have references, intentionality, distinct characteristics and are induced. These can be well compared to consumer experiences in marketing from the viewpoint of the marketer. Usually, the experiences are provided to consumers for certain brands by giving them right environmental interactions (Schmitt and Rogers, 2008) while positive or negative experiences are induced in consumers, which can take the shape of distinct individual experiences (Brentano, 1973; Husserl, 2012).

In marketing, experiences can be referred to as the customer's perceptions, thinking, sensations and insights yielded through interaction with brands and brand's stimuli and their reminiscences build over the period of time (Schmitt, 2011). Similarly, 'experience' may be referred to as events that happen in response to some stimuli which result due to observation, participation or virtual (Zarantonello and Schmitt, 2010). The experience in a marketing context, which might be denoted as a consumer experience, is an emerging and less

established concept as compared to customer loyalty, satisfaction or brand equity concepts (Schmitt, 2011).

Experiences are said to be the private events that occur in response to some stimulation. Experiences is a complex phenomenon and hold two important parts; one is the entity who has provided the stimulus, and hence the generated the 'experience,' while other is the person who has experienced and gained it. Schmitt and Rogers (2008) mentioned that organizations are those entities that provide experiences to consumers through some brands and hence become experience providers by inducing the stimulus. The end users are the part of complex structures of experiences where they are on the other end, i.e. the people who gain experience.

Based on the study of Holbrook and Hirschman (1982), Pine and Gilmore (1998) realized the importance of consumer experiences and denoted the era as an experience economy. The study termed experience as 'consumption experience' and categorized four realms of experiences (i.e., entertainment, educational, escapist and aesthetic), based on two dimensions: participation and connection. The study contended that consumers seek memorable experiences which may stimulate, entertain, educate and challenge them. The foundations incited numerous studies to consider consumer experiences in the lens of purchasing experiences or purchasing materialistic things (Carter and Gilovich, 2010; Gilovich, Kumar, and Jampol, 2015; Nicolao, Irwin, and Goodman, 2009; Van Boven, 2005; Van Boven and Gilovich, 2003).

On the other hand, Schmitt (1999) extended experiential view and introduced experiential marketing approach in contrast to traditional marketing. Experiential marketing is based on the premise that consumers are emotional human beings and they seek pleasurable experiences, rather than merely act as rational decision makers. The new perspective emphasizes that customer value is vested in hedonic/experiential elements while utilitarian functions and features are considered inherited to products. It classified five types of experiences or experiential modules: sensory experiences, affective experiences, cognitive experiences, physical experiences, and social-identity experiences. Products can deliver experiences which may appeal to or incite the consumer senses, heart, mind, actions and social relations of consumers.

Since realizing the prominence of branding in the nineties, the new perspective 'experiential marketing' appealed substantial interest of brand managers and researchers (Brakus et al., 2009; Nysveen et al., 2013; Schmitt et al., 2014). In experience economy, brands are expected to deliver experiences rather than just as an identifier in traditional marketing. Postmodern or 'millennial consumers' anticipate brands to deliver holistic, and gestalt

experiences that engage their senses, touch their hearts and excite or intrigues them. In order to cater experiences provided by brands, Brakus et al. (2009, p. 53) conceptualized brand experience as “subjective, internal consumer responses (sensations, feelings, and cognition) and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments”.

### **2.4.3 Brand Experience Dimensions**

Various research studies tried to conceptualize brand experience and presented dimensions based on their underlying assumptions. Based on Dewey (1925) pragmatism philosophy and Holbrook and Hirschman (1982) experiential view, Schmitt (1999) presented five strategic experiential modules: “sense,” “feel,” “think,” “act,” and “relate” to experiential marketing approach. The consumer experiences can be dissected into five major components, discussed by Schmitt and Rogers (2008), that provide the basis for experiential marketing framework. Similarly, Dubé and Le Bel (2003) presented four distinct dimensions: social pleasure, emotional pleasure, intellectual pleasure and physical pleasure. Whereas, Gentile, Spiller, and Noci (2007) took a little bit different approach and described six dimensions: sensorial experience, emotional experience, cognitive experience, pragmatic experience, lifestyle experience, and relational experience. In the end of the last decade, Brakus et al. (2009) developed and validated brand experience scale based on four dimensions: sensory experience, affective experience, intellectual experience and behavioral experience.

The current study followed conceptualization provided by Brakus et al. (2009) rooted in the seminal work of Holbrook and Hirschman (1982) and Schmitt (1999). Schmitt experiential modules include five concepts which served as a foundation for Brakus et al. (2009) conceptualization and scale development. The ‘sense’ experience is related to the sensory aspects in which a consumer can use his five senses to gain experience with a brand. ‘Feel’ is beyond the sensory experience and is related to the affective aspect where consumers create an emotional bond with a brand. ‘Think’ involves the cognitive side of consumers where they experience problem-solving in daily life. ‘Act’ is concerned with the behavior of consumers where they experience in alternative selection among brands. ‘Relate’ contains the aspects of sense, feel and think (Schmitt and Rogers, 2008).

Brakus et al. (2009) defined the dimensions of brand experience. ‘Sensory experience’ refers to incitement or provocation of five senses (see, hear, touch, taste, and smell). ‘Affective experience’ refers to appeals to internal feelings and

positive emotions toward the brand. ‘Intellectual experience’ refers to the provocation of mental or cognitive experiences resulted from problem-solving or customer engagement creatively. ‘Behavioral experience’ includes actual action, physical experiences or lifestyles, and interactions with the brand. Furthermore, ‘relational experience’ can be referred to as experiences evoked by relating to others or social systems (society or culture) (Nysveen et al., 2013).

Several prior studies followed Brakus et al. (2009) four-dimensional approach presented of brand experience (Iglesias et al., 2011; Yoon, 2013; Zarantonello and Schmitt, 2013). However, Nysveen et al. (2013) confirmed the contention and validated four dimensions of Brakus et al. (2009) along with the excluded fifth dimension- relational experience in the service sector. The fifth dimension is based on the seminal work of Schmitt (1999) and numerous prior studies (Gentile et al., 2007; Leventhal, Mascarenhas, Kesavan, and Bernacchi, 2006; Schmitt, 1999; Schmitt, Brakus, and Zarantonello, 2015; Verhoef et al., 2009) considered ‘social or relational experience’ as a dimension of (brand) experience(s). Therefore, the study considers five-dimensional nature of brand experience (sensory experience, affective experience, intellectual experience, behavioral experience and relational experience) to cater a broad, holistic picture of the construct (Schmitt et al., 2015).

## **2.5 Emotional Brand Attachment**

The theoretical roots of ‘attachment’ construct can be traced back from the seminal work of (Bowlby, 1958), which shed light on development and functions of attachment relationships (Blustein, Prezioso, and Schultheiss, 1995). Bowlby (1958) defined attachment as an emotion-laden and targeted specific bond between two individuals or between an individual and an object (Park, MacInnis, and Priester, 2008). The study identified the construct ‘attachment’ as a special behavioral aspect which holds its own dynamics that are unexplainable by other behavioral aspects (considered as a source of motivation).

The philosophical origins of the theory of attachment are laid on the assumptions of the typical relationship between mother and infant (Bowlby, 1958), however, with the advancement of the field, the theory of attachment attempts to explain the behavioral aspect which includes episodic appearance and disappearance (Bowlby, 1982). It is pertinent to state that attachment doesn’t require legal or physical possession (Belk, 1988, 1992; Furby, 1978), however, is concerned with a psychological appropriation (Kleine and Baker, 2004). The attachment theory is advanced by considering the strength of the bond between individuals (Park et al., 2008) and how the strength of this

relationship impacts the behavior of care seeker for rest of the life. The impact can be referred to as individual difference and is subject to identification as it evolves as patterns and symmetries in behavior exhibition (Ainsworth, Blehar, Waters, and Wall, 2015). Extending the theory of attachment, Bowlby (1982) states that the bond strength results in certain regularities that provide a sense of security to participants. This is further explained in cognitive formations (Bowlby, 1969), mental schemas (Baldwin, 1992) and hence the expression throughout the lifespan of relationships (Ainsworth et al., 2015).

Ball and Tasaki (1992) discuss mental schema as a combination of propositions that may be used to explain the possession, desire to possess an object or even discarded possession. Hence, the study considered attachment as the emotional connection between individuals or between an individual and object which is either possessed by an individual or is desired to be possessed in order to maintain self-concept.

In the field of Psychology, the attachment is usually discussed in the focus of interpersonal relationships and possession of a certain object or an individual in support of self-worth. Numerous researchers suggest the extension of attachment construct from merely a psychological and emotional connection between individuals or material objects (Hill and Stamey, 1990; Mick and DeMoss, 1990) to the brands or more abstract relationships (Ball and Tasaki, 1992; Park et al., 2008). Fournier (1998) extended this discussion by taking the attachment into the context of brands. The study considered brands as relationship partners to whom an individual can get attached as he/she can with some other individual or even with an object.

The relevance of attachment construct in consumer behavior research discussed in numerous studies is shown as a bonding which is developed between an individual and his/her favorite objects (Ball and Tasaki, 1992; Kleine et al., 1995), favorite places (Hill and Stamey, 1990), gifts (Mick and DeMoss, 1990) or brands (Schouten and McAlexander, 1995). The attachment can be transformed into a long-term commitment and loyalty with the object with which bonding is developed (Garbarino and Johnson, 1999). This long-term commitment and loyalty are considered as an emotional attachment (Drigotas and Rusbult, 1992). In terms of marketing context, Thomson et al. (2005) termed it as an emotional brand attachment and referred to as the bond developed between the individual and a brand.

Kleine and Baker (2004) in this perspective discuss attachment with a particular brand analogous to person to person or person to object attachment. Thomson et al. (2005) first time discussed the attachment as emotional bonding between an individual and a brand, and then developed a scale for measurement

of the extent of emotional connection of individual with a brand (Japutra et al., 2014). This research was extended by Park et al. (2008) who debated it as a psychological state in which strong cognitive and affective connection is established between individuals and brand.

The attachment is revealed by the appearance or disappearance of different behaviors (Bowlby, 1969). Thomson et al. (2005) discuss the resultant behaviors exhibited when people experience emotional attachment with a certain 'object' and specifically with a brand. For example, a certain favorable attitude can be observed towards a brand when an individual is emotionally attached to a brand. Another exhibition of emotional attachment to a brand is proximity maintenance (Mikulincer, Hirschberger, Nachmias, and Gillath, 2001). However, this behavioral exhibition is considered as a situation and context-dependent (Sheppard, Hartwick, and Warshaw, 1988). It is also observed that a person experiencing emotional attachment with an object or brand remain committed to preserving the relationship (Miller, 1997).

## **2.6 DIFFERENCE BETWEEN BRAND EXPERIENCE AND EMOTIONAL BRAND ATTACHMENT**

Brand experience is theoretically and conceptually different from similar constructs in brand management research such as attitude, brand (consumer) involvement, brand personality, and emotional brand attachment. Brand experience is not an evaluative judgment (brand attitude) or motivational concept (i.e., brand involvement), and neither an emotional relationship (Brakus et al., 2009).

Emotional brand attachment is a strong emotional connection and/or relationship of a consumer and with a particular brand, and can be measured by affection connection and passion (Thomson et al., 2005). Emotional Brand attachment is an emotional long-term commitment of a person with the brand (Drigotas and Rusbult, 1992). Whereas, as discussed earlier, the brand experience can be an internal reaction of a consumer and/or action-oriented reaction based upon the brand elements (i.e., color, design, name). Brand experience can be attributed as sensations, feelings, cognitions, behavioral responses, and intellectual responses aroused due to brand elements/stimuli.

The feelings (affective brand experience) can be part of brand experience construct, and in long period of time, it can generate an emotional bond or relationship between a consumer and a brand. However, the brand experience is not an emotional bondage or relationship commitment but sensations, feelings, cognitions and behavioral responses of consumers (Brakus et al., 2009). The

emotions (affections) are only a minor part of stimulation which results in an overall brand experience construct. Thus, emotional brand attachment and brand experience are theoretically and conceptually different constructs.

## **2.7 ORIENTATION TOWARD HAPPINESS**

With the emergence ‘positive psychology’ movement, researchers became more interested in the happiness of people (Schmitt, 2011). Happiness can be conceived as an overall sense that life is good (Myers, 1992) and life contains many positive situations and emotions (Ahuvia, 2008; Lyubomirsky, King, and Diener, 2005). Happiness is generally defined as subjective well-being and a state mind which encompasses a favorable and emotional tone to others (Baumeister et al., 2013). Whereas, another debate of happiness dragged the concept into absolute happiness (inherently valuable consumption) or relative happiness (inherently invaluable consumption) (Hsee, Yang, Li, and Shen, 2009; Pavlidis, Paya, Peel, and Spuru, 2009). Peterson et al. (2005) conceptualized orientation toward happiness and proposed that people feel happiness through three routes: the pursuit of pleasure; pursuit of meaning; pursuit of engagement in their daily work life activities. However, there is no consensus that whether happiness is only a subjective sense or more experiential sense.

Psychologists and researchers of the field, with the advent of positive psychology, are concerned with various aspects of happiness, good life and ways of achieving it (Guignon, 1999). For this, the field of positive psychology has observed two different yet overlapping streams, grounded in different philosophies and perspectives that focus on happiness and ways of realizing it (Ryan and Deci, 2001). One is the emotional state that makes a person momentarily happy or unhappy depending on the feelings. The other stream of research holds a view beyond transitory feelings and focuses on more integrative views of a person about life and its assessment (Baumeister et al., 2013). These two perspectives can be traced back to the conceptual distinctions provided by Aristotle about ‘feeling happy and living a good life’ (Baumeister et al., 2013).

Linley, Maltby, Wood, Osborne, and Hurling (2009) categorized these two perspectives of positive psychology into two different dimensions i) subjective well-being and/or ii) psychological well-being. The affective component deals with a person hold emotions momentarily to determine the happiness comes under the term subjective well-being. Here in subjective well-being, cognitive component, balancing emotions and judgment about the satisfaction of one’s life is central (Linley et al., 2009). The integrative view of a person about life and its assessment comes under the other stream of the

researcher, where it is termed as psychological well-being and is concerned with the engagement with the existential challenges of life (Keyes, Shmotkin, and Ryff, 2002). More broadly, these two research traditions have been linked to hedonic (subjective well-being) and eudaimonic (psychological well-being) philosophy (Linley et al., 2009).

The hedonic tradition of well-being and happiness can be traced back from the classical teachings of Greek philosopher ‘Aristippus’ who was of the view that goal of life is to seek pleasure and happiness (Ryan and Deci, 2001). The happiness and pleasure, under this tradition, is considered as a sole evaluation of a person’s own emotional and cognitive connections. This tradition seems to focus the well-being as a subjective factor because it assumes that people try to evaluate the situation for themselves (Deci and Ryan, 2008). The subjective well-being is a term used interchangeably with happiness, thus maximizing the subjective well-being is considered as maximizing happiness (Deci and Ryan, 2008). Subjective well-being is considered to have three components: satisfaction with life, the presence of positivity and absence of negativity (Ryan and Deci, 2001). Based on this, measuring these three components can collectively measure the happiness under this tradition.

This other perspective considers happiness because of right actions that are rooted in nature and doing what is worth doing (Ryan and Deci, 2001). This perspective is called eudemonia (Waterman, 1993) and is conceptualized as a process of realizing the true nature of a person’s own psychology (Deci and Ryan, 2008). Contrary to the hedonic view, the eudemonic view argues that not all desires a person might think giving happiness can yield well-being hence clearly distinguishing the happiness and well-being which is considered inseparable in hedonic tradition (Ryan and Deci, 2001; Waterman, 1993). Waterman (1993) suggested that eudemonia occurs when a person’s actions and activities are aligned with the deeply rooted values. Others argued that well-being is not simply attaining pleasure but as the striving for perfection that represents the realization of one’s true potential (Ryff and Singer, 2000). Thus, psychological well-being is considered as distinguishable concept from subjective well-being and considered as multi-dimensional approach having six components of human actualization: autonomy, personal growth, self-acceptance, life purpose, mastery, and positive relatedness (Deci and Ryan, 2008; Ryff and Keyes, 1995).

The two traditions and streams of conceptualizations of ‘well-being’ and happiness seem to be well rooted in theories while theorists of both traditions argue in favor of their preferred stream. The debate seems to be never-ending. The theoretical and practical aspects of both traditions highlighted by (Ryan and Deci, 2001) and in number of multiple investigations, it seems that well-being

can be soundly conceived by having dual focus of subjective as well as psychological well-being and following two streams of hedonic and eudemonic views and hence happiness can be oriented as having subjective and psychological well-being.

Beyond the two major perspectives, few studies included a flow view of happiness based on engagement with daily activities in real life (Csikszentmihalyi, 1999). The third perspective extends the debate of happiness beyond the hedonic and eudaimonic view of happiness. The flow view of happiness offers an integrative and holistic view of hedonic and eudaimonic qualities for people (Waterman, 1993). The flow view of happiness is based on the engagement of person within the activities to feel happy (Csikszentmihalyi, 1999). The concept can be equated with Maslow (1971) self-actualization stage, Block and Block (1980) ego-resiliency, Diener (2000) positive emotions construct, and Ryan and Deci (2000) concept of autonomy. Whereas, some studies treated in comparison with self-expressiveness to get a more thoughtful understanding of flow (Waterman, 1993). Therefore, the study combined the three-dimensional approach proposed by Peterson et al. (2005) and operationalized orientation toward happiness in three dimensions: pleasure, meaning, and engagement of life.

Taking the term happiness in consumer behavior, the common question arises in one's mind is that how should I spend my money to get happiness (Bhattacharjee and Mogilner, 2014; Pavlidis et al., 2009). Largely it remains unclear that what can bring happiness in one's life when taking the consumer behavior in to account (Howell and Hill, 2009; Nicolao et al., 2009; Van Boven and Gilovich, 2003). Consumers try to gain happiness either from the material possessions of things or the experiences they gain from interaction with brands and possess certain fulfilling criteria. In comparison to the material purchases; experiences are understood to be more connected to the happiness (Carter and Gilovich, 2010, 2012; Chan and Mogilner, 2014; Rosenzweig and Gilovich, 2012). In contrast to this, the study followed the experiential marketing approach and contends that brand experience plays a role in the happiness of customers (Brakus et al., 2015). The study discussed that experience and happiness are conceptually tied. Furthermore, it argued that experience dimensions' map closely the happiness dimensions and predicted that experience is an important contributor to the happiness.

## **2.8 DIFFERENCE OF ORIENTATION TOWARD HAPPINESS BETWEEN INVOLVEMENT AND CONSUMER ENGAGEMENT**

The orientation toward happiness can be classified as subjective well-being (hedonic) or psychological well-being (eudaimonic) (Linley et al., 2009). The affective component deals with a person hold emotions momentarily to determine the happiness comes under the term subjective well-being. Here in subjective well-being, cognitive component, balancing emotions and judgment about the satisfaction of one's life is central (Linley et al., 2009) and classified as a psychological state (Csikszentmihalyi, 1990).

Whereas, involvement can be referred to as the perceived relevance of self concerning needs, goals, and consumer self-concept (Ferreira and Coelho, 2015{Srivastava, 2011 #381}). In another perspective, involvement can be defined as the consumer's internal psychological state or perceived importance of stimulus (brand) (Bloch, 1981) or the extent of attention and provocation with respect to stimulus (Browne and Kaldenberg, 1997). Thus, involvement and orientation toward happiness are conceptually and empirically different variables. On the other end, consumer engagement can be referred to as a psychological disposition (Brodie, Hollebeek, Jurić, and Ilić, 2011)and/or behavioral manifested construct (van Doorn et al., 2010). It can be defined as a consumer state of mind developed through cognitive, emotional and behavioral interactions with the brand (Hollebeek, 2011). Thus, consumer engagement is empirically and conceptually a different concept with respect to orientation toward happiness.

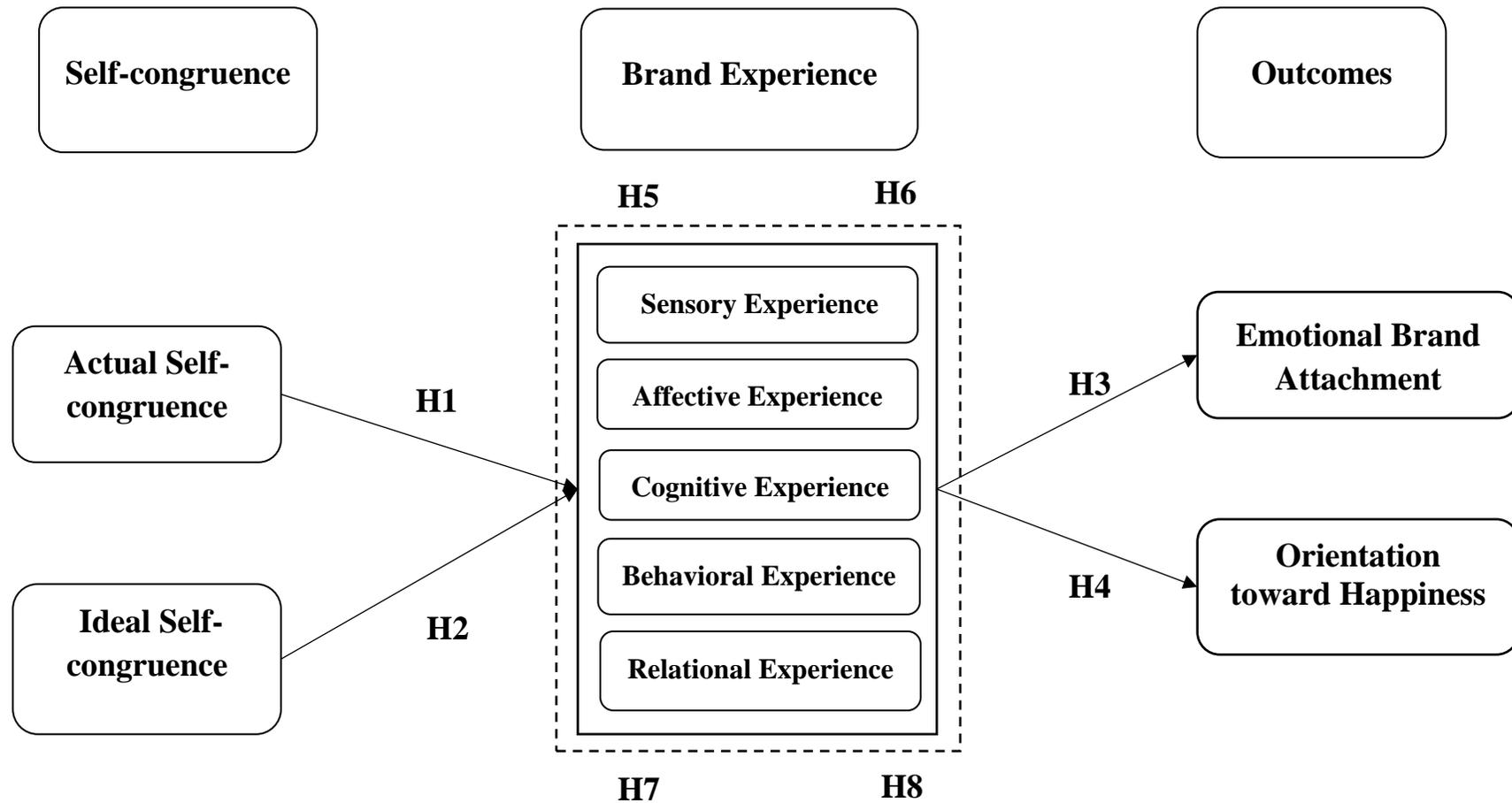
## **2.9 CONCEPTUAL FRAMEWORK**

The research study primarily aims to present and test brand experience conceptual framework. The brand experience framework develops relationships of brand experience, which are theoretically based on self-congruity theory, self-expansion theory and positive psychology in marketing and consumer brand relationship research. The proposed brand experience framework extends the current research in consumer brand relationships (Lee and Jeong, 2014). The brand experience framework includes direct relationships and indirect relationships among variables. The framework is depicted in Figure 2.1.

Firstly, the framework involves direct relationships based on self-congruity theory facets: i) actual self-congruence (or actual self-congruity) and ii) ideal self-congruence (or ideal self-congruity) as predictors of brand experience (H1, H2). Similarly, brand experience directly affects emotional brand attachment and orientation toward orientation toward happiness (H3, H4).

Secondly, the framework involves indirect or mediating relationships through brand experience. Actual self-congruence and ideal self-congruence

relationship with emotional brand attachment and orientation toward happiness are mediated through brand experience. The indirect relationship emphasizes the vital role of brand experience in the framework (H5 to H8).



**Figure 2.1: Antecedents and Consequences of Brand Experience**

## **2.10 HYPOTHESES DEVELOPMENT**

### **2.10.1 Actual Self-congruence and Brand Experience**

Generally, prior literature supported the conception that individuals tend to gain experience from the phenomenon that is consistent to their self-concept. In agreement with Swann, Stein-Seroussi, and Giesler (1992) suggest that people interact comfortably with those partners who are more likely to enrich their sense of self. Specifically, to the marketing and consumer behavior literature, it is argued that consumers tend to experience those brands that enhance their sense of self (Malär et al., 2011).

The self-congruity theory states that an individual is more probable to exhibit a favorable attitude with respect to an object when a particular object is perceived consistent with him/her (Osgood and Tannenbaum, 1955). He and Mukherjee (2007) studied store image congruity and shopping behavior of consumers. The study argued that self-congruence strengthens the consistency, expectations and more specifically enhances the shopping experience of consumers. Dolbec and Chebat (2013) investigated flagship store image congruity as an antecedent to brand experience and empirically demonstrated that store image congruity along with store experience enhanced the brand experience of customers. Similarly, Roy and Rabbanee (2015) explored the consequences of self-congruence and proposed that self-congruity incite consumers to have a positive brand experience.

The consumer perception of the self-image, consumption of an object and its congruence with self is considered an important determinant of consumer behavior (Barone, Shimp, and Spratt, 1999; Bellenger, Steinberg, and Stanton, 1976; Heath and Scott, 1998; Helgeson and Supphellen, 2004; Sirgy, 1982; Sirgy and Coskun Samli, 1985; Sirgy, Grewal, and Mangleburg, 2000). In addition to this, in an online context, Lee and Jeong (2014) particularly investigated the association of self-congruity and brand experiences based on self-congruity theory. The study postulated that when a hotel's image is consistent with the image of customers', then it has positively enhanced the brand experience. Similarly, Yoon and Kim (2016) found self-congruence evoke strong customer responses along with the source credibility.

More specifically, several theoretical underpinning arguments uphold the effect of actual self-concept on brand experience. The cognitive-consistency theories claim that people tend to develop consistency between their beliefs (that can be actual self-concept) and their behaviors (buying or purchasing) to reduce unpleasantness (Festinger, 1957; Heider, 1946). Similarly, self-expansion theory postulates that people's (customers) instinct drive them to imitate other

(i.e., people, things, brands) into their sense of self-conception (Aron et al., 2005). The extent to which a brand is like the sense of self of consumer, the stronger brand experience can be developed.

In addition to this, the actual self-congruence association with brand experience can be supported with self-verification motive. The self-verification theory posits that individuals are internally inspired to verify, confirm and retain their prevailing sense of self (Swann, 1983). Self-verification motive encourages individuals to gain those experiences which validate their sense of self and avert those that challenge it (Swann, 1983; Swann et al., 1992). Similarly, brands which are imbued with actual self-concept, reinforce consumers' self-identity and their achievements (Fournier, 1998). Subsequently, actual self-congruence will generate positive responses in consumers (Fournier, 1998; Malär et al., 2011) and experiences (Jeong and Jang, 2018). Hence, the discourse can be encapsulated into the following hypothesis;

H1: *Actual Self-congruence positively and significantly predicts brand experience.*

### **2.10.2 Ideal Self-congruence and Brand Experience**

Ideal self-concept is something that can be referred to as aspired state or conception of an individual about himself/herself. Based on psychology literature, people tend to compare their sense of ideal self-concept with actual self-concept (Higgins, 1987). The difference or discrepancy between actual self-concept and ideal self-concept motivates individuals to enhance their self-esteem (Brown, Collins, and Schmidt, 1988; Markus and Wurf, 1987). The strong desire to enhance their self-esteem leads to self-enhancement motive in human beings (Sedikides and Strube, 1997). Self-enhancement theory posited that people have an underlying tendency to increase the feeling of personal importance and worth and to avoid threatening entities in the surrounding (Ditto and Lopez, 1992). It was further argued that people seek experiences which increase their self-esteem and avoid those which reduce the self-esteem (Shrauger, 1975). Ideal self-concept emerges as a goal for the individual and a discrepancy concerning their actual self-concept. The self-enhancement can be referred to as the upward self-enhancement (Collins, 1996). The upward self-enhancement occurs when a person assimilate himself/herself with someone superior (Collins, 1996). The individuals tend to attain their goals to create a sense of consistency and to evoke positive responses in their selves (Boldero and Francis, 2002).

In marketing, a brand imbued with a personality which offers consistency with the aspired self and grounding self-enhancement opportunity will generate positive feelings and responses (Grubb and Grathwohl, 1967). Therefore, the consumer would prefer to associate themselves with those brands which offer positive arousal over the period of time. The brands with aspired self will generate stronger attractions and feelings in consumers' minds (Boldero and Francis, 2002; Malär et al., 2011). Subsequently, ideal self-congruence will generate positive responses in consumers and experiences (Jeong and Jang, 2018). Hence, the discourse can be summed up in the following hypothesis;

H2: *Ideal self-congruence positively and significantly predicts brand experience.*

### **2.10.3 Brand Experience and Emotional Brand Attachment.**

According to attachment theory, the emotional brand attachment can be taken as an emotion-laden connection of a person and a particular brand is encompassing the deep emotional state of connection, affection (heart), and passion (zeal) (Grisaffe and Nguyen, 2011; Thomson et al., 2005). It is widely discussed that marketers can play their role in creating strong brand-self connection by inducing feelings and hence creating experiences. Grisaffe and Nguyen (2011) in their study identified emotional memories as a strong antecedence of emotional brand attachment. Consistent with work of Park et al. (2008), Schindler and Holbrook (2003) and Holbrook and Schindler (2003) discussed that emotional attachments result when brand is connected to the "affectively laden memories", symbolizes nostalgic experiences which may include people, places, or related memories (Grisaffe and Nguyen, 2011). Experiential marketing from its evolution emphasizes on delivering memorable experiences which may result in attachment through emotional and cognitive relationships with the brand (Schmitt et al., 2014). Hedonic and aesthetic brand experience can gratify the self of an individual which in turn develop strong emotional brand attachment (Schmitt and Rogers, 2008). After measuring the brand experience (Brakus et al., 2009) and emotional brand attachment (Thomson et al., 2005), numerous studies empirically demonstrated a positive association between brand experience and emotional brand attachment.

The arguments support the debate that marketers can create strong brand attachment through brand events or brand experiences. In another study by Japutra et al. (2014), the brand experience is discussed as an antecedent of emotional brand attachment. They emphasized that after some period brand experience becomes a key element to develop an emotional brand attachment as well as the consumer-brand relationship. The relationship between brand experience and emotional brand attachment is evident from multiple studies

(Borghini et al., 2009; Grisaffe and Nguyen, 2011; Morrison and Crane, 2007; Schmitt and Rogers, 2008). Some studies considered brand experience as a strong antecedent of emotional brand attachment (Cardinale et al., 2016; Das, Agarwal, Malhotra, and Varshneya, 2018; Grisaffe and Nguyen, 2011; Hwang, Baloglu, and Tanford, 2019; Japutra et al., 2016; Kang et al., 2017; Khan and Rahman, 2017; Loureiro and Sarmiento, 2018). Hence, the discourse can be summed up into the following hypothesis;

H3: *Brand experience directly and positively predicts emotional brand attachment.*

#### **2.10.4 Brand Experience and Orientation toward Happiness**

Happiness has never been a simple construct. The inherent complexity of the construct is discussed by Ryan and Deci (2001), which discussed two different approaches, i.e. hedonic and eudaimonic. While the complexity of the construct happiness dominates the overall research in the area and still seeks for clarity what happiness can constitute, literature provides consistent evidence that positive purchase experiences can impact the happiness of consumer (Howell and Hill, 2009; Nicolao et al., 2009; Van Boven and Gilovich, 2003). In some research studies, happiness and well-being terms were used interchangeably (Nicolao et al., 2009). However, it is evident from the literature that well-being is analogous to the subjective viewpoint which is conceptually near to the hedonic happiness (Linley et al., 2009). Since last decade, a stream of positive psychology research emphasized the subjective experiences of individuals that may contribute to overall well-being or happiness of consumers (Seligman and Csikszentmihalyi, 2000). The notion 'experience recommendation' discussed by Nicolao et al. (2009) grounded in the work of Haidt (2006) suggests that experiences gained on the brand spending result in happiness in the consumers.

Seminal work of Pine and Gilmore (1998) on experience economy inspired many research studies on experiences and happiness of consumers. A group of research studies deliberated experiential purchases in dichotomous comparison with material purchases and empirically demonstrated experiential purchases contribute to happiness (Bhattacharjee and Mogilner, 2014; Gilovich et al., 2015; Guevarra and Howell, 2015; Nicolao et al., 2009). In contrast, Brakus et al. (2009) conceptualized brand experiences differently and suggested that brand experience and happiness are closely related to each other. Brakus, Schmitt, and Zhang (2014) empirically demonstrated that happiness is the outcome of everyday life consumption experience. Similarly, several studies confirmed a positive relationship between (brand) experience and happiness of consumer (Ahn and Back, 2018; Calder, Hollebeek, and Malthouse, 2018;

Loureiro and Sarmiento, 2018). Hence, the discourse can be encapsulated into the following hypothesis;

H4: *Brand experience directly and positively predicts orientation toward happiness.*

#### **2.10.5 Mediation of Brand Experience in Actual Self-congruence and Emotional Brand Attachment Relationship**

Aaker (1997) suggested that customers tend to prefer those brands that they perceive as their self-concept in order to get self-consistency. This consistency which is termed as self-congruency under congruency theory (Osgood and Tannenbaum, 1955) has important implications for consumer behavior (Roy and Rabbanee, 2015). For instance, it facilitates positive attitudes towards brands (Sirgy et al., 2000), and affects brand preferences, purchases intentions, and loyalty (He and Mukherjee, 2007). Further, Kim et al. (2005) suggested that self-congruence can kindle various emotions such as love, pride and joy or happiness which in turn enhance long-term relationship with brands. Similarly, another study by Bosnjak and Brand (2008) argued that self-congruence is associated with strong feelings such as happiness or joy.

It is discussed in the theory that self-congruence can be ideal or actual. Malär et al. (2011) argue that both kinds of self-congruence can have an impact on emotional brand attachment. There are other studies as well that favor the impact of actual self-congruence on different kind of emotional reactions that result in emotional attachment to brand (Aaker, 1999; Grohmann, 2009). Literature of psychology discusses the association between the actual self-concept and experiences (Malär et al., 2011; Swann et al., 1992). Similarly, assorted studies have demonstrated a positive relationship between brand experience and emotional brand attachment (Brakus et al., 2009; Grisaffe and Nguyen, 2011; Thomson et al., 2005). While discussing the actual self-congruence, roots can be traced back from self-verification theory (Swann, 1983) which discusses that people try to verify, validate and sustain their 'existing' self-concepts (Malär et al., 2011). The experiences that affirm their sense of actual/ideal concepts leads to the emotional attachment to the objects (Japutra, Ekinici, Simkin, and Nguyen, 2018; Lee, Hansen, and Lee, 2018). Hence, the discourse can be summed up into the following hypotheses;

H5: *Brand experience act as an intervening variable between actual self-congruence and emotional brand attachment.*

### **2.10.6 Mediation of Brand Experience in Actual Self-congruence and Orientation toward Happiness Relationship**

An individual as a consumer can be a multifaceted person (Kleine, Kleine, and Kernan, 1993). Prior literature argued that consumer could be committed with any specific brand, due to the brand's potential to extend him/her a perception of recognition which is termed as self-congruence (Japutra et al., 2014). This attachment has certain outcomes which include defending the brand, long-term usage of favorite brand and loyalty (Japutra et al., 2014). It is discussed that consumer tends to like, prefer and ultimately try to maintain a long-lasting relationship with a brand having a consistent image to their own selves (Aaker, 1999; Fournier, 1998; Keller, 2003). While the development of attachment with a particular brand, a consumer goes through certain processes, one of them is an emotional attachment (Kim et al., 2005). The process of emotional attachment, which is usually seen in the context of infant-mother relationship (Bowlby, 1958, 1969, 1979, 1982) and which is said to be facilitated by repeated and consistent behavior (Kim et al., 2005), tends to focus on defining and maintaining sense of self in context of brand (Kleine et al., 1995).

Sirgy, Grzeskowiak, and Rahtz (2007) investigated the relation of self-congruence and happiness. Roy and Rabbanee (2015) in their work, discuss that how the self-congruity may impact the positive behavioral outcomes in individuals. The most influential literature on the relationship of brand experience and happiness of consumers can be traced back to 1998 with the work of Pine and Gilmore (1998). There seems a great part of literature discussing the contribution of brand experience in the happiness of customers (Bhattacharjee and Mogilner, 2014; Brakus et al., 2009; Gilovich et al., 2015; Guevarra and Howell, 2015). Brakus et al. (2014) predict in their study that experience can be an important contributor to happiness in consumers. Hence, the discourse can be summed up in the following hypotheses;

H6: *Brand experience act as an intervening variable between actual self-congruence and orientation toward happiness.*

### **2.10.7 Mediation of Brand Experience in Ideal Self-congruence and Emotional Brand Attachment Relationship**

It is argued that there are some underlying processes that influence the behaviors and resultant experiences in the context of relationships which is explained by the self-expansion model in psychological perspectives (Aron and Aron, 1986). According to the model, people try to expand their potential efficacy, and they do it through close relationships (Aron, Lewandowski Jr,

Mashek, and Aron, 2013). There are different interdependence and attachment theories that explain the expansion of potential efficacy facilitated by underlying gradual processes of self-expansion activities (Aron et al., 2013). The construct 'self' holds a central position in the self-expansion model. The self is a combination of a thinking agency, the material (our bodies and possessions), the inner (our attitude) and the social (our identities as a parent, friends, etc.) (Kleine et al., 1993). The self-identity is highly influenced by the attitude, the enabling material, and thinking process. This identity makes individuals to relate, attach and build relationships with others and expand potential efficacy.

There is much literature that assumes the ideal self-congruence as a determinant of emotional brand attachment (Japutra et al., 2014; Malär et al., 2011; Park and John, 2010; Sirgy, 1982). For instance, the work in consumer behavior ties the consumer's self-concept and emotional attachment to the brand (Kleine et al., 1993). Further, it is discussed in the literature that brand attachment depends upon the degree to which consumers view the ideal self-connection/ reflection in the brand (Park and John, 2010). In literature, ideal self-congruence is rooted in self-enhancement theory (Ditto and Lopez, 1992) which assumes that people get happiness and motivation while having a feeling of enhancement (Grubb and Grathwohl, 1967). For this, they get attached to an object that gives them as an experience of self-enhancement (Japutra et al., 2018; Lee et al., 2018; Malär et al., 2011; Rai and Nayak, 2018). Hence, the discourse can be summed up in the following hypotheses;

H7: *Brand experience act as an intervening variable between ideal self-congruence and emotional brand attachment.*

#### **2.10.8 Mediation of Brand Experience in Ideal Self-congruence and Orientation toward Happiness Relationship**

Research suggests that products are likely to be purchased when it is converged with the same brand and self-image (Sirgy, 1982; Sirgy et al., 2007). Much research shows that ideal self-congruence reflects the positive consumer behaviors in future purchases (Sirgy et al., 1997; Sirgy et al., 2007). The theory of self-enhancement, which provides the basis for ideal self-congruence, states that if the consumer finds aspirations in the brand, it will not only be the source of happiness for him but also can result in attachment (Boldero and Francis, 2002; Rai and Nayak, 2018; Schnebelen and Bruhn, 2018). Hence, the discourse can be summed up in the following hypothesis;

Hd: *Brand experience act as an intervening variable between ideal self-congruence and orientation toward happiness.*

## **2.11 SUMMARY**

The central purpose of the study is to investigate the role of brand experience with respect to actual self-congruence, ideal self-congruence, brand experience, emotional brand attachment and orientation toward happiness. In order to achieve the objective, the chapter comprehensively discussed the study variables and their association in the hypothesized direction. The study is based on self-congruity theory and argued that consumers associate their sense of self with brands, and brand imbued with consistent brand personality to self evokes strong brand experience, emotional brand attachment and orientation toward happiness. The self-congruence can be in the form of actual self-congruity and ideal self-congruence. The actual self-congruence and ideal self-congruence relationships are based on self-verification theory and self-enhancement theory. The relationship of actual self-congruence and ideal self-congruence with orientation toward happiness and brand experience is based on positive psychology contention that people seek happiness from their daily life activities. The chapter further discussed and grounded the hypothesis based on theoretical groundings and prior literature.

# CHAPTER 3

## RESEARCH METHODOLOGY

The chapter discusses the research methodology of the study in details, which consists of seven major parts based on four research studies. The first part identifies and denotes the most appropriate overall research design along with underlying justifications for selecting elements of design. The next portion sheds light on study-I and deals with the process of selecting experiential brands in Pakistan. The third section involves study-II and provides details about online survey design along with rationales. The fourth part deliberates study-III and explicates the design of the first experiment and procedures. The next part elucidates study-IV and involves design and procedures for the second experiment. The sixth section explains the data analysis strategy concerning data collected. The closing section delineates the summary of the chapter.

### 3.1 RESEARCH DESIGN

A research strategy was designed and opted to accomplish the research objectives corresponding to the research questions. The foremost methodological decision involved selecting a type of research design from quantitative, qualitative and or mixed methods design. The research questions of the study entailed direct and indirect relationships among variables and necessitated a *quantitative* research design. Therefore, the study followed a quantitative research design, to effectively meet the objectives with respect to the research questions (Saunders, Lewis, and Thornhill, 2016). The choice of quantitative design corresponded to identifying descriptive brands and finding out causal path links between study variables, and to investigate the mediating variable in the proposed brand experience framework.

The study followed a *positivism* research philosophy based on a deductive approach to test the developed theory. The philosophy enabled researchers to execute the research process, free from personal bias and subjectivity. In marketing research, positivism (or referred to as modernism) is the most influential research paradigm (Solomon, 2014).

The purpose of the study (descriptive and explanatory) devised the nature of the study as *descripto-explanatory study* - involves a description of something at first stage to serve as the foundation for explanation in the later stage (Saunders et al., 2016). The first phase, a descriptive study, served as means to

an end by identifying strong experiential brands in Pakistan. The second phase, explanatory study, involved finding answers to how a company can evoke strong brand experiences and what will be the outcomes. The research study employed *multi-method quantitative studies*-involves blend of two or more data collection endeavors and subsequent data analysis – for the collection of data. The multi-method research studies are recommended due to its offer various advantages (data gathering, analysis or interpretation) over the mono-method research study (which involves data collection through single method) (Bryman, 2015).

The multi-method quantitative techniques encompassed primary data collection through four research studies. Study-I was a *descriptive study*, aimed to identify experiential and functional brands in Pakistan. Study-II was an *online survey* to collect data from distinct respondents in a short time. The online survey entailed true impartiality and minimal interference of the researcher in the data collection process. The study-III involved a *lab experiment* (in the class environment) by manipulating the independent variables. The study-IV involved a *lab experiment* by manipulating the mediating variable and measuring dependent variables. The experiments served as an optimal method to investigate causal relationships between variables in controlled or natural environments.

## **3.2 STUDY I – SELECTION OF EXPERIENTIAL BRANDS**

The objectives of the study firstly necessitated identifying a set of brands which encompassed strong experiential or functional positioning in consumer's minds.

### **3.2.1 The Focal Brands**

Brand selection study's prime objective was to identify a list of brands which entailed strong experiential positioning. The intended brands were expected to evoke strong brand experience (such as sensory experience, affective experience, cognitive experience, behavioral experience and relational experience) in consumers, as compared to weak experiential brands (functional brands). To achieve the objectives, researchers asked respondents to think about a brand without mentioning any particular product category. The product category boundless thinking enabled participants to consider even a single brand with whom they usually interact in their daily routine life. Similarly, the technique enabled participants to list down brands which were being marketed experientially and capture a high share of consumer's mind due to advertisement frequency or promotional activities. The method yielded a list of experiential

brands retaining a high level of brand familiarity for major survey and experiments.

However, with the intention to explicitly discern functional brands and experiential brands in consumer's minds, the researchers initially extracted specific descriptions from a detailed study in preceding literature. The description of experiential brands and functional brands presented by Brakus et al. (2009) study succinctly defined both type of brands based on consumer's conceptions.

The study followed the description and discussed with the participants before assigning the brand selection task. The description included, experiential brands should be marketed in a way that the brands: "which focus on how user feel when interacting with brand thereby delivering experience"; "evoke consumer internal responses (sensations, feelings, and cognition) and behavioral responses to brand-related stimuli, for example: design and identity (name, logo, and symbols), packaging, and marketing communications (advertisements, brochures, and websites) and environments (stores and events)". The explanation of experiential brands further included a statement about arousal of consumer's subjective feelings in response to exposure to experiential brands. The subjective feelings were classified into five categories corresponding to five dimensions of brand experience: sensory, affective, intellectual, behavioral and relational. The description included that experiential brands provide of feelings during or after contact with a brand: "make a strong impression on visual sense or other senses"; "induce a feelings and sentiments"; "result in bodily experiences"; "stimulate curiosity and problem solving (or cognitions)"; and/or "make user feel like a part of the brand family (social)".

Whereas, description of functional brands or weak experiential brands included: the brands which "provides least or no experiences to customers"; "focus on utilitarian and need satisfaction and typically bought to satisfy a functional need on the part of the consumer." For example, brands which: "focus on as low price as it can be"; "are about convenience"; "are about reliability" and "are less about how customer feel."

### **3.2.2 Selection Procedures**

The study followed procedures for selection of experiential brands outlined by (Delgado-Ballester and Estela, 2015). For this purpose, researcher invited students enrolled in Master level (16 years of education), class. A total of 41 business administration students were selected from a public-sector university and a private-sector university located in the urban city of Lahore.

Respondents joined the study in a class environment, and a brief explanation of most relevant basic concepts (i.e., products and brands) and their differences was provided through power point presentation slides.

At the start of the presentation, multi-media slides included most accepted definitions of “Products,” versus “Brands” and specifically study key terms, i.e. “Functional Brands” versus “Experiential Brands.” Then participants were informed with a description of strong experiential brands and functional brands (weak experiential brands). In the end, the researcher inquired twice from participants about clarity between experiential brands and functional brands and encouraged the participants to ask in case of any confusion. After the question-answer session, a questionnaire was distributed to all students and instructed to look at all brands carefully they encounter in the upcoming week and mention them as experiential brands or functional brands.

Soon after the presentation and briefing session, researcher delivered a questionnaire to all participants in the class and requested to bring the filled questionnaire next week. The questionnaire consisted of three sections: instructions and list of selected brands. In the instructions section, participants were directed to list down experiential and functional brands which are being marketed in Pakistan, and it may contain international brands as well. In order to yield the correct categorization and selection of brands, the researchers announced the practice as a graded activity. Therefore, participants were instructed to carefully select brands for both categories, as a wrong entry may deduct the marks/grades. The second section contained five open-ended blanks to write experiential brands and functional brands. In the third section, participants were asked to report their demographic information.

The purpose of the one-week gap between distribution and collection of the questionnaire was two-fold. Firstly, it aimed to provide the students with an opportunity for differentiation, clarification, and categorization of brands by themselves in their daily routine life. The second purpose was to find out those brands which they encounter in their daily life activities rather than the brands which click on their mind on the spot or during the class environment (Schmitt et al., 2014). The researchers approached the class in next week on a specified date conveyed to students for the collection of filled questionnaires.

### **3.2.3 Analysis Strategy**

The data analysis in the study-I involved selection of key experiential and functional brands from the list of brands mentioned by respondents. The yielded brands were analyzed by measuring frequency distribution. The frequency of

each brand was measured in experiential and functional brands groups. In case a brand was incorrectly specified in a category, it was removed for further analysis. The effort resulted in a list of experiential brands and functional brands in the end.

### **3.3 STUDY II – ONLINE SURVEY**

In this era of technology, modern techniques and methods are also being utilized in designing, implementing and analyzing the research process and its results. The world has entered into an epoch of “post-digital”, which has replaced the traditional marketing with digital marketing (Lamberton and Stephen, 2016). Currently, the majority of the population have access to the internet due to technology revolution in the world, and the trend is gaining positive slope with the passage of time (Curran, Fenton, and Freedman, 2016). This increased internet usage has surged access to internet through smart phones and emerging as a primary internet source (Duggan and Smith, 2013). Smartphones have become a significant primary source for accessing the internet in this era of globalization (Duggan and Smith, 2013). The advancement in technology has revitalized traditional sampling procedures, formulating and delivering questionnaire, and analyzing the data through the latest computerized software techniques.

The emergence in the field of research with advancement in technology can be attributed to internet-based research. Hewson, Yule, Laurent, and Vogel (2003) coined the term of Internet Mediated Research (IMR) which may refer to the online data collection and analysis techniques employed to delineate new insights in the context of research questions. In line with traditional research methods, this also involves primary and secondary research activities. Primary internet-mediated research takes on novel and original data collection, and while, secondary internet-mediated research entails searching and evaluating techniques for secondary sources (such as research journals, document, web blogs, and online databases). The modern technology and advancement in research (such as web-based research) have lightened up survey as a most popular technique across the disciplines (Hewson et al., 2003). Currently, collecting data through email contacts and an online survey has become most popular and rapidly increasing medium for intended research studies in developed as well as developing countries (Dillman, Smyth, and Christian, 2014).

The traditional survey is being administered in an online setting in the form of an email survey and web-based survey from the 1980's and 1990's respectively (Schonlau, Ronald Jr, and Elliott, 2002). The medium of online

survey offers a wide variety of advantages over the traditional methods of paper and pencil surveys (Evans and Mathur, 2005). The advantages include certain anonymity of respondents; extensive and appropriate reach to prospective respondents as per requirement; low cost and more efficient (or fast) data collection; and ease in approaching to potential respondents (Van Selm and Jankowski, 2006). The online survey in IMR also offers specialist population and sample (Coomber, 1997); diverse (geographically located) participants pool (Pohl, Bender, and Lachmann, 2002); and (entails true spirit of quantitative technique) maximum objectivity in the research process (Hewson, Laurent, and Vogel, 1996). Furthermore, the IMR technique extends the survey technique to a more advanced level by providing an opportunity to interact and communicate with respondents over the internet (Hewson and Laurent, 2008).

The IMR minimized researchers influence in the research process and reduced personal biases throughout the data collection stage (Van Selm and Jankowski, 2006). Similarly, the internet research provides supreme confidence to the extent of anonymity to respondents. Ultimately, respondents become more open, and honest in expressions of (likeness and dis-likeness) opinions, and reduce social desirability effect due to anonymity (Joinson, 1999).

With the emergence of data collection through IMR, various studies assessed efficiency paper and pencil based surveys with a comparison to web-based surveys. Some of the studies advocated no significant difference between identical paper and web survey (Carini, Hayek, Kuh, Kennedy, and Ouimet, 2003; Denscombe, 2006; Fleming and Bowden, 2009; McCabe, 2004; Miller and S nderlund, 2010). More significantly, few studies yielded superior results in quality and quantity of responses (Couper, 2008), and response rate, speed and cost (Cobanoglu, Warde, and Moreo, 2001) in online surveys as compared to paper-based surveys. On the other hand, paper-based or in person surveys has various issues in accessing general population due to gated communities and strict security measures in residential areas (Dillman et al., 2014).

### **3.3.1 Online Survey Design**

The foremost decision in online survey involved selecting medium of the online survey questionnaire. The online questionnaire follows two different methods: web-based approach and non-web-based approach (Hewson and Laurent, 2008). *The web-based approach* involves placing the questionnaire on web and respondents visit the questionnaire through a uniform resource locator (URL) with an active internet connection and submit it online. Whereas, the *non-web-based approach* involves sending a questionnaire embedded in the email to prospective selected respondents. The study followed the web-based

approach to administer the questionnaire due to popularity and several advantages over non-web-based approach (Hewson et al., 2003). Therefore, a URL was created on the internet with an embedded questionnaire.

The presentation and format of a questionnaire carry major impact on the responses and subsequently to reliability and validity of the data (Smith, 1997). Following the guideline of Dillman et al. (2014) researchers cross-checked the consistency of design, and layout of the survey across various browsers and electronic devices (desktop computers and laptops) and on different occasions. Similarly, the researchers also checked the questionnaire format and layout by viewing in various smart phones software's (i.e., Android and iOS). Furthermore, the survey was minimized in length at its possibilities due to the significant importance of survey length in internet research than the traditional surveys (Hewson et al., 2003).

The study involved the selection of focal brand in the first part, to utilize as a reference for the items related to independent and dependent variables. The name of the selected brand with respect to each respondent appeared on the questionnaire items in which it is referred to as brand X. In the scenario, appropriate visibility and control of the questionnaire are based on the *server-side scripting* or *client-side scripting* (Hewson and Laurent, 2008). The study followed the server-side scripting, which utilizes various programs to decide what can be sent to the respondent based on his/her likeness or selection. The study displayed focal brand name embedded in each item with respect to respondent's selection.

In order to sustain control over the respondents accessing and submitting the questionnaire, the study utilized the *invitation method*. The invitations were sent to all respondents, including a link to the online survey. The invitation method minimized biases caused by casual visitors, i.e. volunteer effect and frequent user effect (Hewson et al., 2003). The study followed recommendations of Dillman et al. (2014) to exhibit only single question at a time to enhance control over researcher side. Furthermore, the study excluded progress indicator bar at the bottom of the page, as it does not affect the *break off*-quitting the survey before its completion- of respondents (Heerwegh and Loosveldt, 2006).

The study entailed several advantages due to the web-based approach design over the paper and pencil survey. Firstly, the online survey enabled respondents to access and submit data to the designated URL on their convenient time and to get a higher response rate (Assael and Keon, 1982). Secondly, listing brands with their brand logos provided a clear picture of the brand and incited true linked associations and awareness of the brand in consumer minds. More importantly, thirdly, the selected brands were shuffled (rearranged) concerning

each respondent to decrease response bias due to appearance sequence on screen (Dillman et al., 2014). Lastly, the study utilized a specialized and sophisticated online survey website, which displayed one item at a time to each respondent for their answer.

### 3.3.2 Sampling Strategy

Prior studies on IMR proclaimed that the majority population of the internet users are professionals, technologically expert, well-educated and middle-class people (Hewson, 2015). The respondents on the internet are more easily accessible, more willing to participate and provide efficient data, which makes it more lucrative for researchers to consider for data collection (Dillman et al., 2014). However, population over the internet entails certain limitations regarding samples, such as unavailability of a complete list of the population over the internet, multiple emails addresses owned by a single individual, a variety of internet service providers, and confidential information of internet users which might be costly and unethical to acquire.

The issues of accessibility and lack of a complete list make it more unlikely to execute probability sampling procedures in IMR (Bryman, 2015). However, respondents can be selected through probability sampling only in specific organizations which have a complete list of employees with active email addresses (Fricker Jr and Schonlau, 2012). Due to these critical issues, availability of the sampling frame of the general population is most likely to be impossible. Therefore, the researcher can draw a feasible sample by sending invitations to prospective respondents on a mailing list or web page (Hewson and Laurent, 2008). Similarly, the population size and sampling frame are vague, measuring response rate will be chasing a wild goose (Bryman, 2015). Furthermore, the email invitation method achieved the purpose of the *restricted sample (survey)*, which minimized the biases by controlling frequent users over the internet (Fricker, 2008).

The study aimed to draw inferences from customers who can understand and imagine the brands to share their opinions about the brand(s). Furthermore, the essence of study required respondents to understand the questionnaire items and give their true opinions based on their perception of the brand(s) and the brand personality. The direct (measurement) approach of self-congruence was based on strong perception about the brand as well as analytical skills to respond the items. More specifically, the customers not only have a strong familiarity about the brand but should also imagine the brand as a human being and respond to questionnaire items. Based on this assumption, the questionnaire was pretested on a sample of medical sciences master level students from a public-

sector university in Lahore. The feedback from students during the survey and their responses (a major portion of the questionnaire was left blank) confirmed our assumption that a specific pool of people with a background of business studies should only be included in the sample.

The study employed non-probability sampling methods to select the sample due to certain assumptions that the respondent: must understand questionnaire in true sense; studied business or can understand business concepts; high familiarity with pool of brands; proficient user of internet (with internet access); well educated; and more preferably belongs to young or middle age group. The study followed a combination of non-probability sampling methods: judgmental sampling and snowball sampling. The study utilized the criteria mentioned above to select the respondents in the first phase of the judgmental sampling method. Then the respondents were requested to send the email invitation to people who can fulfill the criteria.

The study intended to test the hypotheses through advanced statistical techniques, i.e. structural equation modeling (SEM), which specifically require large size samples. Prior literature set a various threshold for SEM model testing. Seminal work on SEM by Kline (2015) suggested that a normal sample size in management sciences and psychological studies is 200. A traditional rule of thumb exists which specified a 5:1 ratio, between some cases and measured variables (parameters) respectively (Bentler and Chou, 1987; Hair, Black, Babin, Anderson, and Tatham, 2006; Jackson, 2003). Whereas, few studies also accepted small samples of respondents: 50-70 (Muthén and Muthén, 2002); 30 to 450 (Sideridis, Simos, Papanicolaou, and Fletcher, 2014) and minimum 200 (Kline, 2015; Weston and Gore Jr, 2006). The study yielded a total of 271 questionnaires from the respondents which fall above the threshold value suggested by previous studies.

### **3.3.3 Survey Instrument**

The study utilized a professionally advanced and sophisticated website ([www.typeform.com](http://www.typeform.com)) to place the questionnaire on the internet. The instrument was designed in the English language which is also an official language of Pakistan. The survey instrument contained four major portions. The first section consisted of a welcome page, which included a brief description of the survey, assurance of respondent's anonymity and expected completion time in minutes. The second section demonstrated a random list of selected experiential brands along with respective colored brand logos. The third section involved instructions and measures of independent variables, mediating variable, and

dependent variables. Lastly, the fourth section inquires about demographic information of all respondents.

The study instrument followed instruction suggested by Best and Krueger (2008) specifically outlined for IMR. Firstly, the uniformity of data presentation across diverse hardware and software was confirmed to enhance the data quality. The non-uniformity in presentation (inaccessibility to few participants) might create doubts about data quality as well as generalizability of data. Secondly, the instrument achieved a higher level of *usability* - the extent of easiness to use, as it directly affects the response rate of the questionnaire. Thirdly, study assured *security* - inhibit non-sampled or outsiders to access, by sending email invitations to only relevant respondents. Finally, the respondents were ensured about their anonymity and confidentiality in invitations and as well as in welcome message of the instrument.

### **3.3.4 Data Collection**

Before launching the survey to respondents, the researcher edited description statements provided at the start of each variable measures. Then, the researcher with his supervisor and the team formally tested the questionnaire by completing and submitting themselves and corrected errors in description statement and items aroused during the pre-test.

The survey instrument was placed on a unique URL (<https://sheeraz2.typeform.com/to/lhKaGq>) to collect the data from respondents. The selected respondents were invited to participate in the study through email, Skype, and Whats-App invitations. The invitation sent to respondents included: a brief introduction of the purpose of the study; what is expected from them; type of questionnaire; surety of confidentiality and anonymity throughout the process; a link to survey online web page; and a token of thanks for their participation.

Firstly, respondents viewed a welcome page, which briefly outlined: a welcome message; the purpose of the survey, assurance for anonymity and confidentiality of respondents; and expected survey completion time in minutes. The welcome page exhibited a “Take Survey” button at the end of the description outlined above. Secondly, after clicking on the take survey button, respondents were redirected to a new page which demonstrated a random list of selected experiential brands along with respective colored brand logos. The third section involved instructions and measures of all study variables. Lastly, the fourth section inquires about demographic information of all respondents.

The invitation method enhanced the response rate by specifically selecting respondents rather than random users available on the internet (Hewson, 2015). However, few research studies proclaimed a lower response rate in an online survey as compared to paper and pencil surveys (Manfreda et al., 2008; Sheehan, 2001). Therefore, in order to enhance the response rate and attention of respondents, the online survey invitations were sent by addressing the participants with their first name and second name (rather than a generic title; “Dear Participants”) (Heerwegh and Loosveldt, 2006) and sent to only one participant at a time (Dillman et al., 2014). Furthermore, in case of non-response the researcher sent several follow up reminders (Bryman, 2015) and yielded a positive response.

After one week of sending initial invitations for participation in the study, respondents were sent two humble reminder messages with a gap of one week. The reminder messages were aimed to increase response rate and yielded significant positive difference in response after the messages (Saunders et al., 2016). The invitations were sent August and September and October 2017 for participation in the study. The snowball sampling procedure took a little bit more time to get the required data.

### **3.3.5 Common Method Variance and Remedies**

Common method variance has emerged as an ongoing issue of discourse in the organizational literature and as well as key methodological concern for business researchers (Simmering, Fuller, Richardson, Ocal, and Atinc, 2015) and specifically marketing researchers (Malhotra, Schaller, and Patil, 2017; Viswanathan and Kayande, 2012). Podsakoff, MacKenzie, Lee, and Podsakoff (2003, p. 879) defined common method bias as “variance that is attributable to the measurement method rather than to the constructs the measures represent.”

The common method variance may cause substantive difference magnitude and significance about hypothesized relationship due to change in covariation of measures. Numerous possible explanations are ascribed with for the bias in respondents, such as: reporting all questions at one time (Campbell and Fiske, 1959; Doty and Glick, 1998; Feldman and Lynch, 1988), responding as middling (neutral) responses to questions (Krosnick, 1999), responding in socially acceptable manners rather than their true opinion (Baumgartner and Steenkamp, 2001). On the other end, due to item context effect, common method variance still a matter of concern even when data is collected from various sources (Harrison and McLaughlin, 1993).

Consequently, several studies discussed different approaches to counter common method variance in due to its serious concern (Doty and Glick, 1998; Podsakoff, MacKenzie, and Podsakoff, 2012; Williams and McGonagle, 2016). In general, two type of counter remedies are most widely accepted: procedural remedies and statistical remedies. Keeping in view concerns raised by prior work, the study utilized following procedural remedies to minimize the common method bias. The researcher specifically informed all participants in study invitation, and the first welcome page that their personal identity is not required at any stage and anonymity will be assured. Furthermore, the confidentiality of the collected data is ensured and will only be utilized for the study purpose. The data will be analyzed accumulatively, and name or identity will not be disclosed to anyone at any cost. Similarly, the predictor and criterion variables separated through proper instructions for each variable to avoid consistency in the questionnaire. Similarly, the study utilized multiple scales to measure each variable and reversed the items of study variable to reduce common method bias.

### **3.3.6 Measurements**

The study proposed framework comprised of six variables: two independent variables, actual self-congruence, and ideal self-congruence; one mediator variable, brand experience; and two dependent variables, emotional brand attachment, and orientation toward happiness. Overall, the study attempts to test the proposed framework of brand experience based on its antecedents and consequences. The study aimed to investigate mediating role of brand experience between actual self, ideal and emotional brand attachment and orientation toward happiness.

All the variables measures were adapted from prior studies and carry established strong psychometric properties (reliability and validity). Consequently, adaptation of prior study variables offers the prominent advantage of recognized validity and reliability from previous studies (Edwards, Thomas, Rosenfeld, and Booth-Kewley, 1997). Whereas, minor changes in measure items result in psychometric properties (Bradley, 1994). However, designing the items/measures according to research context is a widely recognized practice due to its advantages over standard measures (Van Ruler and Verčič, 2008).

#### **3.3.6.1 Actual Self-congruence**

Consumer prefers those brands which carry a positive consistency between self-concept and a particular brand's personality which usually exists

in the consumer mind. The process of matching self-concept of consumer and brand personality can be referred to as self-congruency (Sirgy, 1982). The interaction of self-concept (combined thoughts about him/herself) and brand personality evokes subjective experience self-congruence in consumers. Self-concept of individual consumers can take two forms: actual self and ideal self. The actual self can be referred to the way an individual processes feelings and thoughts about himself (or how he/she actually sees him/herself). Consequently, the interaction of actual self-concept (or real self) and brand personality can result in actual self-congruence.

The respondents reported their perception of congruence or incongruence between brand personality and actual self-concept on two items adopted from (Sirgy et al., 1997). The instructions asked respondents the extent of agreement on 5 points Likert scale which ranges from 1= “Strongly Disagree” to 5= “Strongly Agree” to tap the variability of responses. The measure of actual self-congruence includes following items: “The personality of brand X is consistent with how I see myself (my actual self)” and “The personality of brand X is a mirror image of me (my actual self).”

Actual self-congruence (which may also be denoted as actual self-congruity) evokes subjective gestalt feelings or perception in consumers rather than the fragmented process of perception (Sirgy et al., 1997). These foundations lay a compelling argument to capture the psychological perception of actual self-congruence through more valid and direct measure rather than traditional indirect methods. Prior research studies measured actual self-congruence through two approaches: indirect (traditional) approach; and direct (new) approach (Sirgy et al., 1997). The indirect (or traditional) approach independently probe brand personality and self-concept independently, and inconsistency between them is measured in numbers. Whereas, direct approach asks respondents to imagine their own self-concept and a particular brand personality, and directly report the extent of congruence between them.

The indirect approach measures actual self-congruence through measuring actual self-concept and brand personality and then finds out the inconsistency. The approach pertains to various limitations and disadvantages such as reliability and validity issues, measuring inconsistency rather than consistency and furnishing already decided images (Brown, Churchill, and Peter, 1993). Consequently, due to various advantages of direct approach (global measure), prior research studies suggested measuring actual self-congruence through direct method (Aguirre-Rodriguez, Bosnjak, and Sirgy, 2012; Sirgy et al., 1997).

The study utilized operationalization of Sirgy et al. (1997) global measure of actual self-congruence in twofold. Firstly, respondents are asked: to think about the perception of brand personality in their mind; and to think about their actual self-concept or what they actually think about their selves. Secondly, keeping in mind the brand personality and actual self-concept, respondents report the global actual self-congruence based on his/her own perception.

In the current study scenario, measurement of actual self-congruence provided following detailed guidelines to respondents. The instructions include: firstly, for instance, imagine if the brand (name of the selected brand) appears in front of you as it is a human being, then what type of personality attributes can be associated with the brand (selected brand name). Afterward, now imagine about yourself, your actual self, what actually you are currently. Later to the imagination, in the second portion, respondents are required to report their perception of the degree of congruence or incongruence between the selected brand personality and their actual self-concept.

### **3.3.6.2 Ideal Self-congruence**

Consumers usually possess two different types of perceptions or feeling about themselves that can be categorized as actual self-concept-as mentioned earlier and ideal self-concept. Ideal self-concept is related to imagination based on dreamed goals or wishes of oneself that he/she aspires to become in life. The comparison of ideal self-concept with brand personality can result in the level of consistency or discrepancy. The level can be referred to as ideal self-congruence, based on the ideal self-concept of individuals.

The measure of ideal self-congruence is adopted from Sirgy et al. (1997) study. The measure asked respondents extent of agreement or disagreement on a five-point Likert scale (1= “Strongly Disagree” to 5= “Strongly Agree”) to measure variance. Actual self-congruence construct consists of following items: “The personality of brand X is consistent with how I would like to be (my ideal self)” and “The personality of brand X is a mirror image of the person I would like to be (my ideal self).

Following actual self-congruence operationalization of Sirgy et al. (1997), the study operationalized the measure of ideal self-congruence in two phases. In the first stage, before moving to answer question items, respondents are asked to imagine the (selected) brand in terms of human personality attributes that can be associated with the particular brand. After that, consider your own ideal self-concept (what ideally you want to become or aspire to look like someone). In the second phase, respondents are instructed that, while

keeping in mind the brand personality and your own ideal self-concept, report the extent of consistency or discrepancy between them directly. The respondent reported a match or mismatch between brand personality and ideal self-concept directly through ideal self-concept items.

### **3.3.6.3 Brand Experience**

From a marketing perspective, ‘experience’ may be referred to as events that happen in response to some stimuli which result due to observation, participation or virtual (online). Postmodern or ‘millennial consumers’ anticipate brands to deliver holistically, and gestalt experiences that engage their senses touch their hearts and excite or intrigues them. Experiences provided by brands are denoted as brand experience and defined as “subjective, internal consumer responses (sensations, feelings, and cognition) 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, p. 53).

The study adopted brand experience measures from Brakus et al. (2009) study. The scale consists of twelve items tapping four dimensions of brand experience: sensory experience, affective experience, intellectual experience and behavioral experience. Whereas, following Nysveen et al. (2013), the study included the fifth dimension of brand experience: relational experience. The dimension is measured by adopting two items provided by Nysveen et al. (2013). The respondents are required to rate their level of agreement or disagreement with the construct items on 7 points Likert scale in which 1= strongly agree and 7= strongly disagree. The sample items include: “This brand makes a strong impression on my visual sense or other senses”; “This brand induces a feelings and sentiments”; “I engage in physical actions and behaviors when I use this brand”; “I engage in a lot of thinking when I encounter this brand”; and “As a customer of ‘Brand’ I feel like I am part of a community”.

Brand experience is measured as a second-order latent variable, and the five facets (dimensions): sensory experience, affective experience, intellectual experience, behavioral experience and relational experience are measured as a first order latent variable through two items for each.

### **3.3.6.4 Emotional Brand Attachment**

Research in marketing and consumer behavior extracted construct from psychology and referred to it as the emotion-laden bond based on a variety of

emotions (such as love, affection connection, and passion) concerning an entity like the brand (Thomson et al., 2005). The bond is based on the human need to develop strong emotional proximal feelings with objects based on several interactions in life.

The construct of emotional brand attachment is measured by adopting a scale from Thomson et al. (2005) study. In various preceding research studies of marketing, the measures exhibited well established psychometric properties (Malär et al., 2011). The respondents were required to rate their feelings toward a particular brand on 5 points rating scale which ranges from 1= “Not at all” and 5= “Very well.” The construct’s measures consist of seven items and sample items include “Friendly,” “Bonded” and “Delighted.”

Thomson et al. (2005) operationalized emotional brand attachment as a reflective construct and a second order factor latent variable. The study measured the latent variable through three first-order dimensions of emotional brand attachment: affection, connection, and passion. Affection, connection, and passion dimensions are measured with two, three and two items respectively. The method enabled in the study to measure emotional brand attachment as a latent variable, as well as, retaining the multifaceted nature of the construct.

### **3.3.6.5 Orientation towards Happiness**

From last decade, the extent of the research studies in psychology focused on means of happiness in human beings and a wave of positive psychology literature emphasized that positive social relationships significantly enhance happiness (well-being) and life satisfaction (Myers, 2000). The pursuit of happiness (or life satisfaction) can be denoted as an orientation toward happiness (Peterson et al., 2005).

The life satisfaction or orientation toward happiness depends upon three slightly different foundations extended from positive psychology and philosophy. Orientation toward happiness is measured through fifteen items adopted from Peterson et al. (2005) study. The measure is based on three dimensions: the life of meaning, the life of pleasure and life of engagement. The scale comprised of six items, six items, and three items for facets of meaning, pleasure, and engagement respectively. In the instructions, respondents are asked to rate following items the extent to which these are applied in your life on a scale of 1 (very much unlike me) to 5 (very much like me). Sample items include “I have a responsibility to make the world a better place,” “I agree with

this statement that “Life is short – eat dessert first” and “Whether at work or I am usually “in a zone” and not conscious of myself.”

Orientation toward happiness construct is operationalized as a second order variable based on first order of three dimensions: the life of meaning, the life of pleasure and engagement. The facets are computed based on their individual (six, six and three) items, and then orientation toward happiness is computed as a latent variable based on three first-order dimensions.

### **3.3.6.6 Control Variables**

The study collected the respondent’s demographic characteristics in to measure and control the study variables from the effect of external variables. The study catered to gender, age, marital status, educational level, economic class, employment status as demographic information. Gender is categorized as male or male and marital status as single or married. Age of the respondents is reported in six categories (of years): 1= “below 20”; 2= “21-25”; 3= “26-30”; 4= “31-35”; 5= “35-40” 6= “above 40”. Educational level is inquired in five levels: 1= “undergraduate”; 2= “graduate”; 3= “masters”; 4= “M.Phil/MS”; 5= “PhD.”. Economic class reported in five classifications: 1= “Lower”; 2= “lower middle”; 3= “middle”; 4= “upper middle”; 5= “upper”. Finally, the employment status of all respondent is asked with two categories: unemployed and employed.

### **3.3.7 Analysis Strategy**

The collected data through online needed to be initially screened out for possible human errors, incomplete data or missing values, unengaged responses and outliers. The data mining and cleaning process enabled researchers to run the basic and advanced level analysis. Subsequent to data screening, demographics of respondents were analyzed to find out information about the characteristics of individuals. Then the data was analyzed to find out initial factor structure and confirmed it through confirmatory factor analysis.

Before testing the hypothesis, the common method variance in the data set was checked to enhance confidence over the data. After confirmation of variables, the analysis involved psychometric properties, group comparisons, descriptive analysis, bivariate correlations and structural equation modeling to test the hypotheses. In addition to this, the indirect hypotheses involved bootstrapping techniques to test the mediation.

## **3.4 STUDY III – EXPERIMENT 1**

The association between independent variables and dependent variables can be explained by investigating cause and effect relationship. The aim of the study compelled to assess the causal link through more robust and trustworthy method, i.e. causal research designs. Whereas, prior research considered cross-sectional survey designs as limited to exhibit true causal effects (Bryman, 2015). Similarly, the study aimed to test the predictive hypotheses among variables, which require an experimental strategy to investigate the causal link (Creswell, 2013). Experiments are most putative and acknowledged causal research designs to investigate the cause and effect relationships between various variables. Experiments are the gold standard and owe strong confidence (Zikmund, Babin, Carr, and Griffin, 2013) to measure the variation in the dependent variable is caused by the independent variable (Hakim, 2000).

More specifically, the relationship of antecedents and consequences of brand experience required the study to consider brand experience as a mediator and test direct and indirect relationships. The research designs investigating causal paths other than experimental studies (i.e., survey) entail doubtful results due to the inability of design in true sense (Decoster, Camps, Stouten, Vandevyvere, and Tripp, 2014; Rosopa and Stone-Romero, 2004). The basic assumption behind the recommendation of the experimental study is to develop a causal sequential chain to investigate the causal inferences among variables of study (Spencer, Zanna, and Fong, 2005). Therefore, the majority of previous research papers urged to test causal paths of a mediator through experimental

designs and due to its proven efficacy in causal research (MacKinnon, 2008; Pirlott and MacKinnon, 2016; Stone-Romero and Rosopa, 2011; West and Aiken, 1997). Similarly, prior research studies in marketing and branding research widely opted for experiments (Brakus et al., 2014; Grohmann, 2009; Park and John, 2010) because of efficacy that they yield true explanatory (causal) link between the independent variable and dependent variable.

### 3.4.1 Experimental Design

The experiments range from *simple experiments*-aimed to establish an association of two study variables- to *complex experiments*-aimed to get a comparison of two or more independent variables and measure the effect size (Saunders et al., 2016). The traditional experiments consist of an *experimental group (treatment group)*- a group which receives manipulation or planned intervention and *control group*- a group without any interference or manipulation in the experiment (Sekaran and Bougie, 2016).

The experiment focused on investigating the relationship between self-congruence (actual self-congruence, ideal self-congruence) and brand experience of customers. A varied form of *post-tests only with experimental and control groups* - experimental and control groups post-tests scores are observed to assess manipulation of the independent variable on the dependent variable – was adopted. The experiment utilized a *between-subject design*- involves different subjects for each (control and experimental/treatment) group to measure the association between independent variables and dependent variables (Saunders et al., 2016). The *test units* - subjects/participants from whose reactions against levels of the independent variable, are noted- of the study were individual customers that reported their responses against dependent variables of the study (Zikmund et al., 2013).

The study conducted a *laboratory experiment*- executed in a restrained artificial or contrived environment (i.e., classroom)- to enhance the control over *confounding variables*- external variables that might influence the relationship- as compared to *field experiments*- done in the field or natural setting (i.e. customer markets) (Sekaran and Bougie, 2016). The overall design of the experimental study followed a *true experiment design*- subjects assigned to treatments through randomization process (Zikmund et al., 2013), or it can be referred to as *randomized control trial* (Bryman, 2015). The participants were randomly selected for the experimental group and control group to reduce the selection bias in the research process.

Furthermore, in order to investigate the mediating relationship, the study followed *two randomized experiment design*- in first experiment, randomly assign test units to levels of independent variable; and in the second experiment, randomly assign test units to levels of mediator variable (Stone-Romero and Rosopa, 2011). The first experiment (study III) was aimed to fulfill conditions of first part of design and participants are assigned to levels of manipulated independent variables. The self-congruence was manipulated by following the procedure of (Graeff, 1996) and researcher randomly divided participants to self-image advertisement group (experimental group) and product quality advertisement group (control group). The participants were randomly assigned to product quality ad group and self-image ad group. The overall design of the experiment can be depicted as follows:

R	X <sub>E</sub>	M <sub>obs</sub>
R	X <sub>C</sub>	M <sub>obs</sub>

where R=Random assignment of participants to the group; X<sub>E</sub>= treatment of independent variable in experimental group; X<sub>C</sub>= treatment of independent variable in control group; M<sub>obs</sub>= observation of mediating variable.

The lab experiment owes to a high level of *internal validity*- the extent of confidence that change in a dependent variable can be truly ascribed to levels of the independent variable. Similarly, the internal validity can be attributed to *manipulation of independent variable*- introducing planned intervention(s) or different levels of the independent variable to measure variation in the dependent variable (Creswell, 2013; Sekaran and Bougie, 2016). Furthermore, the *two-randomized experimental strategy* exhibits the strongest level of internal validity in testing mediation (Rosopa and Stone-Romero, 2004; Stone-Romero and Rosopa, 2011).

### 3.4.2 The Participants

The participants in the experiment were students at a large public-sector university taken as test units. The participants were master level (18 years of education) students, studying business and management degrees. The study selected student sample as the sample was based on a naturally devised group of participants (i.e., classroom), as per requirement of experiments to maintain the confounding variables constant (Creswell, 2013).

The participants in the study were randomly assigned to the control group and experimental group. All the students were equally distributed into control and experimental group one by one. The randomization strategy decreased

biases effect and increased confidence that changes in the dependent variable were attributed to the independent variable (Keppel, 1991). From a total 104 students class, 52 students were allocated to each group.

### **3.4.3 Stimuli Development**

The experiment necessitated two different types of advertising stimuli to examine the association of self-congruence (actual self-congruence and ideal self-congruence) and brand experience. The advertisement was aimed to incite thoughts of individuals about their self-image or functional quality of product/brand. Both advertisements were mutually exhaustive and asked participants to think only about their self-image or product quality.

One group of participants read the advertisement of “self-image advertisement,” which incited subjects to think about their self-image while thinking about the brand. The advertisement asked participants to think about their own self-image while thinking about the brand experience, emotional brand attachment and orientation toward happiness. The self-image advertisement specifically claimed that: *“The next time you buy a smart watch, think about who you are. Think about your own personality. Think about your own self-image. Think about Samsung Gear S, the right smart watch for who you are, your own personality, and your own self-image”*.

The second group of participants reads the advertisement of “product quality advertisement” which directed them to think about the product quality and features of the brand. Similar to self-image group, the advertisement asked participants to think about product quality or product features while thinking about the brand experience, emotional brand attachment and orientation toward happiness. The product quality advertisement specifically claimed that: *“The next time you buy a smart watch, think about the quality of the smart watch. Think about the features of the smart watch. Think about the camera and GPS connectivity. Think about Samsung Gear S, the right smart watch with the right: quality, high definition camera, and GPS connectivity”*.

### **3.4.4 Procedures**

The researcher approached the class and provided a brief masked introduction about an experiment to avoid biases of respondents before the experiment. The coordinator described that the study is designed to investigate their daily life activities and their feeling and relationships with brands. After the introduction of the study, the researcher verbally requested the consent of

subjects to take part in the study, or they can leave the class in case of a conflict of interest. The students are told, in the case of participation in the study, they will get extra benefit in terms of grading, so all the students remained in the class and responded to the questionnaire.

Before responding to the questionnaire, the subjects were assured about the anonymity, and that they will not be identified by the responses and questionnaires. The researcher distributed a questionnaire booklet to participants. The participants either received a booklet of image congruence group and or a functional group, one by one by following the process of randomization. The researcher instructed to read the stimulus ad (print advertisement) provided on the first page of the booklet and then while keeping in mind the ad, answer to subsequent questions.

### **3.4.5 Measurements**

The participants read the print advertisement and then respondents to all measures of the study. The experiment aimed to assess the causal link between actual self-congruence, ideal self-congruence, and brand experience. Therefore, the subsequent measures consisted of all items regarding these variables.

#### **3.4.5.1 Variables**

The study manipulated self-congruence of participants by providing the advertisement and asked them to keep in mind the stimulus and respond to measures of brand experience. The booklet contained measures of actual self-congruence, ideal self-congruence and brand experience as a dependent variable. Sirgy et al. (1997) measures were adopted for the variables of Actual self-congruence and ideal self-congruence. The brand experience measures are adopted from Brakus et al. (2009) and Nysveen et al. (2013) study as mentioned in measures of survey section.

#### **3.4.5.2 Manipulation Check**

The study utilized manipulation check items to find out what type of thoughts participants developed while reading the self-image advertisement and product quality advertisement. The study adopted manipulation items outlined by Graeff (1996) to determine the thoughts aroused in reading both the advertisements.

Manipulation check items for self-image advertisement included: “How Samsung smart watch fit with your personality (self-image)”; “How Samsung smart watch could let you express your personality (self-image)”; “How Samsung smart watch could help you define or create a new personality (self-image) for yourself.” Manipulation check items for product quality advertisement included: “Important attributes or features of the Samsung smart watch”; “Important physical characteristics of Samsung smart watch”; “The quality of the Samsung smart watch.” Following Graeff (1996), the study further included product use items in manipulation check item to analyze thoughts based on both advertisements about product usage. Manipulation check items for product use include: wearing Samsung smart watch; engaging in daily life activities while wearing Samsung smart watch; the benefits or consequences of wearing Samsung smart watch. The participants rated the items based on what they thought while reading the advertisement on a scale of 1= not at all and 5= very well.

### **3.4.6 Analysis Strategy**

The data yielded through study-III involved different data analysis techniques. Firstly, demographics characteristics were analyzed to find out personal information about the sample. Secondly, manipulation check items were analyzed to dig out the difference between self-image and functional advertisements. Thirdly, subsequent to this preliminary investigation, hypotheses testing involved investigating of mean differences for direct hypotheses. Whereas, indirect or mediational hypotheses were analyzed by running the bootstrapping technique in process macro.

## **3.5 STUDY IV – EXPERIMENT 2**

The experiment 2 was aimed to test the second part of *two randomized experiment* strategy with respect to test the intervening role of brand experience between two independent variables (actual self-congruence and ideal self-congruence) and two dependent variables (which are emotional brand attachment and orientation toward happiness).

### **3.5.1 Experimental Design**

The experiment followed similar design elements like the first experiment and followed: *a lab experiment*; individuals as *test units*; *post-tests only with experimental and control groups*; *true experiment design* or *randomized control*

trial; and with *between-subject design*. The experiment consisted of *complex experiment design* and with one control group and five *experimental groups*. The five experimental groups were designed according to five levels of mediator variable to assess its impact on the dependent variables. The experiment manipulated brand experience into five types of brand experiences and measured its impact on dependent variables: emotional brand attachment and orientation toward happiness.

Similarly, the following *two randomized experiment design*, the experiment randomly assign test units to five levels of mediator variable (brand experience) along with a control group (Stone-Romero and Rosopa, 2011). The experiment aimed to fulfill conditions of second part of design and participants were randomly assigned to levels of manipulated mediator variable and control condition. The overall design of the experiment can be depicted as follows:

R	M <sub>man1</sub>	Y <sub>obs1</sub>
R	M <sub>man2</sub>	Y <sub>obs2</sub>
R	M <sub>man3</sub>	Y <sub>obs3</sub>
R	M <sub>man4</sub>	Y <sub>obs4</sub>
R	M <sub>man5</sub>	Y <sub>obs5</sub>
R	M <sub>manC</sub>	Y <sub>obs6</sub>

where R=Random assignment of participants to each group; M<sub>man1-5</sub> = manipulated mediator in experimental group 1-5; M<sub>manC</sub> = manipulated mediator in control group; Y<sub>obs1-6</sub> = observation of dependent variable with respect to each group.

### 3.5.2 The Participants

The test units of the study were taken from a large public-sector university, and participants of the experiment are students of master level class (studying MS/M.Phil or 18 years of education). Similar to experiment 1, students were selected to participate in the experiment. The students were randomly assigned to five experimental conditions and one control condition one by one. The five experimental groups and one control group contained 16-17 students as participants of the study. A total of 99 participants were randomly allocated to the six groups, i.e. sensory ad, affective ad, intellectual ad, behavioral ad, relational ad, and functional ad group.

### 3.5.3 Stimuli Development

The experiment aimed to generate six diverse types of advertisement stimuli to investigate the effect of brand experience on emotional brand attachment and orientation toward happiness. In order to develop sensory, affective, behavioral, intellectual, relational and functional stimuli the study followed Brakus et al. (2014) procedures for stimuli development. The researcher systematically manipulated advertising claims for each advertisement stimuli.

The manipulated advertisement claims included that the Samsung Gear S2: stylish and elegant, sleek design, vivid touchscreen and clear natural sound (for sensory advertisement stimuli); energizing your mood, refreshed and inspired, liveliness in your life, fun, and happiness (for affective advertisement stimuli); incite imagination, stimulate thinking, evoke curiosity and challenge your thinking (for intellectual advertisement stimuli); inspires to work out, engages actions, involves physically, incites to do activities (for behavioral advertisement stimuli); smarter community, exclusive family, part of sophistication and feel accompanied (for relational advertisement stimuli); touch screen, GPS connectivity, HD camera and video calling (for functional advertisement stimuli).

### **3.5.4 Procedures**

The researcher conducted the experiment in classroom environment and followed similar procedures as in experiment 1. The students were randomly distributed one by one into six groups: five experimental groups and one control group. The five groups include: sensory; affective; intellectual; behavioral; and relational. All the groups were exposed to a stimulus print advertisement for Samsung Gear S, and participants were only exposed to a single advertisement attached in their booklet. Participants were instructed to rate their feeling after viewing the print advertisement of Samsung brand.

### **3.5.5 Measurement**

The experiment aimed to assess the effect of levels of manipulated mediator variable (brand experience) on dependent variables. Therefore, along with print advertisement, the question booklet contained measures of dependent variables and manipulation check items.

#### **3.5.5.1 Variables**

The question booklet contained measures of actual self-congruence, ideal self-congruence, brand experience, emotional brand attachment and orientation toward happiness. The measures of actual self-congruence and ideal self-congruence were adapted from Sirgy et al. (1997). Brand experience, emotional brand attachment, orientation toward happiness were measured through scale adapted from Brakus et al. (2009), Nysveen et al. (2013), Thomson et al. (2005), and Peterson et al. (2005) respectively. The operationalization of scale and measurement scale is similar to survey scales and items.

### **3.5.5.2 Manipulation Check**

The print ad stimuli aimed to evoke six different types of experiences (sensory experience, affective experience, intellectual experience, behavioral experience, relational experience and functional experience) in consumers with respect to each group. In order to check the feelings aroused while viewing the ad, the experiment utilized manipulation check items.

The manipulation check items for sensory experience included: “This print ad has sensory appeal”; “This print ad engages my senses”; and “This print ad is focused on sensory appeal.” The affective advertisement group includes manipulation check items: “This print ad appeals to feelings”; “This print ad is affective”; and “This print ad is emotional.” Similarly, the intellectual advertisement group includes: “The print ad challenges my way of thinking”; “The print ad engages me in a lot of thinking”; and “The print ad stimulates my curiosity and problem-solving.”

In order to confirm feelings of the behavioral experimental group the manipulation check items included: “The print ad incites me for physical actions and behavior”; “The print ad involves any action”; and “The print ad provokes bodily experiences.” The experimental group relational group includes: “The print ad makes me feel to think as a part of Samsung’s community”; “The print ad makes me feel like part of Samsung’s family”; and “The print ad makes me feel as alone” as a manipulation check items. Similarly, the control group, the functional group contains following manipulation check items: “This print ad presents the features of the product”; “This print ad shows how the product works”; and “This print ad presents the functions the product has.” The participants rated their agreement with all manipulation check items based on what they thought while viewing the advertisement on a scale of 1=strongly disagree to 7=strongly agree.

### **3.5.6 Analysis Strategy**

The data yielded through study-IV involved similar data analysis techniques to Study III. Firstly, demographics characteristics were analyzed to find out personal information about the sample. Secondly, manipulation check items were analyzed to dig out the difference between self-image and functional advertisements. Thirdly, subsequent to this preliminary investigation, hypotheses testing involved investigating of mean differences for direct hypotheses. Whereas, indirect or mediational hypotheses were analyzed by running the bootstrapping technique in process macro. The data collected through descriptive study, online survey and experiments involve data analysis to find out the results of the study.

### **3.6 SUMMARY**

The chapter outlined the overall design of the study including the nature of the study, philosophical foundations, type of research study and study methods for data collection. The methodology focused on three types of research studies a) descriptive study, b) online survey, c) experiment 1 and d) experiment 2. Firstly, the study-I explained the characteristics of the experiential brand and then the selection procedures. Secondly, the study-II discussed the internet-mediated design, sampling design, instrument, and operationalization. Thirdly, the study-III investigated the causal linkage between independent variables and mediating variables. Fourthly, the study-IV assessed the causal linkage between mediating variable and dependent variables. The discussion focused on experimental designs, participants, procedures, and measures used in the study. In the end, the chapter provided an analysis strategy for upcoming data analysis chapter.

# **CHAPTER 4**

## **DATA ANALYSIS AND RESULTS**

This chapter consists of five major sections. The first section dealt with study-I and identified focal experiential brands in Pakistan. The second section hinges on study-II (online survey) and involves data screening; exploring factors; development of measurement model; confirming psychometric properties; and finally, running structural regression model in order to test the hypotheses. The third and fourth sections involve study-III and study IV and deliberate manipulation check and testing of the direct and indirect hypotheses respectively. The final section presents a summary of all hypotheses based on respective studies.

### **4.1 STUDY I – SELECTION OF EXPERIENTIAL BRANDS**

#### **4.1.1 Sample Characteristics**

The selection of experiential brands study involved students enrolled in the master level class (16 years of education). A total of 41 business administration students were selected from a public-sector university and a private-sector university located in the urban city of Lahore. The respondents were invited in a class environment, and a brief explanation of relevant basic concepts (i.e., products vs. brands, experiential vs. functional brands) and their differences was provided through power point presentation slides.

The sample's gender in the selection of experiential brands study is dominantly constituted of male respondents, i.e. 75%. The employment status of the majority of the respondents, i.e. 61% is full-time students and rest are working in a part-time or full-time job. Overall, the age of major share, i.e. 70% of the sample falls in 18-25 years' category, followed by 26-30 years category, i.e. 27%. The majority of the sample economic class is middle-class family, i.e. 73% and rest are from upper middle economic class.

#### **4.1.2 The Selected Focal Brands**

The respondents mentioned 25 brands in experiential brands category. The selection criterion of experiential brands was based on the frequency of the brands. The brands which yielded high frequency in the experiential category

were considered for selection and brands with low frequency were eliminated. In this process, the criterion for a minimum frequency of the brands was set at 05. Therefore, 12 brands were eliminated due to frequency less than five. Additionally, one more filter was applied, that foreign brands must have extensive operations or availability of product (services) in the Pakistani market. Therefore, 04 variables (i.e., Starbucks, Disney) were further removed from the list. Finally, the researcher yielded 09 experiential brands with the frequency ranged from 10 to 05. The selected experiential brands are *Samsung, Sensodyne, Mountain Dew, Adidas, Coca-Cola, Bahria Town, Sting, Apple, and Daewoo*.

Furthermore, for the identification of functional brands, the respondents were also required to mention brands which carried a positioning of strong functional brands. The purpose to probe about functional brands was to get more accurate brand's categorization, as the direct comparison of experiential and functional brands would result in higher accuracy. The respondents of the study reported 53 brands in the functional brand category. The researcher set a frequency criterion of at least 03 for functional brands. Finally, the researcher yielded ten functional brands with the frequency ranges from 08 to 03. The functional brands include *Toyota, Lifebuoy Soap, Dettol, Suzuki Motors, Bata, Black & Decker, Nokia, Safeguard Soap, Qarshi Drinks and National Foods*.

## **4.2 STUDY II – ONLINE SURVEY**

The brands selected in the selection of experiential brands study engendered list of nine strong experiential brands which were used in online survey data collection.

### **4.2.1 Preliminary Data Screening and Cleaning**

The completion of the data collection process started data screening process to clean and prepare the data for final data analysis. In (online) survey research, getting primary data, completed in all respect is certainly impossible nowadays (McNeish, 2016). The entered data need to be checked for illogical issues and inconsistencies that might arise problems in further steps (Brown and Kros, 2003). The cleaning and checking process is an essential process (Sekaran and Bougie, 2016) due to expected concerns in raw data such as missing data (omissions), unengaged responses, outliers (univariate and multivariate), and normality of the data.

Missing values might occur due to some reasons such as respondent might lack understanding for certain item; lack of willingness to respond a particular

item; unable to develop an opinion regarding any item; and overlooked an item while responding to the questionnaire (Saunders et al., 2016). In case, a major portion of the questionnaire left incomplete (i.e. 25%) then the case should be excluded from the dataset and for further analysis (Sekaran and Bougie, 2016). The study followed more strict criteria; any respondent reported missing data more than 10% were eliminated from the dataset (Hair, Black, Babin, and Anderson, 2010). Following the criterion, row-wise deletion process removed 09 cases from the dataset. Furthermore, the cases with missing data less than 10% involved imputation of missing values. Numerous research studies outlined different techniques such as likelihood-based inference (Kenward and Molenberghs, 1998), estimating means and covariates (Graham, Hofer, Donaldson, MacKinnon, and Schafer, 1997). The missing data of cases less than threshold percentage were imputed based on mean value.

Some of the respondents reported consistent (similar) responses against each question throughout the questionnaire which can be termed as *unengaged responses*. In order to check such unengaged responses, the standard deviation for each case was measured in excel datasheet. A total of 05 cases with a standard deviation of equal to or less than .40 were identified and removed as unengaged responses.

Data screening further involved checking *outlier*- a response with an enormous difference from similar responses in the dataset. Due to the large difference from normal set of observations, outliers usually manipulate the true results. Outliers can be categorized as univariate outliers and multivariate outliers. Univariate outliers can be a case having large value in one variable concerning other variables, and they hardly exist in data. The dataset of the study was duly checked and found no univariate outliers. Whereas, multivariate outliers can be described as cases which carry substantially higher value for multiple variables in the dataset. In the study, we were more concerned about multivariate outliers, as they would have a great deal of influence over the results. Most common method to find out multivariate outliers is computing *Mahalanobis D<sup>2</sup>*- which quantifies difference of a case from distribution's centroid, and it is also denoted as multidimensional mean (Penny, 1996). Since our all variables of the study were metric (or ratio variables). Therefore, Mahalanobis D<sup>2</sup> was computed to identify outliers in the dataset. In total, 08 cases were identified and removed before proceeding for further analysis.

The dataset was also checked for data normality. Data normality was checked through non-parametric one sample Kolmogorov-Smirnov Test. The Kolmogorov-Smirnov Test yielded insignificant *p*-value (two *p*>0.05) for all the study variables, which confirmed that the data distribution of the dataset is similar to a normal distribution.

## 4.2.2 Respondent's Demographics and Cross Tabulations

The section provides a brief description of cross-tabulations based on various respondent's characteristics (i.e., age, marital and employment status, educational level and economic class) and brands (selection of brands, product categories) with respect to gender of respondents.

The Table 4.1 exhibits cross-tabulation of age by gender. It is evident that 26-30 years' age category entailed the majority of the sample, i.e. 46%. The addition of consumers less than 25 years' age category, turns it into 74%. It shows that a major portion of the sample falls in the young age category. Furthermore, the females constituted a higher share of the sample and outnumbered males.

**Table 4.1**  
**Respondent's Age by Gender**

Variable	Category	Gender				Total	
		Female		Male		Freq	%
		Freq	%	Freq	%		
Age	21-25	48	31.8	22	22.4	70	28.1
	26-30	81	53.6	35	35.7	116	46.6
	31-35	14	9.3	24	24.5	38	15.3
	36-40	6	4.0	12	12.2	18	7.2
	Above 40	2	1.3	5	5.1	7	2.8
<b>Total</b>		<b>151</b>	<b>100</b>	<b>98</b>	<b>100</b>	<b>249</b>	<b>100</b>

Table 4.2 exhibits cross-tabulation results of marital status and employment status with respect to gender. It is evident from that unmarried respondents constituted major share, i.e. 56% of the sample. The percentage of unmarried status of respondents is justified with respect to the culture of Pakistan. Furthermore, the employment status exhibits that employed respondents outnumbered the unemployed respondents. More interestingly, males were considerably more employed, i.e. 82% as compared to females 54%. The higher ratio of male employment is consistent with the culture of Pakistan which considers males as responsible for family expenses.

**Table 4.2**  
**Respondent's Marital and Employment Status by Gender**

Variable	Category	Gender		Total
		Female	Male	

		<b>Freq</b>	<b>%</b>	<b>Freq</b>	<b>%</b>	<b>Freq</b>	<b>%</b>
Marital Status	Married	61	40.4	48	49.0	109	43.8
	Single	90	59.6	50	51.0	140	56.2
<b>Total</b>		<b>151</b>	<b>100</b>	<b>98</b>	<b>100</b>	<b>249</b>	<b>100</b>
Employment Status	Unemployed	69	45.7	17	17.3	86	34.5
	Employed	82	54.3	81	82.7	163	65.5
<b>Total</b>		<b>151</b>	<b>100</b>	<b>98</b>	<b>100</b>	<b>249</b>	<b>100</b>

The cross-tabulations results of educational level and gender of the respondents are presented in Table 4.3. The consumers educational level ranges from graduation level to Ph.D. The M.Phil (or 18 years) education category contribute the highest share, i.e. 68% of the respondents. It justifies that our sample majority is highly educated and able to understand the questionnaire in the English language as well. Similarly, M.Phil education category was highest in female respondents, i.e. 81% followed by male respondents, i.e. 48%.

**Table 4.3**  
**Respondent's Educational Level by Gender**

Variable	Category	Gender				Total	
		Female		Male		Freq	%
		Freq	%	Freq	%		
Education	Graduate	4	2.6	15	15.3	19	7.6
	Masters	16	10.6	29	29.6	45	18.1
	M.Phil	123	81.5	47	48.0	170	68.3
	PhD.	8	5.3	7	7.1	15	6.0
<b>Total</b>		<b>151</b>	<b>100</b>	<b>98</b>	<b>100</b>	<b>249</b>	<b>100</b>

The Table 4.4 shows cross-tabulations respondents' economic class with respect to gender. The respondent's economic class is mostly related with income level and may affect their preferences toward brands. It can be observed that the middle class has majority share i.e., 54%, followed by upper middle class, i.e. 36%. Furthermore, 50% female respondents belonged to upper middle class followed by middle class, i.e. 45%.

**Table 4.4**  
**Respondent's Economic Class by Gender**

Variable	Category	Gender				Total	
		Female		Male			
		Freq	%	Freq	%	Freq	%
Economic Class	Lower Middle	1	0.7	16	16.3	17	6.8
	Middle	69	45.7	65	66.3	134	53.8
	Upper Middle	75	49.7	16	16.3	91	36.5
	Upper	6	4.0	1	1.0	7	2.8
<b>Total</b>		<b>151</b>	<b>100</b>	<b>98</b>	<b>100</b>	<b>249</b>	<b>100</b>

The Table 4.5 exhibits that overall, the majority of the respondents, i.e. 33% selected Coca-Cola brand. The selection of Coca-Cola brand portrays high share of mind in both male and female consumers. Samsung and Apple brands were selected by 25% and 20% consumers respectively. Overall, 78% of respondents selected the Coca-Cola, Samsung, and Apple brands and rest of them picked Daewoo, Mountain Dew and other brands. Furthermore, females' preference was higher for Samsung brand, i.e. 28% and Apple brand, i.e. 24% as compared to males.

**Table 4.5**  
**Brand's Selection by Respondent's Gender**

Variable	Category	Gender				Total	
		Female		Male			
		Freq	%	Freq	%	Freq	%
Brand	Apple	36	23.8	14	14.3	50	20.1
	Coca Cola	51	33.8	32	32.7	83	33.3
	Daewoo Express	14	9.3	6	6.1	20	8.0
	Mountain Dew	5	3.3	7	7.1	12	4.8
	Samsung	35	23.2	27	27.6	62	24.9
	Others (4)	10	6.6	12	12.2	22	8.8
<b>Total</b>		<b>151</b>	<b>100</b>	<b>98</b>	<b>100</b>	<b>249</b>	<b>100</b>

The Table 4.6 exhibits cross-tabulations of product categories and gender of consumer electronics and soft drinks. Overall, soft drinks and consumer electronics product categories were selected by 45% and 39% respondents. Furthermore, male respondents, i.e. 43% preferred consumer electronics as compared to females. Whereas, female respondents, i.e. 47% more preferred soft drinks category as compared to male respondents. It shows that female respondents have more awareness about soft drinks as compared to any other product category.

**Table 4.6**  
**Product Categories by Respondent's Gender**

Variable	Category	Gender				Total	
		Female		Male			
		Freq	%	Freq	%	Freq	%
Product Category	Consumer Electronics	56	37.1	42	42.9	98	39.4
	Soft Drinks	71	47.0	41	41.8	112	45.0
	Others (i.e. Footwear)	24	15.9	15	15.3	39	15.7
<b>Total</b>		<b>151</b>	<b>100</b>	<b>98</b>	<b>100</b>	<b>249</b>	<b>100</b>

### 4.2.3 Factor Analysis

Factor analysis is an interdependence and data reduction technique utilized to minimize the number of factors from a variety of measured variables (Zikmund et al., 2013). In order to examine the relationship between observed and latent variables, factor analysis is a requisite element of Structural Equation Modelling (SEM) technique (Brown, 2006). Factor analysis is comprised of two major types: exploratory factor analysis and confirmatory factor analysis.

#### 4.2.3.1 Exploratory Factor Analysis

Exploratory factor analysis (EFA) is employed to identify a most suitable number of factors based on appropriate measured indicators (Kline, 2015). EFA prespecifies all required features based on theory and data for subsequent analysis. For instance, EFA can be applied to refine and purify the data and yield a better measurement model before going for confirmatory factor analysis in SEM (Brown, 2006). EFA followed Promax (oblique) rotation as the factors identified for each variable (i.e., brand experience, emotional brand attachment and orientation toward happiness) were correlated with other. Whereas, EFA followed Varimax (orthogonal) rotation as the factors identified among variables (i.e., actual self-congruence, ideal self-congruence and brand experience) were uncorrelated with other. Furthermore, EFA utilized Principal Component Analysis (PCA) as a factoring method to extract the maximum variance of the variables (Brown, 2006).

EFA based on PCA along with Promax rotation of actual self-congruence and ideal self-congruence was conducted on two items of actual self-congruence and ideal self-congruence. The EFA (two factors constrained) of the variables extracted expected factor structure and yielded factor loading of ASC1= .921

and ASC2= .921, and ISC1= .933 and ISC2=.933 for actual self-congruence and ideal self-congruence respectively.

**Table 4.7**  
**Exploratory Factor Analysis: Brand Experience Dimensions**

Dimension	Item	Factor				
		1	2	3	4	5
Sensory	I find this brand interesting in a sensory way	<b>.919</b>	-.140	.021	.077	.014
	This brand makes a strong impression on my visual sense or other senses	<b>.863</b>	.102	-.052	-.051	.037
Affective	This brand is an emotional brand	-.154	<b>.964</b>	-.072	.038	.028
	This brand induces a feelings and sentiments	.272	<b>.677</b>	.114	-.030	-.053
Intellectual	This brand makes me think	.037	-.047	<b>.952</b>	-.041	-.078
	I engage in a lot of thinking when I encounter this brand	-.082	.042	<b>.750</b>	.053	.102
Behavioral	This brand results in bodily experiences	.085	.008	-.074	<b>.931</b>	-.073
	I engage in physical actions and behaviors when I use this brand	-.071	.020	.096	<b>.782</b>	.083
Relational	As customer of the 'brand,' I feel like I am part of a community	.004	-.008	-.043	.000	<b>.981</b>
	I feel like I am part of the 'brand' family	.050	.009	.042	-.014	<b>.912</b>

Principal Component Analysis with Promax Rotation

EFA with PCA and Promax rotation (five factors constrained) was applied to 15 items of brand experience, consisted of three items for each dimension of the construct. However, five items were removed due to low factor loading with respect to their factors. The bold items depict factor loading of the items on their respective dimension (sensory, affective, intellectual, behavioral and relational experience). It is evident from the Table 4.7 that a clear five-factor structure emerged and most of the factor loadings are in good range. Finally, the

EFA yielded ten items to be considered for final analysis with highest factor loading ranges from .981 to .677.

**Table 4.8**  
**Exploratory Factor Analysis: Emotional Brand Attachment**  
**Dimensions**

Dimension	Item	Factor		
		1	2	3
Affection	Peaceful	<b>1.007</b>	-.121	.004
	Friendly	<b>.646</b>	.307	-.014
Connection	Bonded	-.130	<b>1.009</b>	-.019
	Attached	.047	<b>.806</b>	.093
	Connected	.160	<b>.768</b>	.022
Passion	Delight	.128	-.067	<b>.888</b>
	Passion	-.120	.120	<b>.885</b>

Principal Component Analysis with Promax Rotation

Table 4.8 exhibits results of EFA for emotional brand attachment, conducted through PCA and Promax rotation (three factors constrained). Initially, the EFA included ten items for emotional brand attachment, comprising three dimensions: affection, connection, and passion. However, the study eliminated one item of affection and two items of passion due to low factor loadings on their respective factors. Subsequently, the EFA yielded a clear three-factor structure of affection, connection, and passion including two, three and two items respectively. The factor loadings range from 1.009 to .646 and fall in good to excellent range. In EFA when factors are correlated with each other, then the factor loadings can be higher than 1 (Jöreskog, 1999).

Table 4.9 exhibited EFA (with PCA, Promax rotation and three factors constrained) results of orientation toward happiness and extracted three-factor structure, which is consistent with the prior literature and expectations of the researchers. Orientation toward happiness construct comprised of three dimensions: meaning of life, the meaning of pleasure and meaning of engagement. Therefore, EFA included eighteen items initially, by considering six items for each dimension. However, three items of the meaning of engagement were eliminated due to weak factor loadings, and the remaining fifteen items of the construct were considered for further analysis. All the items yielded factor loadings among .863 to .614 on their respective dimensions.

**Table 4.9**  
**Exploratory Factor Analysis: Orientation toward Happiness Dimensions**

Dimension	Item	Factor		
		1	2	3
Meaning	I have a responsibility to make the world a better place	<b>.834</b>	-.013	-.039
	In choosing what to do, I always take into account whether it will benefit other people	<b>.832</b>	-.047	-.215
	What I do matters to society	<b>.692</b>	.098	-.013
	I have spent a lot of time thinking about what life means and how I fit into its big picture	<b>.669</b>	-.022	.122
	My life has a lasting meaning	<b>.627</b>	-.004	.134
	My life serves a higher purpose	<b>.614</b>	-.055	.077
Pleasure	For me, the good life is the pleasurable life	-.135	<b>.863</b>	.020
	I agree with this statement: "Life is short – eat dessert first."	-.178	<b>.802</b>	-.050
	In choosing what to do, I always take into account whether it will be pleasurable	.162	<b>.767</b>	-.095
	I love to do things that excite my senses	.006	<b>.724</b>	.095
	I go out of my way to feel euphoric	.032	<b>.683</b>	.076
	Life is too short to postpone the pleasures it can provide	.196	<b>.651</b>	-.034
Engagement	I am always very absorbed in what I do	.072	-.028	<b>.812</b>
	Whether at work or play, I am usually "in a zone" and not conscious of myself	-.154	.001	<b>.763</b>
	In choosing what to do, I always take into account whether I can lose myself in it	.135	.041	<b>.704</b>

Principal Component Analysis with Promax Rotation

**Table 4.10**  
**Exploratory Factor Analysis: Actual Self-congruence,**  
**Ideal Self-congruence, and Brand Experience Dimensions**

Dimension	Item	Factor						
		1	2	3	4	5	6	7
Actual Self-congruence	The personality of brand x is a mirror image of me	<b>.846</b>	.264	.154	.065	.062	.162	.094
	The personality of brand x is consistent with how I see myself	<b>.833</b>	.248	.076	.116	.100	.139	.178
Ideal Self-congruence	The personality of brand x is a mirror image of the person I would like to be	.237	<b>.848</b>	.180	.039	.137	.116	.170
	The personality of brand x is consistent with how I would like to be	.311	<b>.819</b>	.079	.094	.126	.052	.212
Sensory	I find this brand interesting in a sensory way	.093	.141	<b>.863</b>	.017	.092	.155	.150
	This brand makes a strong impression on my visual sense or other senses	.107	.106	<b>.834</b>	.203	.048	.066	.174
Affective	This brand is an emotional brand	.061	.169	.042	<b>.878</b>	.086	.224	.096
	This brand induces a feelings and sentiments	.172	-.099	.389	<b>.643</b>	.260	.136	.187
Intellectual	This brand makes me think	-.013	.169	.112	.086	<b>.849</b>	.136	.086
	I engage in a lot of thinking when I encounter this brand	.180	.061	.037	.146	<b>.749</b>	.170	.232
Behavioral	This brand results in bodily experiences	.158	.022	.177	.155	.104	<b>.838</b>	.117
	I engage in physical actions and behaviors when I use this brand	.132	.150	.061	.178	.239	<b>.759</b>	.187
Relational	As customer of 'Brand', I feel like I am part of a community	.172	.174	.194	.118	.161	.173	<b>.872</b>
	I feel like I am part of the 'Brand' family	.134	.256	.234	.143	.224	.176	<b>.817</b>

Principal Component Analysis with Varimax Rotation

EFA of independent variables (actual self-congruence and ideal self-congruence) and brand experience was run to provide a more comprehensive picture of brand experience's antecedents by following Brakus et al. (2009). It can be observed from Table 4.10 that EFA (with principal component analysis, varimax rotation and seven factors constrained) of actual self-congruence, ideal self-congruence, and brand experience yielded seven-factor clean structure. EFA provided actual self-congruence, ideal self-congruence, sensory experience, affective experience, intellectual experience, behavioral experience and relational experience distinctive dimensions. All the items in the EFA yielded factor loading from .642 to .878 for their respective factor. The extracted factors were according to theoretical expectations and confirmed the individual EFA items of each factor.

#### **4.2.3.2 Confirmatory Factor Analysis**

Confirmatory Factor Analysis (CFA) can be used to validate or confirm consistency with theoretical understanding or expectations. Similarly, it also provides the goodness of fit concerning the hypothesized model. Due to its robustness, CFA is an essential part of SEM as a measurement model. The measurement model is based on theoretical understanding of the construct and comprised of: latent variables- unobserved variables computed through observed variables- and observed variables- directly measured variables in the dataset. The primary objective of measurement model is to assess: the extent to which observed variables contribute to a latent variable; and to evaluate the goodness of fit with respect to data and proposed structure by utilizing maximum likelihood method (Anderson and Gerbing, 1988). Similarly, the measurement model is developed to test the extent to which variables (indicators) explain common variance in the construct (latent variable) (Schumacker and Lomax, 2016).

In the SEM measurement model involves certain assumptions: (i) reflective or formative model assumptions and (ii) Multiple Indicators and Multiple Causes (MIMIC) Factors assumptions (Kline, 2012). Firstly, the study entailed reflective models-in which the cause and effect are unidirectional among variables, and the variables serve as an exogenous or endogenous variable at a time. The reflective model necessitates: indicators of the constructs as endogenous variables; and the error term (measurement error) must be accompanied by indicators. Furthermore, the study also assured that the measurement errors of different indicators must be uncorrelated. Similarly, the normality of factors was established in the screening of the data section. Second assumption MIMIC factors involved specification of cause indicators-which

originate or cause something in others and effect indicators-which accept the influence of something.

The goodness-of-fit of measurement model serves as a prerequisite for testing of hypotheses through the structural model in structural equation modeling. In order to assess the goodness-of-fit of measurement model two types of fit indices are required to be observed: first, absolute fit indices and second, incremental fit indices (Hu and Bentler, 1999). Incremental fit indices include Comparative Fit Index (CFI); Tucker-Lewis Index (TLI); Goodness of Fit Index (GFI) and Normed Fit Index (NFI). Absolute fit indices include Chi-Square over the degree of freedom fit (CMIN/df); Standardized Root Mean Square Residual (SRMR) and Root Mean Square Error of Approximation (RMSEA). Among all the discussed fit indices, CFI is proclaimed as the most consistent and reliable index for reporting goodness-of-fit. Whereas, prior studies evidenced considerable effect of a change in sample size on CMIN/df index and questioned its reliability.

An appropriate goodness of fit requires threshold value of all the fit indices. The yielded values for incremental fit indices such as CFI, GFI, TLI, and NFI can range from 0 to 1, and for a perfect model fit the extracted value should be higher than the threshold value of .90 (Brown, 2006; Hu and Bentler, 1999). The yielded value absolute fit index of CMIN/df should be less than 3 for a perfect model fit, and either fall in the acceptable region in case of less than 5 (Hu and Bentler, 1999). Similarly, for an ideal fit RMSEA value should fall below than 0.06 (Hu and Bentler, 1999), or must be less than 0.08 for a good fit (MacCallum, Browne, and Sugawara, 1996).

#### **4.2.3.2.1 First Order Measurement Models**

The hypothesized model consists of actual self-congruence, ideal self-congruence, brand experience, emotional brand attachment and orientation toward happiness. Theoretically, the independent variables actual self-congruence and ideal self-congruence are based on observed variables (items), and these variables can be referred to as first-order variables. Whereas, based on existing literature brand experience, emotional brand attachment and orientation toward happiness are comprised of facets/dimensions which are further computed through observed variables and can be referred to as second-order or higher-order variables. Therefore, the study compared first-order and second-order models to confirm the theoretical model and assess the goodness-of-fit through CFA.

**Table 4.11**  
**Model Fit Summary for Measurement Models**

<b>Model</b>		$\chi^2/df$	<b>IFI</b>	<b>TLI</b>	<b>CFI</b>	<b>RMSEA</b>
Alternative Measurement Model	First Order	2.433	0.797	0.778	0.794	0.076
Proposed Higher Order Model	Second Order	1.443	0.938	0.931	0.938	0.042

**Notes:** CMIN/DF= Minimum discrepancy divided by its degrees of freedom; GFI= Goodness of Fit Index; TLI= Tucker-Lewis Coefficient; CFI= Comparative Fit Index; RMSEA= Root Mean Square Error of Approximation

The study hypothesized a second-order model, which is termed as proposed higher order model, and on the contrary, first-order model is termed as an alternative measurement model. Table 4.11 depicts the results yielded in both proposed higher-order model and alternative measurement model. The proposed higher-order model yielded better goodness-of-fit in incremental indices i.e. CFI= .938, IFI= .938, and TLI= .931; as well as in absolute indices i.e. RMSEA= 0.042, CMIN/DF= 1.443. Whereas, alternative measurement model (first-order CFA model) yielded incremental indices (i.e. CFI= .794, IFI= .797, and TLI= .778) less than threshold values and higher absolute indices (i.e. RMSEA= 0.076, CMIN/DF= 2.433) than threshold values. Furthermore, the proposed model yielded value of  $\chi^2/df$ = 1.443, which is less than 2 and fell in very good range (Ong and Van Dulmen, 2006). Thus, all the indices confirmed proposed model yielded a better fit than alternative model.

#### **4.2.3.2.2 Second Order Measurement Model**

After validating the proposed higher-order model (second-order), the study further confirmed the goodness-of-fit of data with the measurement model. Therefore, the proposed model- a five-factor model- and alternative models- one-factor model, two-factor model, and four-factor model were assessed based on their indices. The one-factor model comprised of all the observed variables, which were simultaneously loaded on a single factor. The two-factor model included all the observed variables which were loaded on two factors equally. The four-factor model involved all items, loaded on four factors (while combining actual self-congruence and ideal self-congruence into one factor). Whereas, five-factor model was the proposed model, involved all observed variables loading on their respective factors, as according to theoretical evidence.

**Table 4.12**  
**Second Order Confirmatory Factor Analysis: Model Fitness Comparisons**

<b>Model</b>		$\chi^2$	$\Delta\chi^2$	<b>df</b>	$\chi^2/\text{df}$	<b>IFI</b>	<b>TLI</b>	<b>CFI</b>	<b>RMSEA</b>
Alternative Measurement Models	One Factor	1188.466	-	583	2.03	0.853	0.839	0.851	0.065
	Two Factor	1147.941	40.525	582	1.97	0.863	0.849	0.861	0.063
	Four Factor	903.978	243.963	577	1.56	0.921	0.912	0.92	0.048
Proposed Model	Five Factor	826.818	77.16	573	1.44	0.938	0.931	0.938	0.042

**Notes:**  $\chi^2$ = Chi-square;  $\Delta\chi^2$ = Change in Chi-square; df= Degrees of Freedom;

GFI= Goodness of Fit Index; TLI= Tucker-Lewis Coefficient;

CFI= Comparative Fit Index; RMSEA= Root Mean Square Error of Approximation

Table 4.12 depicts results of each CFA model along with comparisons. It can be observed in the results that one-factor model yielded lowest and poor fit for both incremental indices (i.e. CFI= .851, IFI= .853, and TLI= .839), as well as absolute indices (i.e. RMSEA= 0.065,  $\chi^2$ = 1188.466). Similarly, the two-factor model yielded a poor fit and indices are less the threshold values for both incremental indices and absolute indices. However, four-factor model yielded indices were consistent to threshold values i.e. CFI= .920, IFI= .938, TLI= .912, RMSEA= 0.048,  $\chi^2$ = 903.978. The study further assessed the proposed five-factor model to compare the four-factor and five factor-model. The results of five-factor model were more appropriate to the threshold values than four-factor model i.e. CFI= .938, IFI= .921, TLI= .931, RMSEA= 0.042,  $\chi^2$ = 826.818 and yielded better fit of the data. Thus, all the indices confirmed proposed model yielded a better fit than alternative model.

Furthermore, the Table 4.12 exhibits a significant change in chi-square ( $\chi^2$ ) between the models, which supported the argument that fitness of models from one factor to five had improved. It confirms the assumption of Schumacker and Lomax (2016) that the more a  $\chi^2$  value is closer to zero the better fit model yields. Furthermore, the lowest value of  $\chi^2$  in the five-factor model confirm the highest fit with the lowest difference between the sample covariance matrix and model-implied covariance matrix. Thus, the five factors model with the best model fit indices was accepted, which is also consistent with the prior theoretical evidence.

#### **4.2.4 Common Method Variance Statistical Remedies**

Statistical remedies were conducted to explore common method variance in the dataset statistically. The study utilized the most popular statistical technique to confirm the extinction of common method variance concerns in the dataset.

##### **4.2.4.1 Harman's Single Factor**

The test involves exploring a factor structure through exploratory factor analysis. In exploratory factor analysis, all items of study variables are required to include in exploratory factor analysis, and then unrotated factor structure is observed for inspection of common method variance (Podsakoff and Organ, 1986). Firstly, observing the results reveal that whether data account for a single general factor or multiple factors based on Eigenvalues. Secondly, the amount percentage of variance explained by the first factor in total variance explained matrix.

Results of the exploratory factor analysis assured both aforementioned conditions and ratified absence of common method variance risk in the dataset. For the first condition, apparently, no general factor was emerged based on Eigenvalues. Secondly, the results demonstrated that first factor in unrotated component matrix only accounted for 27.03% of the entire variance (Podsakoff et al., 2003).

#### **4.2.4.2 Common Latent Factor**

Common Latent Factor falls in the classification of partial correlation techniques and regarded as a most popular method to identify common method variance (Ng and Feldman, 2015). It has several advantages over Harman's Single Factor Test such as: numerically quantify common method variance; simple procedure to run and to find an estimate. Common Latent Factor can also be referred to as "Unmeasured Latent Methods Factor" (Podsakoff et al., 2003).

The Common Latent Factor test was applied over the Confirmatory Factor Analysis model (measurement model) in Structural Equation Modelling. After confirming goodness of fit indices in confirmatory factor analysis, a new latent variable named "Common Latent Factor" was introduced in the model. All the measured variables were contributing toward their individual theoretical constructs, as well as on the Common Latent Factor at once. The path estimates contributing to Common Latent Factor are equally constrained. The inclusion of a common latent factor yielded 15% variance towards all the measured variables which fall within the acceptable range (Nakata, Zhu, and Kraimer, 2008). The results confirmed that common method variance is not a serious concern in the data.

#### **4.2.5 Reliability Analysis**

Succeeding to confirmatory factor analysis and common method bias, the next step is to assess reliability to develop confidence over the scale. Reliability can be referred to as internal consistency across various measures of the variable (Sekaran and Bougie, 2016; Zikmund et al., 2013). Internal consistency of variable can be attributed to the homogeneity of measure that is the extent which measures converge with each other. "Coefficient Alpha" estimate can be used to quantify the reliability of measures.

**Table 4.13**  
**Reliability Analysis of the Measurement Scales**

<b>Variable</b>	<b>Items</b>	<b>Cronbach's Alpha</b>
Actual Self-congruence	2	.820
Ideal Self-congruence	2	.851
Brand Experience	10	.847
Emotional Brand Attachment	7	.901
Orientation toward Happiness	15	.855

The study run reliability test of Cronbach alpha with the help of SPSS version 22 and the results of test are exhibited in Table 4.13. The actual self-congruence measure comprised of two items and test yields  $\alpha=.820$ . The measure of ideal self-congruence consisted of two items and yields a higher reliability value of  $\alpha=.851$ . The measure of brand experience composed of ten items including two items for each dimension of sensory experience, affective experience, intellectual experience, behavioral experience and relational experience facets and yields a reliability value of  $\alpha=.847$ . The dependent variable, emotional brand attachment composed of seven items and test yields the highest reliability value of  $\alpha=.901$ , with respect to other variables. Orientation toward happiness consisted of fifteen items and the reliability test yields of  $\alpha=.855$ . The study further confirms the internal consistency of measurement scales through composite reliability. The results in Table 4.14 indicated that independent variables (actual self-congruence and ideal self-congruence), mediating variables (brand experience) and dependent variables (emotional brand attachment and orientation toward happiness) yielded composite reliability of .822, .851, .868, .928 and .750 respectively. The yielded Cronbach's alpha, and Composite Reliability of all the variables is higher than the threshold value of .70, which affirms that measurement scales possess good internal consistency and reliability (Fornell and Larcker, 1981; Hair et al., 2010).

#### **4.2.6 Validity Analysis**

The validity of the construct can be referred to the degree which the measurement device reliably and truthfully determines what it intends to measure (Bollen, 1989). The validity of construct involves two key facets: first, discriminant validity and second, convergent validity. The validity of the study variables was examined through AMOS version 22.

##### **4.2.6.1 Discriminant Validity**

Discriminant validity can be referred to the extent to which a scale is distinct with respect to other discrete scales (Campbell and Fiske, 1959). Therefore, the construct should possess a lower level of correlations with other constructs to establish its discriminant validity (Singleton, Straits, and Straits, 2005).

**Table 4.14**  
**Composite Reliability and Validity of the Study Variables**

	<b>CR</b>	<b>AVE</b>	<b>MSV</b>	<b>ASV</b>	<b>ISC</b>	<b>ASC</b>	<b>BE</b>	<b>EBA</b>	<b>OTH</b>
<b>ISC</b>	0.851	0.741	0.487	0.339	0.861				
<b>ASC</b>	0.822	0.697	0.487	0.345	0.698	0.835			
<b>BE</b>	0.868	0.568	0.473	0.400	0.619	0.608	0.754		
<b>EBA</b>	0.928	0.812	0.473	0.349	0.559	0.556	0.688	0.901	
<b>OTH</b>	0.750	0.500	0.375	0.266	0.417	0.463	0.612	0.549	0.707

**Notes:** ISC= Ideal Self-congruence; ASC= Actual Self-congruence; BE= Brand Experience; EBA= Emotional Brand Attachment; OTH= Orientation toward Happiness; CR= Composite Reliability; AVE= Average Variance Extracted; MSV= Maximum Shared Variance; ASV= Average Shared Variance

The study utilized three approaches to establish the discriminant validity of the constructs. First is a square root of AVE (Average Variance Extracted) method, which requires that square root of AVE should be higher than inter-construct correlations (shared variance) (Byrne, 2010). The results in Table 4.14 exhibits that AVE was higher than the inter-construct correlations (shared variance). Secondly, bootstrapping confidence intervals of intercorrelations between the confirmed absence of 1. Therefore, the results established construct discriminant validity (Anderson and Gerbing, 1988). The third approach involves comparison of AVE with MSV (Maximum Shared Variance) and ASV (Average Shared Variance). The value of AVE of a construct should be higher than the value of MSV and ASV to establish discriminant validity (Hair et al., 2010). The results depict that AVE is higher than both of MSV and ASV values. Thus, discriminant validity of all the study variables was confirmed.

#### **4.2.6.2 Convergent Validity**

Convergent validity can be referred to as the extent to which a scale measure similar concepts with respect to its other related scales (Campbell and Fiske, 1959). The construct indicators should be correlated with one another to establish convergent validity.

In order to establish convergent validity, the study confirmed through various methods. Firstly, AVE method of Fornell and Larcker (1981) was utilized, and the AVE of the study variables was observed. The AVE is associated with the extent of error variance and computed through common variance in an unobserved latent variable (Dillon and Goldstein, 1984). A construct will exhibit convergent validity if AVE of all factors should outnumber the .50 threshold value (Fornell and Larcker, 1981; Hair et al., 2010). The Table 4.14 demonstrate that AVE of all the variables is higher than .50 value. The second method involves Hair et al. (2010) criteria, according to which reliability should be greater than the .60 value. Thirdly, Cronbach Alpha should be higher than .70 to establish the convergent validity of the construct (Cronbach, 1951). All these conditions are met, as exhibited in Table 4.13 and Table 4.14. Thus, convergent validity of the constructs was confirmed by various methods.

#### **4.2.7 Descriptive Statistics of the Study Variables**

The study followed different scales for measurement of the study variables. It is evident from Table 4.15

**Table 4.15**  
**Descriptive Statistics of the Study Variables**

that the study utilized a five-point scale to measure actual self-congruence, ideal self-congruence, emotional brand attachment and orientation toward happiness. The scale ranges from minimum value 1 to maximum value 5 to the variables. Whereas, the brand experience is measured on the seven-point Likert scale and ranges from minimum value 1 to maximum value 7. Brand experience yielded a mean value of 4.88 along with standard deviation of .998. In remaining variables, emotional brand attachment yields higher mean value of 3.97 (SD=.720) and actual self-congruence yields the lowest mean value of 3.48 (SD=.957).

**Table 4.15**  
**Descriptive Statistics of the Study Variables**

<b>Variable</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>	<b>SD</b>
Actual Self-congruence	1.00	5.00	3.48	.957
Ideal Self-congruence	1.00	5.00	3.62	.987
Brand Experience	1.30	6.90	4.88	.998
Emotional Brand Attachment	1.50	5.00	3.97	.720
Orientation toward Happiness	1.47	5.00	3.88	.522

**Notes:** SD= Standard Deviation

#### 4.2.7.1 Group Comparisons

The study conducted a test for group comparison (based on means) of the study variables to investigate the difference across demographic variables (i.e., age, gender, and educational level) and brand selection (i.e., product category). As discussed earlier in the data screening portion, the data followed a normal distribution curve and yields significant p values. Therefore, group comparisons involved independent sample t-test and One-way ANOVA to find out the difference across study variables.

Group comparison of male (n=98) and female (n=151) yielded insignificant mean difference (

Annexure 1) across actual self-congruence, ideal self-congruence, brand experience, emotional brand attachment and orientation toward happiness. Group comparison of single (n= 140) and married (n= 109) respondents yielded insignificant (Annexure 2) mean difference across all the study variables. Group comparison of employed (n=163) and unemployed (n=86) yielded insignificant mean difference (Annexure 3) for all the study variables. The educational level of the respondents can be classified into two categories: masters and below (n= 64), and M.Phil and above (n=185). The independent sample t-test yields insignificant mean difference results (Annexure 5) against all the study variables (actual self-congruence, ideal self-congruence, brand experience, emotional brand attachment and orientation toward happiness). The descriptive statistics (mean and standard deviation) of the study variables are also reported in the relevant annexure.

The respondents can be categorized into two key categories: 30 years and below, and Above 30 years. Group comparison between 30 years and below (n= 186) and Above 30 years (n= 63) age category yielded insignificant results (Annexure 6) against actual self-congruence, ideal self-congruence, brand

experience and emotional brand attachment. However, orientation toward happiness engendered significant results against below 30 and above 30 years age categories. The results proclaim that respondents in young age group possess different orientation toward happiness as compared to higher age group (of above 30 years). The mean and standard deviation of the study variables are presented in the annexure.

The economic class can be placed into two categories: middle class (n= 151) and upper class (n= 98). The independent sample t-test yields insignificant economic class differences (Annexure 4) across actual self-congruence, brand experience, emotional brand attachment and orientation toward happiness. However, ideal self-congruence turned out to be statistically significant between the middle class and upper class. The results supported that the upper class might possess considerably different thoughts about ideal self-congruence as compared to their counterparts. The descriptive statistics of the study variables are provided in the annexure.

**Table 4.16**  
**Comparisons of the Study Variables by Product Categories**

S#	Variable	Product Category	Mean	SD	Sig.
1	Actual Self-congruence	Consumer Electronics	3.34	1.01	**
		Soft Drinks	3.70	0.79	
		Others	3.22	1.13	
2	Ideal Self-congruence	Consumer Electronics	3.45	1.05	*
		Soft Drinks	3.77	0.94	
		Others	3.60	0.90	
3	Brand Experience	Consumer Electronics	4.62	1.11	**
		Soft Drinks	5.16	0.81	
		Others	4.75	0.99	
4	Emotional Brand Attachment	Consumer Electronics	3.87	0.71	**
		Soft Drinks	4.14	0.66	
		Others	3.74	0.80	
5	Orientation toward Happiness	Consumer Electronics	3.97	0.51	ns
		Soft Drinks	3.96	0.56	
		Others	3.87	0.56	

Notes: ns= Not Significant; \* P < 0.05; \*\* P<0.01; SD = Standard Deviation

The study analyzed key product categories, which emerged through respondents' selection of brands. The focal experiential brands can be categorized into various product categories in general, such as consumer electronics, soft drinks, real estate, travel, and transport. Overall, the results yielded three major product categories: consumer electronics, soft drinks, and others. The consumer electronics category includes Apple and Samsung brands, while, the soft drinks category includes Coca-Cola, Mountain Dew, and Sting brands. Whereas, the others category includes Sensodyne, Adidas, Bahria Town, Daewoo brands. The One-way ANOVA test of three product categories yielded significantly different results against actual self-congruence, ideal self-congruence, brand experience and emotional brand attachment as shown in Table 4.16. Interestingly, orientation toward happiness remains insignificant among all product categories. The mean and standard deviation of all the study variables in both categories can be found in the table.

#### 4.2.7.2 Bivariate Correlation Analysis

The bivariate correlations correlation measures the association of relationship between two variables. Correlation depicts the strength of coefficient and direction of relationships between study variables. The relationship entails strength of association, which ranges from strongest (value=1) to weakest (value=0) and a direction (positive or negative).

**Table 4.17**  
**Reliability and Correlation Matrix of the Study Variables**

Variable	CA	1	2	3	4	5	6
1. Age	-	1					
2. EC	-	-0.087	1				
3. ASC	0.82	-0.077	0.030	1			
4. ISC	0.85	-0.019	0.078	0.583**	1		
5. BE	0.84	-0.071	0.064	0.486**	0.496**	1	
6. EBA	0.90	-0.152*	0.043	0.481**	0.501**	0.558**	1
7. OTH	0.85	-0.131*	-0.020	0.357**	0.340**	0.466**	0.466**

**Notes:** Bi-variate Pearson Correlation; CA=Cronbach's  $\alpha$ ; \*  $P < 0.05$ ; \*\*  $P < 0.01$ ; EC=Economic Class; ASC=Actual Self-congruence; ISC=Ideal Self-congruence; BE=Brand Experience; EBA=Emotional Brand Attachment; OTH=Orientation toward happiness.

Table 4.17 exhibits intercorrelations between age, economic class, actual self-congruence, ideal self-congruence, brand experience, emotional brand attachment and orientation toward happiness. Among the demographic variables, age yielded a significant negative correlation with emotional brand attachment and orientation toward happiness. The bivariate correlation between actual self-congruence and brand experience was significant and positive ( $r = .486$ ,  $p < 0.01$ ). Similarly, the bivariate correlation between ideal self-congruence and brand experience was significant and positive ( $r = .496$ ,  $p < 0.01$ ). The correlations yielded in the test are in line with our study hypotheses H1 and H2. Similarly, the bivariate correlation between brand experience and emotional brand attachment ( $r = .558$ ,  $p < 0.01$ ), and brand experience and orientation toward happiness ( $r = .466$ ,  $p < 0.01$ ) yielded positive and significant results. The correlations established initial support for the hypotheses of H3 and H4. It can be further observed from the table that bivariate correlations were significant and positive between actual self-congruence and emotional brand attachment ( $r = .481$ ,  $p < 0.01$ ), and actual self-congruence and orientation toward happiness ( $r = .357$ ,  $p < 0.01$ ). Comparably, bivariate correlations yielded significant and positive results between ideal self-congruence and emotional brand attachment ( $r = .501$ ,  $p < 0.01$ ); and ideal self-congruence and orientation toward happiness ( $r = .340$ ,  $p < 0.01$ ). The discussed bivariate correlations grounded initial support for the hypotheses H5, H6, H7 and H8 respectively.

#### **4.2.8 Structural Equation Modeling**

SEM consists of a family of multiple statistical techniques, used for modeling causal paths between variables (Kline, 2015). Similarly, Kaplan (2000) defined SEM as “a melding of factor analysis and path analysis into one comprehensive statistical methodology.” In literature, the technique is also referred to as “latent variable modeling” (Hoyle, 2012) “causal modeling” due to the recognition of path analysis (Kline, 2015). SEM offers various benefits over the traditional techniques, i.e. covariance technique, simultaneous multiple equation modeling, formal specification of the model (distinct measurement and structural models) (Byrne, 2010; Kline, 2015), validity and reliability of measurement model, and ability to analyze complex models (Schumacker and Lomax, 2016). Therefore, due to its various advantages over the traditional techniques, the study opted for SEM to test the hypotheses of the study.

Structural equation modeling involves various assumption before investigating the relationship between variables, i.e. measurement model assumptions, structural model assumptions, directionality assumptions, and data-related assumptions (Hoyle, 2012). The measurement model assumptions are confirmed in former CFA section, and structural model assumptions are

substantiated in the upcoming structural regression model section. The directionality assumptions are based on effect priority- the researcher must outline a causal path between factors. The study involved traditional reflective measurement variables- in which constructs have an impact on observed scores of indicators. Therefore, causal paths from actual self-congruence and ideal self-congruence to brand experience, and then from brand experience to emotional brand attachment and orientation toward happiness were specified to satisfy the assumptions. The data-related assumptions involve maximum likelihood assumptions, distributional assumptions, and reliability assumptions. Firstly, the maximum likelihood estimation assumptions were confirmed: observations were independent and unstandardized, missing values were eliminated; endogenous variables were normally distributed, and finally, exogenous variables were without measurement errors. The distributional assumptions include data normality, linearity, multicollinearity, and homoscedasticity. The data normality assumption was confirmed in an earlier section of data screening. The study further confirmed linearity, multicollinearity and homoscedasticity assumptions. Similarly, reliability assumptions of the study variables were duly checked in previous reliability analysis section.

#### **4.2.8.1 Structural Regression Model**

The structural regression model is aimed to test the causal association between two or more latent variables. The structural Regression model is also called latent variable path model in which various indicators contribute to the measurement of the variable (latent variable/construct) (Kline, 2015). The purpose of the structural model is used to dig out the parameter estimates of causal paths in structural equations along with the significance (Schumacker and Lomax, 2016).

The structural regression model involves following assumptions: exogeneity and endogeneity, disturbances, recursive and non-recursive models, and correct specification of models. Firstly, the exogeneous (independent) variables were free to vary and endogenous (dependent) variables were restricted to vary. Secondly, the local independence assumption was satisfied by un-correlating disturbances of independent variables and dependent variables. Thirdly, as the model was a recursive model (unidirectional cause and effect relationships without a feedback loop), all the variables were specified as only exogenous or endogenous variables at a time. Similarly, the model was correctly specified based on theoretical understanding of the phenomena.

The study utilized measurement model as a precursor for the structural model following the most recommended technique suggested in various

research studies (Anderson and Gerbing, 1988; Brown, 2006; Mulaik and Millsap, 2000). The structural model was tested through AMOS version 22 and directional relationships between variables were drawn. The model yielded fitness indices values: CFI= .937, TLI=.931, GFI=.847,  $\chi^2/df=1.446$  and RMSEA= .042 and all the indices are in the acceptable range.

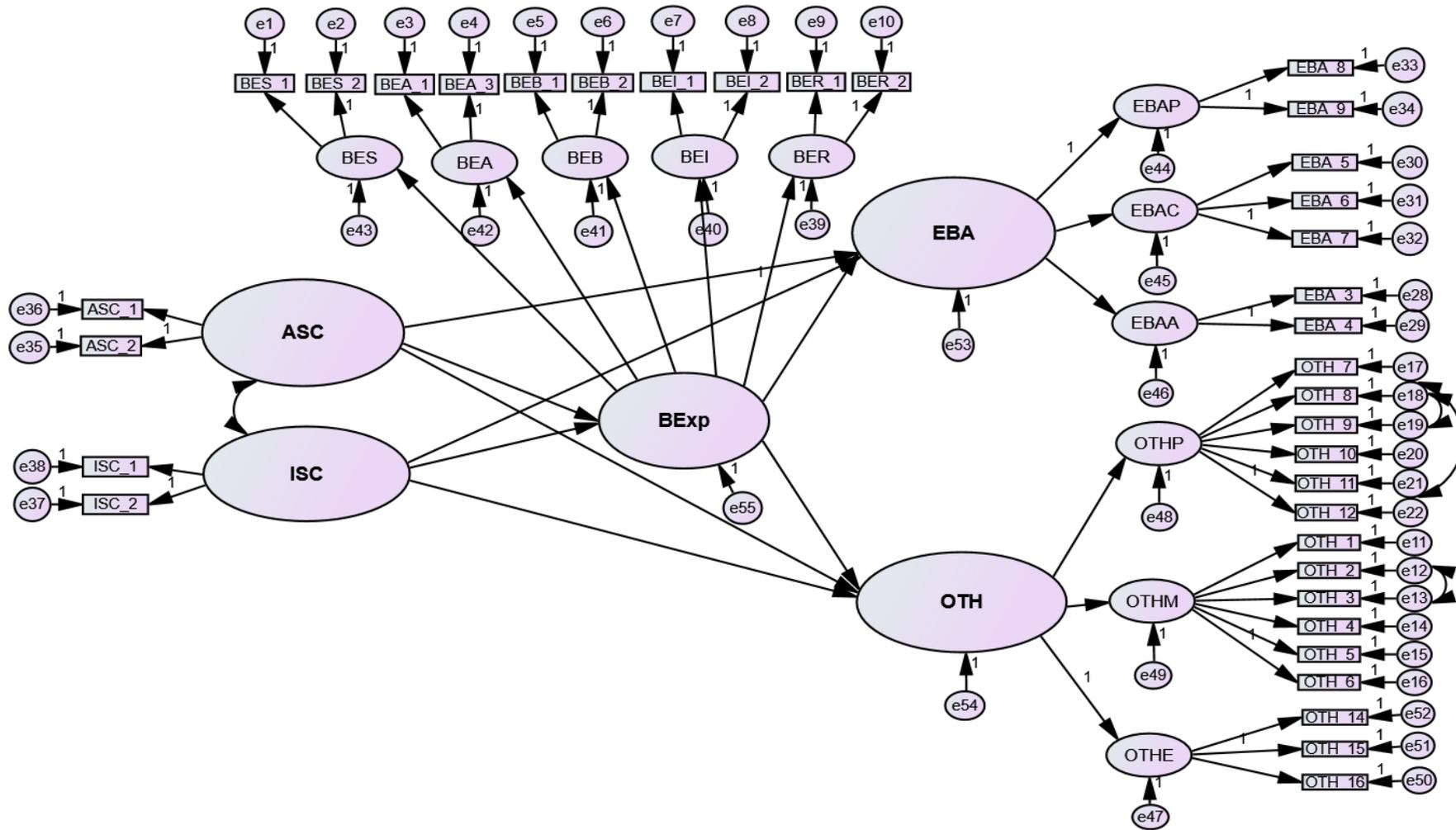


Figure 4.1: Structural Regression Model

#### 4.2.9 Hypotheses Testing

The study utilized an SEM approach to testing the hypothesized relationship by using AMOS (Analysis of Moment Structures) version 22. The advantages of SEM over traditional multivariate statistical techniques are discussed in the earlier sections. The study followed a method similar to four-step method of Mulaik and Millsap (2000) to develop models and test the hypotheses of the study. The method involved factor reductions through EFA, development, and confirmation of measurement models, development of structural models and testing the hypothesized relationships.

In order to test the hypothesized relationships through SEM approach, prior studies outlined three criteria: first, chi-square test (non-statistical significance); second, particular parameter estimates (significant or not); third, strength and direction (positive or negative) of the estimates (Schumacker and Lomax, 2016). The first condition of the criteria was satisfied in structural model results and yielded significant chi-square value for the model. The remaining two conditions are discussed with respect to each hypothesis.

The first hypothesis of the study involves a direct significant and positive relationship between actual self-congruence and brand experience. It can be observed from Table 4.18 that actual self-congruence has a positive and significant effect on the brand experience of consumers ( $\beta = 0.342$ ,  $p < 0.002$ ). The significance of the value can be further confirmed through confidence interval (upper bound= .814 to lower bound= .165). Furthermore, the test yielded a significant critical ratio (t-value) of 3.173. The actual self-congruence explained .445 variance in brand experience along with one more independent variable. Thus, the results supported H1 that actual self-congruence is significantly and positively associated with the brand experience.

**Table 4.18**  
**Results of Structural Model**

Path	Coefficient	CR	Sig.	95% BC CI		Explained Variance
				Upper	Lower	
ASC-BE	0.342	3.173	0.002	0.814	0.165	0.445
ISC-BE	0.382	3.496	0.001	0.837	0.181	0.445
BE-EBA	0.537	5.463	0.001	0.415	0.187	0.523
BE-OTH	0.565	3.685	0.001	0.242	0.086	0.412

**Notes:** ISC= Ideal Self-congruence; ASC= Actual Self-congruence;  
BE= Brand Experience; EBA= Emotional Brand Attachment;  
OTH= Orientation toward Happiness; CR= Critical Ratio;  
BC= Bias Corrected; CI= Confidence Interval

The second hypothesis involves the positive relationship between ideal self-congruence and brand experience of the consumers. Similar to a first independent variable, ideal self-congruence yielded a significant and positive relationship with brand experience ( $\beta = 0.382$ ,  $p < 0.001$ ) of consumers. It can be observed from Table 4.18 that the test generated a significant critical ratio (t-value) of 5.496 and confidence interval (upper bound) .837 to (lower bound) .181. The actual self-congruence and ideal self-congruence explained .445 variance in the brand experience of consumers. Thus, the results supported H2 that ideal self-congruence has a significant and positive relationship with brand experience.

The third hypothesis involves the direct and positive relationship between brand experience and emotional brand attachment of consumers. It can be observed from Table 4.18 that brand experience generates positive emotional brand attachment ( $\beta = 0.537$ ,  $p < 0.001$ ). The test yielded a critical ratio (t-value) of 5.463 and confidence interval (upper bound) .415 to (lower bound) .187. It is evident from results that brand experience explained a major portion of variance (.523) in the emotional brand attachment. Thus, the results supported H3 that brand experience significantly and positively affects emotional brand attachment.

The fourth hypothesis involves the direct relationship between brand experience and orientation toward the happiness of consumers. The results in Table 4.18 exhibits that brand experience has a positive and significant relationship with orientation toward happiness ( $\beta = 0.565$ ,  $p < 0.001$ ). The test produced critical ratio (t-value) of 3.685 and confidence interval of (upper bound) .242 to (lower bound) .086. The brand experience explained .412

variance in orientation toward happiness. Thus, the results supported H4 that brand experience significantly and positively influences orientation toward happiness.

#### **4.2.9.1 Mediation Analysis**

In order to test mediation relationship, various techniques are proposed to investigate the indirect effect such as: causal step approach (Baron and Kenny, 1986), product of coefficient method (Sobel, 1982), distribution of the product method (MacKinnon, Lockwood, Hoffman, West, and Sheets, 2002; MacKinnon, Lockwood, and Williams, 2004) and bootstrapping technique (Preacher and Hayes, 2008).

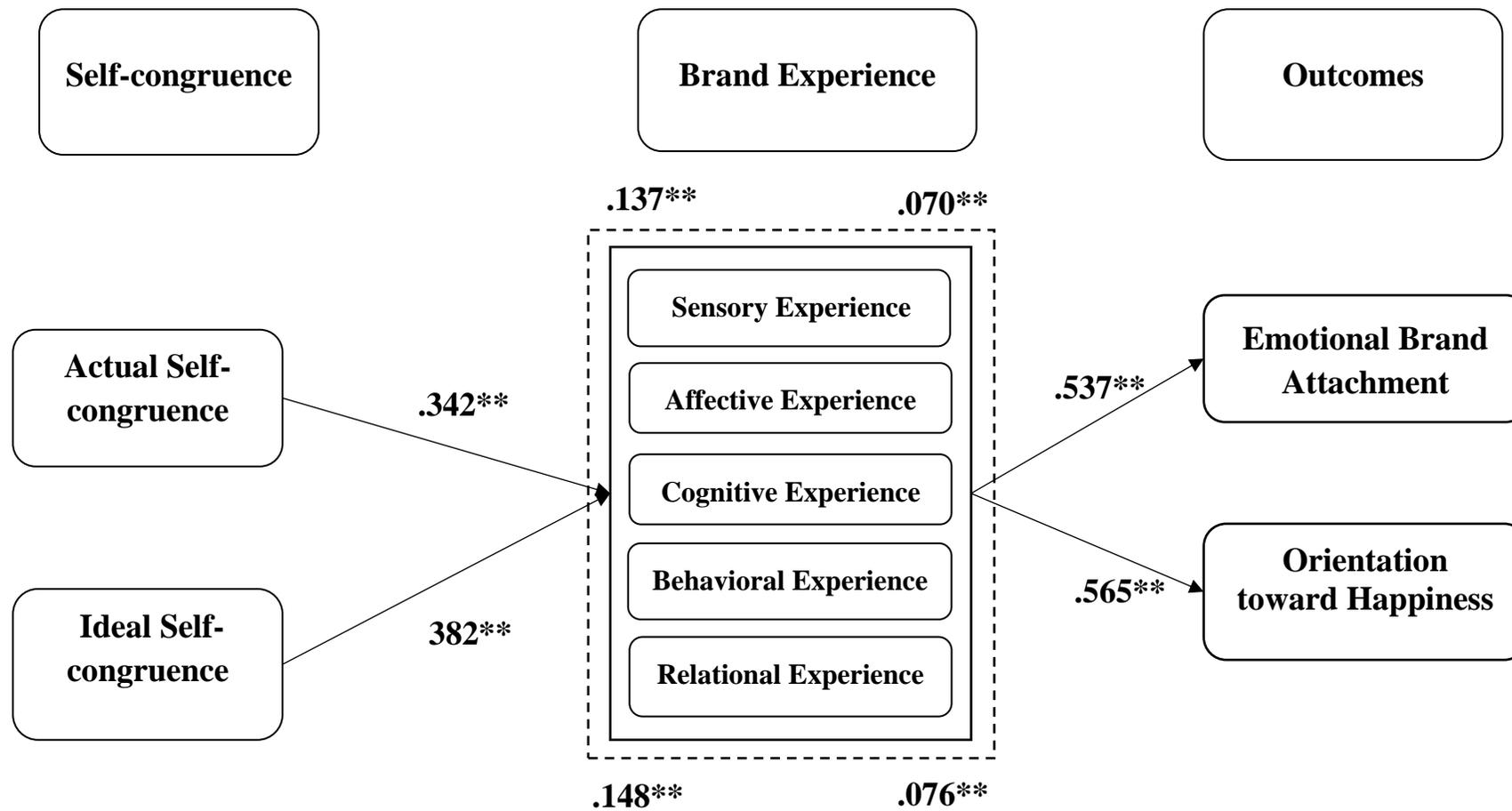


Figure 4.2: Structural Equation Modeling Results of Hypotheses

The study followed contemporary bootstrapping technique to investigate the mediating role of brand experience. The bootstrapping technique falls in nonparametric techniques and further extends the product-of-coefficients method by unrestricting the assumption of normal distribution through computation. The mediation analysis through bootstrapping delineates total effect (denoted as  $c$  path-effect of independent variable on dependent variable without effect of any other variable); direct effect (denoted as  $c'$ -path- effect of independent variable on dependent variable along with mediators in the relationships);  $a$ -path (effect of independent variable on mediator);  $b$ -path (effect of mediating variable on dependent variable and indirect effect (denoted as  $ab$ -path-simultaneous assessment of mediating path through mediating variable while controlling for confounding variables).

The method generates indirect effect ( $ab$ -path) based on  $n$  number of randomly drawn a sample from the dataset. The technique computes indirect effect by redrawing 5000 samples and calculating a confidence interval. The method provides percentile bootstrap confidence interval's (i.e., 95%) upper and lower bounds for total effect, direct effect and indirect effect. Whereas, some researchers argued that the sampling distribution becomes skewed and the percentile bootstrap confidence interval needs to be adjusted (Efron and Tibshirani, 1993; Preacher and Hayes, 2008). Therefore, a bias-corrected percentile bootstrap confidence interval was used for more accuracy (Preacher and Hayes, 2008).

The fifth hypothesis involves an indirect mediating relationship of brand experience between actual self-congruence and emotional brand attachment. The bootstrapping results in Table 4.19 outlines total effect, direct effect and indirect effect for each path. More specifically, total effect ( $c^1$ ) of actual self-congruence on emotional brand attachment ( $\beta = 0.349, p < 0.001$ ) was decreased through direct effect ( $c^1$ ) ( $\beta = 0.146, p < 0.148$ ). The total effect was significant with 95% confidence interval (0.476 to 0.100) without zero between upper and lower bounds. Whereas, direct effect turned to be insignificant with 95% confidence interval (0.27 to -0.053) including zero between upper and lower bounds. Surprisingly, indirect effect ( $a^1b^1$ ) of actual self-congruence on emotional brand attachment was significant ( $\beta = 0.137, p < 0.010$ ) with a confidence interval excluding zero between upper bound (0.285) and lower bounds (0.049). Furthermore, as the direct effect of actual self-congruence became insignificant with the inclusion of a mediator in the relationship, the mediation can be termed as full mediation. Thus, the results of the indirect path supported the H5 that brand experience significantly and positively mediates the relationship between actual self-congruence and emotional brand attachment.

**Table 4.19**  
**Bootstrapping Mediation Results**

<b>Total Effects</b>					
<b>Path of Variables</b>	<b>Coefficient</b>	<b>Sig.</b>	<b>BC 95% CI</b>		
			<b>Upper</b>	<b>Lower</b>	
ASC-EBA	0.349	0.00	0.476	0.100	
ASC-OTH	0.363	0.01	0.322	0.044	
ISC-EBA	0.318	0.00	0.413	0.050	
ISC-OTH	0.174	0.18	0.176	-0.046	
<b>Direct Effect</b>					
ASC-EBA	0.146	0.14	0.270	-0.053	
ASC-OTH	0.146	0.27	0.176	-0.026	
ISC-EBA	0.119	0.24	0.250	-0.075	
ISC-OTH	-0.034	0.79	0.070	-0.109	
<b>Indirect Effects</b>					
<b>Path of Variables</b>	<b>Coefficient</b>	<b>Sig.</b>	<b>BC 95% CI</b>		<b>Result</b>
			<b>Upper</b>	<b>Lower</b>	
ASC-BE-EBA	0.137	0.01	0.285	0.049	Full Mediation
ASC-BE-OTH	0.070	0.00	0.163	0.028	Full Mediation
ISC-BE-EBA	0.148	0.01	0.274	0.053	Full Mediation
ISC-BE-OTH	0.076	0.00	0.159	0.030	Full Mediation

**Notes:** ISC= Ideal Self-congruence; ASC= Actual Self-congruence;  
BE= Brand Experience; EBA= Emotional Brand Attachment;  
OTH= Orientation toward Happiness; SE= Standard Error;  
BC= Bias Corrected; CI= Confidence Interval

The sixth hypothesis involves mediating relationship of brand experience between actual self-congruence and orientation toward happiness. Table 4.19 exhibits are bootstrapping results for total effect, direct effect and indirect effect between variables. The total effect ( $c^2$ ) of actual self-congruence on orientation toward happiness was significant ( $\beta = 0.363$ ,  $p < 0.014$ ) with a confidence interval excluding zero between upper bound (.322) and lower bound (.044). However, inclusion of mediator in relationship caused a reduction in direct effect ( $c^{2'}$ ) and turned it to be insignificant ( $\beta = 0.146$ ,  $p < 0.276$ ). Similarly, parameter estimates yielded a 95% confidence interval including a zero between upper bound (.176) to lower bound (-.026). Whereas, the indirect path ( $a^1b^2$ ) of actual self-congruence (to brand experience) to an orientation toward happiness yielded a significant parameter estimate ( $\beta = 0.070$ ,  $p < 0.005$ ) with confidence interval excluding zero between upper bound (.163) and lower bound (.028). Furthermore, as the direct relationship between actual self-congruence and orientation toward happiness turned out to

be insignificant, the mediation can be referred to as full mediation. Thus, the results of the indirect path supported H6 that brand experience significantly and positively mediates the relationship between actual self-congruence and orientation toward happiness.

The seventh hypothesis of the study pertains to mediating relationship of brand experience between ideal self-congruence and emotional brand attachment. Table 4.19 exhibits total effect, direct effect and indirect effect between the variables of the study. The total effect ( $c^3$ ) of ideal self-congruence on emotional brand attachment (without any mediating variable) was significant ( $\beta = 0.318$ ,  $p < 0.003$ ) and confidence interval yielded upper bound (.413) and lower bound (.050) excluding zero. Similar to previous results, direct effect ( $c^{3'}$ ) turned to be insignificant ( $\beta = 0.119$ ,  $p < 0.240$ ) and confirmed with confidence interval consisted of zero between upper bound (.250) and lower bound (-.075). However, indirect effect ( $a^2b^1$ ) of ideal self-congruence on emotional brand attachment yielded a significant parameter estimate ( $\beta = 0.148$ ,  $p < 0.011$ ). The indirect effect estimate pertained to a 95% confidence interval which did not consist of a zero between upper bound (.274) to lower bound (.053). Furthermore, the results supported a full mediation case with insignificant direct path after inclusion of the mediator in a relationship. Thus, the results supported H7 that brand experience significantly and positively mediates the relationship between ideal self-congruence and emotional brand attachment.

The last hypothesis of the study pertains mediating relationship of brand experience between ideal self-congruence and orientation toward happiness. Table 4.19 demonstrates the results of the total effect, direct effect and indirect effect. Surprisingly, it can be observed from the results that the total effect ( $c^4$ ) has yielded an insignificant parameter path estimate ( $\beta = 0.174$ ,  $p < 0.182$ ). The estimate yielded confidence interval which included zero between upper bound (.176) to lower bound (-.046). Similarly, the direct effect ( $c^{4'}$ ) after inclusion of mediating variable was insignificant ( $\beta = -0.034$ ,  $p < 0.795$ ) and contained a zero between upper bound (.070) and lower bound (-.109). However, indirect effect ( $a^2b^2$ ) through brand experience yielded a small but significant parameter estimate ( $\beta = 0.076$ ,  $p < 0.006$ ). The significance was also confirmed through 95% confidence interval which did not include zero between upper bound (.159) to lower bound (.030). The results confirmed a full mediation case, as the direct path between ideal self-congruence and orientation toward happiness remained insignificant after inclusion of brand experience in the relationship. Thus, the results supported H8 that brand experience significantly and positively mediates the relationship between ideal self-congruence and orientation toward happiness.

### 4.3 STUDY III – EXPERIMENT 1

The experiment aimed to investigate the causal link between independent variables (actual self-congruence and ideal self-congruence) and the mediating variable (brand experience). In order to establish a causal linkage, self-congruence of participants was manipulated to measure its effect on the brand experience.

#### 4.3.1 Participants Characteristics

A total of 104 participants were selected from a class of public sector university at located Lahore. The majority of the participants were females, i.e. 54% and unmarried, i.e. 57%. However, the age of major portion, i.e. 76% of the participants falls in the young age group of 21-30. Similarly, the educational level of most of the participants was master level (16 years) and was employed, i.e. 63%. Furthermore, economic class of the participant falls in the category of upper middle class, i.e. 57%.

#### 4.3.2 Manipulation Check

The manipulation check items enabled researchers to confirm whether both types of advertisements (product ad and self-ad) generated different respective thoughts in consumer minds or not. The purpose of the advertisement was to manipulate and form thoughts of the participants in each group before responding to the study variables. In order to check the manipulation, one-way ANOVA was conducted to investigate the difference between *product ad* group and *self-ad*, group across the variables.

The questionnaire booklet included manipulation check items of self-image, product features, actual self-congruence, ideal self-congruence and product use. Table 4.20 exhibits the results of the manipulation check that participants who were exposed to a self-ad, formed higher thoughts about *self-image* as compared to participants exposed to product ad. It can be observed further that manipulation check items for *product features* yielded higher thoughts while exposing to product ad as compared to the self-ad. Whereas, the study asked respondents about their product use as a manipulation check along with product features and self-image variable. As per expectations, product use manipulation check items yielded insignificant differences across product ad and self-ad. The advertisements are distinctive and mutually exhaustive from each other and provided no information about product use at all. Similarly, the

study yielded a significant difference between actual self-congruence and ideal self-congruence between product ad and self-ad group.

**Table 4.20**  
**Manipulation Check in Experiment 1**

Variable	Advertisement Type	Mean	SD	Sig.
Self-image	Product Ad	3.40	0.67	*
	Self Ad	4.37	0.59	
Product Features	Product Ad	3.96	0.66	*
	Self Ad	3.43	0.53	
Actual Self-congruence	Product Ad	3.66	0.71	*
	Self Ad	4.00	0.59	
Ideal Self-congruence	Product Ad	3.44	0.74	*
	Self Ad	4.49	0.52	
Product Use	Product Ad	3.64	0.93	ns
	Self Ad	3.80	0.78	

**Notes:** ns= Not Significant; \* P<0.01; SD = Standard Deviation

### 4.3.3 Hypotheses Testing

The manipulation of self-congruence experiment yielded significant results ( $F= 20.02$ ,  $p < .000$ ) and established that self-congruence manipulation was successful. It can be observed from Table 4.21 that in a low actual self-congruence situation with product ad, participants reported a low brand experience ( $M=3.89$ ), emotional brand attachment ( $M=3.39$ ) and orientation toward happiness ( $M=3.58$ ). In contrast, in a low actual self-congruence situation with the self-ad, participants reported higher brand experience ( $M=4.59$ ), and dependent variables ( $M=3.92$  and  $M=3.99$ ). Similarly, in high actual self-congruence situation participants reported strong brand experience ( $M=5.20$ ,  $M=4.14$  respectively) and dependent variables ( $M=4.21$ ,  $M=3.71$ ;  $M=4.37$ ,  $M=3.79$  respectively) in the self-ad, compared to product ad. Thus, the results of the first experiment further confirmed the H1 that actual self-congruence has a significant and positive effect on the brand experience.

**Table 4.21**  
**Level of ASC, Type of Ad and Dependent Variables**

<b>Level of ASC</b>	<b>Advertisement Type</b>	<b>BE</b>	<b>EBA</b>	<b>OTH</b>
Low ASC	Product Ad	3.89	3.39	3.58
	Self Ad	4.59	3.92	3.99
High ASC	Product Ad	4.14	3.71	3.79
	Self Ad	5.20	4.21	4.37

**Notes:** ASC = Actual Self-congruence; BE = Brand Experience;  
EBA = Emotional Brand Attachment;  
OTH = Orientation toward Happiness

The manipulation of self-congruence experiment generated significant results ( $F= 49.10$ ,  $p= .000$ ) and established the causal path between ideal self-congruence and brand experience. It can be observed from Table 4.22 that in a low ideal self-congruence situation with product ad, participants reported a low brand experience ( $M=3.98$ ), emotional brand attachment ( $M=3.47$ ) and orientation toward happiness ( $M=3.60$ ). Surprisingly, in a low actual self-congruence situation with the self-ad, participants reported lower brand experience ( $M=3.83$ ) and the trivial difference in dependent variables ( $M=3.47$  and  $M=3.60$ ). Similarly, in high actual self-congruence situation participants reported strong brand experience ( $M=5.10$ ,  $M=4.07$  respectively), emotional brand attachment ( $M=4.17$ ,  $M=3.70$  respectively) and orientation toward happiness ( $M=4.30$ ,  $M=3.83$  respectively) in the self-ad, compared to product ad. Thus, the results further confirmed the H2 that ideal self-congruence significantly and positively effects brand experience.

**Table 4.22**  
**Level of ISC, Type of ad and Dependent Variables**

<b>Level of ISC</b>	<b>Advertisement Type</b>	<b>BE</b>	<b>EBA</b>	<b>OTH</b>
Low ISC	Product Ad	3.98	3.47	3.60
	Self Ad	3.83	3.42	3.63
High ISC	Product Ad	4.07	3.70	3.83
	Self Ad	5.10	4.17	4.30

**Notes:** ISC = Ideal Self-congruence; BE = Brand Experience;  
EBA = Emotional Brand Attachment;  
OTH = Orientation toward Happiness

## 4.4 STUDY IV – EXPERIMENT 2

The experiment aimed to investigate the causal link between the independent variable (brand experience), and dependent variables (emotional brand attachment and orientation toward happiness). The study manipulated five types of brand experience (sensory experience, affective experience, intellectual experience, behavioral experience and relational experience). Furthermore, it aimed to establish mediating links of brand experience between independent and dependent variables.

### 4.4.1 Participants Characteristics

A total of 99 participants were selected from a class of public sector university located at Lahore. The majority of the participants were females, i.e. 53% and unmarried, i.e. 56%. However, the age of major portion, i.e. 74% of the participants falls in the young age group of 21-30. Similarly, the educational level of most of the participants was master level (16 years) and was employed, i.e. 63%. Furthermore, economic class of the participant falls in the category of upper middle class, i.e. 57%.

### 4.4.2 Manipulation Check

The experiment included manipulation check items for sensory claims, affective claims, intellectual claims, behavioral claims, relational claims and functional claims. The manipulation check items aimed to check the thoughts formed while viewing the six different advertisements intended to create different thoughts in the minds of the participants.

**Table 4.23**  
**Manipulation Check in Experiment 2**

Variable	F	Sig.
Sensory Claims	30.02	**
Affective Claims	16.40	**
Intellectual Claims	33.76	**
Behavioral Claims	31.81	**
Relational Claims	10.62	**
Functional Claims	97.31	**

**Notes:** \*\*  $P < 0.01$ ;

The questionnaire booklet included manipulation check items for sensory claims, affective claims, intellectual claims, behavioral claims, relational claims and functional claims with respect to the advertisement. Table 4.23 exhibits

results of one-way ANOVA to check the difference across the advertisement groups. It can be observed that all advertisements have generated significantly different thoughts of consumers with respect to their claims. The results confirmed that the manipulation of the advertisements was successful and different from other groups.

#### **4.4.3 Hypotheses Testing**

The experiment yielded significant difference across the groups for emotional brand attachment ( $F= 4.199$ ,  $p= 0.002$ ). The ad intended with functional experiences yielded lowest ( $M=3.25$ ) emotional brand attachment, which is according to expectations and hypothesis. Among all experiential ads, intellectual ad generated highest emotional brand attachment (4.24) as compared to affective ad (3.26), behavioral ad (3.77), relational ad (3.83), and sensory ad (3.66). Thus, the results confirmed H3 that brand experience significantly and positively effects emotional brand attachment.

The experiment generated significant difference across experiential advertisement groups for orientation toward happiness ( $F = 2.521$ ,  $p= 0.035$ ). The ad intended to highlight functional attributes yielded lowest ( $M=3.47$ ) orientation toward happiness, which supports our hypothesis. In the experiential advertisements, intellectual ad generated the highest orientation toward happiness (4.033) as compared to affective ad (3.80), behavioral ad (3.77), relational ad (3.92), and sensory ad (3.66). Thus, the yielded results supported H4 that brand experience significantly and positively effects orientation toward happiness.

In order to test the mediation hypothesis, the experimental data involved a bootstrapping technique to conduct mediation analysis through Process Macro (Hayes, 2013) in SPSS (v.22). The process macro investigated mediating relationship of brand experience between actual self-congruence, ideal self-congruence and emotional brand attachment and orientation toward happiness. The process macro utilized 5000 bootstrapping samples with 95% confidence interval for the path estimates.

The analysis yielded that actual self-congruence has a positive indirect effect (through brand experience) on emotional brand attachment ( $\beta = 0.20$ ) with non-zero confidence interval (upper bound= .3318 to lower bound= .1118). Thus, the results of the experiment supported the hypothesis that brand experience significantly mediates between actual self-congruence and emotional brand attachment.

In the experiment, in order to test the mediating relationship of brand experience between actual self-congruence and orientation toward happiness similar process macro was used in SPSS. The analysis yielded that actual self-congruence has a positive indirect effect (through brand experience) on orientation toward happiness ( $\beta = 0.10$ ) with non-zero confidence interval (upper bound= .2133 to lower bound= .0421). Surprisingly, consistent with survey results, the experimental analysis also yielded an insignificant direct effect of actual self-congruence on orientation toward happiness. Thus, the results supported H6 that brand experience significantly and positively mediates between actual self-congruence and orientation toward happiness.

In the experiment, the mediating relationship of brand experience between ideal self-congruence and emotional brand attachment was analyzed through process macro in SPSS. The analysis yielded that ideal self-congruence has a positive indirect effect (through brand experience) on emotional brand attachment ( $\beta = 0.22$ ) with non-zero confidence interval (upper bound= .3460 to lower bound= .1290). Thus, the results supported H7 that brand experience significantly and positively mediates between ideal self-congruence and emotional brand attachment.

The study utilized a similar process macro in SPSS to test the mediating relationship of brand experience between ideal self-congruence and orientation toward happiness on data collected through experiment. The mediation analysis generated results that ideal self-congruence has a positive indirect effect (through brand experience) on orientation toward happiness ( $\beta = 0.13$ ) with non-zero confidence interval (upper bound= .2509 to lower bound= .0477). However, consistent with survey results, ideal self-congruence had an insignificant direct relationship with an orientation toward happiness ( $\beta = 0.13$ ,  $p < .2480$ ). Thus, the results of supported H8 that brand experience significantly and positively mediates between ideal self-congruence and orientation toward happiness.

## **4.5 SUMMARY**

The data analysis was conducted through SPSS version 22 and AMOS version 22. The chapter undertook result of frequency distribution, descriptive statistics, Exploratory Factor Analysis, group comparison through t-Test, Correlation Analysis, Confirmatory Factor Analysis, Structural Equation Modeling, Bootstrapping and ANOVA in experiments for group comparisons. All the hypotheses of the study were supported based on the data analysis, and summary of the hypotheses based on each study is presented in Table 4.24.

**Table 4.24**  
**Summary of Hypotheses Results**

<b>Hypothesis</b>	<b>Description</b>	<b>Study II</b>	<b>Study III</b>	<b>Study IV</b>
H1	Actual self-congruence positively predicts brand experience	Supported	Supported	-
H2	Ideal self-congruence positively predicts brand experience	Supported	Supported	-
H3	Brand experience predicts emotional brand attachment	Supported	-	Supported
H4	Brand experience predicts orientation toward happiness	Supported	-	Supported
H5	Brand experience mediates the relationship between actual self-congruence and emotional brand attachment	Supported	-	Supported
H6	Brand experience act as an intervening variable between ideal self-congruence and emotional brand attachment	Supported	-	Supported
H7	Brand experience act as an intervening variable between actual self-congruence and orientation toward happiness	Supported	-	Supported
H8	Brand experience mediates the relationship between ideal self-congruence and orientation toward happiness	Supported	-	Supported

# CHAPTER 5

## DISCUSSION AND CONCLUSION

The chapter includes a discussion of results concerning the online survey, experiments, and a general discussion section with a holistic view of understanding the mechanism. It sheds light on contributions and advancements in the theory of branding and marketing; demonstrate the applied usefulness in different contexts for managers; reveals the study limitations and avenues for future research in consumer brand relationships. Finally, it delineates a précised view of the study.

### 5.1 DISCUSSION OF RESULTS

Despite the recognition of experience economy, practitioners and researchers are still in the quest to evoke and deliver the strong brand experience. Based on the quest, the study focused to provide a better understanding of consumer's preference with respect to their real self (actual self) or aspired self (ideal self) in provoking positive and compelling brand experience. It further explicates the role of consumer's internal psychological responses in enhancing emotional brand attachment and orientation towards happiness associated with brands. The findings are engendered through the online survey and two experiments in the study.

The *first* result illustrated that self-congruence facets, i.e. actual self-congruence and ideal self-congruence have a positive effect on the brand experience. The findings established that self-congruence marketing stimuli with the self-concept facets would increase strong sensory brand experience, affective brand experience, cognitive brand experience, behavioral brand experience and relational brand experience. These findings are consistent with Lee and Jeong (2014) study based on the self-congruity theory (Sirgy, 1986) and prior experimental studies of self-congruence (Graeff, 1996; Kim, Yoo, and Lee, 2015; Kleijnen, De Ruyter, and Andreassen, 2005).

In contrast to previous literature (Koo, Cho, and Kim, 2014; Malär et al., 2011), ideal self-congruence yielded stronger effect on brand experience as compared to actual self-congruence. The brands exhibiting congruence with the way consumers see their ideal self, yielded stronger effect as compared to actual self. The findings confirmed the stronger effect of self-enhancement motive (Ditto and Lopez, 1992) and the effect could be attributed to selected

experiential brands, in which most of them possess luxurious brand image in consumer minds (Ahn, Ekinici, and Li, 2013). The message which depicts congruent personality with ideal selves of the consumers will generate higher sensory, affective, cognitive, behavioral and relational experience.

The *second* result demonstrated that as per the expectations, brand experience positively influenced emotional brand attachment. The results yielded from the inquiry are inline to prior research investigations (Dolbec and Chebat, 2013; Japutra et al., 2014; Schmitt and Rogers, 2008). Similarly, brand experience yielded a positive effect on the orientation toward happiness and yielded consistent results with prior studies (Brakus et al., 2015). The study confirmed that human beings sought pleasure through optimal experiences (brand experience) (Ryan and Deci, 2001) and confirmed three-dimensional orientation toward happiness: pleasure, meaning, and engagement (Peterson et al., 2005). The stronger results strengthened the claim of positive psychology stream of research which endorsed that people seek pleasure through their daily work-life activities (Bhattacharjee and Mogilner, 2014; Linley et al., 2009; Swaminathan et al., 2008).

The *third* result established the direct effect of self-congruence facets (actual self-congruence and ideal self-congruence) on emotional brand attachment. The findings confirmed that ideal self-congruence and actual self-congruence develops connection, affection, and passion in consumers (Brakus et al., 2015; Grzeskowiak and Sirgy, 2007; Park and John, 2010). The personality congruence with actual self-concept yields higher emotional brand attachment, as compared to ideal self-concept and the results are consistent with prior studies (Malär et al., 2011).

Similarly, self-congruence facets (actual self-congruence and ideal self-congruence) have yielded a direct link with an orientation toward happiness. The finding established the argument of self-verification motive (Swann, 1983) that consumers feel more pleasure when they feel consistency of their selves. Surprisingly, the personality congruence with ideal self-concept has yielded an insignificant relationship with the meaning of life, engagement of life and pleasure of life. The finding strengthened the argument of Koo et al. (2014) that too much ideality can result in undesired feelings of sadness or disappointment in consumers (Higgins, 1987).

The *fourth* result demonstrated an indirect link of self-congruence facets (actual self-congruence and ideal self-congruence) with emotional brand attachment. The findings confirmed that consumer's self-concept with the communicated image of the brand has indirect influence through sensory brand experience, affective brand experience, intellectual brand experience,

behavioral brand experience and relational brand experience. The indirect path results are consistent with prior research in branding (Ha and Im, 2012; Hosany, 2016; Koo et al., 2014).

Similarly, self-congruence facets (actual self-congruence and ideal self-congruence) yielded a significant indirect link with an orientation toward happiness. The self-concept of consumer consistent with the communicated image of brand yielded a positive influence on orientation toward happiness through sensory, affective, intellectual, behavioral and relational experience. The higher the self-congruence with the brand, the more consumers tend to feel the pleasure of life, the pleasure of engagement and pleasure of meaning in their work-life activities (Brakus et al., 2015).

The *fifth* result showed that the intervening role of brand experience yielded an insignificant direct effect of actual self-congruence and ideal self-congruence on emotional brand attachment. The results established full mediational models of brand experience and turned the direct link insignificant. The results are beyond our hypotheses and established that self-congruence personality evokes strong sensory brand experience, affective brand experience, intellectual brand experience, behavioral brand experience and relational brand experience to enhance emotional brand attachment. The results are consistent with the prior research of self-congruence with an insignificant direct link (Roy and Rabbanee, 2015; Wallace, Buil, and de Chernatony, 2017).

Similarly, the mediating role of brand experience turned the direct effect insignificant between self-congruence facets and orientation toward happiness. The findings are beyond the study hypotheses and confirmed that self-congruence facets could only influence through the brand experience toward life of meaning, life of pleasure and life of engagement. The results are consistent with prior research yielded insignificant direct link in mediation with self-congruence (Roy and Rabbanee, 2015; Wallace et al., 2017).

More specifically in experiments, the *sixth* result showed that the advertisement with intellectual claims yielded the highest scores as compared to sensory claims, affective claims, behavioral claims, relational claims and functional claims. The high scores of intellectual claims can be associated with the selected product during the experiment. The participants were exposed to the advertisement of the smart watch which is most compatible with intellectual claims. The overall results are aligned with prior experimental studies (Brakus et al., 2015; Brakus et al., 2014; Moons and De Pelsmacker, 2014; Mooy and Robben, 2002). Whereas, as per expectations, the advertisement of functional claims generated lowest scores which are consistent with the prior experimental studies (Brakus et al., 2014).

The *seventh* result established support for relational experience as the fifth dimension of brand experience concept. Brand experience included all five components: sensory experience, affective experience, intellectual experience, behavioral experience and relational experience. The brand experience concept developed by Brakus et al. (2009) validated first four dimensions and confirmed by various research studies (Iglesias et al., 2011; Schmitt et al., 2014; Zarantonello and Schmitt, 2010, 2013). However, initially, Brakus et al. (2009) considered the fifth dimension “relational experience” in conceptualization but dropped in further steps due to lack of validity. However, the study included relational experience dimension, due to strong arguments of prior research (Nysveen et al., 2013). Subsequently, the results of the study are consistent with Nysveen et al. (2013) and confirmed that relational experience significantly contributes to brand experience construct. The emergence of relational experience could be due to a collectivist society and more influence of individual over one another. The society in Asia, more specifically in South Asia, can be categorized as a high collectivist society and people largely influence the living style and buying decisions of individuals linked with them. Therefore, the relational experience turned as a significant dimension of brand experience.

### **5.3 THEORETICAL CONTRIBUTIONS**

The study contributes to prior brand experience discourse (Brakus et al., 2009; Iglesias et al., 2011; Lee and Jeong, 2014; Nysveen et al., 2013; Yoon and Youn, 2016; Zarantonello and Schmitt, 2013) by presenting a novel conceptual framework and encapsulate a more integrative view (Morgan-Thomas and Veloutsou, 2013). The framework includes the consumer self-related antecedents (Sirgy, 1982) and the consumer’s responses emotional responses (Thomson et al., 2005) and pleasure responses (Peterson et al., 2005) as outcomes. Furthermore, the study contributed to the conceptualization of brand experience concept by considering and validating its fifth dimension “relational experience.” The inclusion of the fifth dimension offered a more comprehensive measure of brand experience concept and confirmed (Nysveen et al., 2013) five-dimensional construct contention. It highlights the importance that in a collectivist society, consumers seek approval from their social circles and relational experience is considered a necessary element of the brand experience construct.

The study contributes to self-congruity theory by investigating the relationship of self-congruence facets (actual self-congruence and ideal self-congruence) with the brand experience. The study is unique in nature as it

considers actual self-congruence and ideal self-congruence as predictors of brand experience by extending beyond the prior study (Lee and Jeong, 2014). It also answers to the call of an experimental design study to investigate the self-congruity effect on brand experience (Lee and Jeong, 2014). Furthermore, the study contributes to the theory and literature by investigating the differential role of actual self-congruence and ideal self-congruence on brand experience.

Since the conceptualization of concept of brand experience (Brakus et al., 2009), it has served as an independent variable (Huang, 2017; Japutra and Molinillo, 2017; Kang et al., 2017), moderator (Karjaluoto et al., 2016), and processing mediator (Moreira et al., 2017; Pandowo, 2016; Risitano et al., 2017; Yang et al., 2017; Yoon and Youn, 2016). However, none of the studies investigated brand experience role between self-congruence and consumer emotional responses. For instance, prior research separately regressed emotional brand attachment on actual self-congruence and ideal self-congruence (Malär et al., 2011). Similarly, several other studies established the association of brand experience to emotional brand attachment (Japutra et al., 2014, 2016; Khan and Rahman, 2017). By extending the current literature, the study contributes to current literature by introducing brand experience as processing mechanism from self-congruence facets and emotional brand attachment.

Despite the prior research on self-congruity (self-image congruity, online-offline brand image congruity, and value congruity) as an antecedent to brand experience (Lee and Jeong, 2014) and orientation toward happiness as an outcome (Brakus et al., 2015). The literature is missing about the role of brand experience between self-congruence facets (actual self-congruence and ideal self-congruence) and orientation toward happiness. The study contributes to the literature by empirically investigating brand experience as a processing mechanism between self-congruence facets and orientation toward happiness.

The previous study (Lee and Jeong, 2014) considered self-congruity as a holistic concept with online brand experience and solely focused on the service sector. Whereas, the study contributes to and extends the current literature by providing empirical evidence of causal linkages (through the online survey and two experiments) of brand experience with its antecedents and consequences. Furthermore, the study investigated brand experience relationships based on multiple sets of brands (including multiple categories).

The study provides empirical evidence to orientation toward happiness scale and validates three-dimensional construct based on life of pleasure, life of meaning and life of engagement (Peterson et al., 2005). The study confirms the role of engagement dimension in the construct consistent with (Baumeister et al., 2013).

Finally, extending beyond the prior studies, the study contributes to the literature by identifying nine experiential brands and ten functional brands in Pakistan (Asad and Gillian, 2010). Surprisingly, most of the experiential and functional brands are international brands operating across the globe. Thus, the study contributes to Pakistani literature as well as the international literature by identifying and empirically testing the brands.

#### **5.4 PRACTICAL IMPLICATIONS**

The study offers various managerial and practical implications based on how to evoke brand experience and the consumer brand relationships. Consumers prefer brands which portray congruent personality with their actual self-concept and ideal self-concept. Therefore, overarching practical implications suggest that marketers should design congruent marketing stimuli which should adhere to five brand experience dimensions to yield emotional responses and affective response in consumers. More specifically, a brand can emphasize to evoke one or two brand experience dimensions with respect to the type of brand or product category.

The study finds the stronger relationship of ideal self-congruence in evoking brand experience, emotional brand attachment and orientation toward happiness. The reason for stronger brand experience could be the set of selected experiential brands in the initial descriptive study. Most of the brands fall in a luxurious or above average category in Pakistan. Therefore, customers might seek ideal self-congruence as compared to actual self-congruence. The consumers are more inclined to ideal self-images and aspirations. The aspirational self could be due to the likeliness to develop him/herself in future and achieve personal goals. Therefore, marketers and brand managers should emphasize idealized advertisement with the focus on ideal self-congruence to develop distinct brand positioning, deliver marketing communication messages and design brand elements, especially in luxurious brands.

Brand experience is validated with its five dimensions: sensory experience, affective experience, intellectual experience, behavioral experience and relational experience. Among all the brand experience dimensions, intellectual brand experience yielded the highest effect on dependent variables. The intellectual brand experience can be attributed to the product category or specific product types in selected experiential brands (as the highest selected brands were from consumer electronics category). The result emphasizes that brand managers should more emphasize the intellectual brand experience in

such/related categories (i.e., personal accessories) and/or product type, i.e. (hedonic).

Last but not the least, the direct effect of self-congruence facets turned as insignificant in the presence of brand experience in the relationship. The results highlighted the vital role of brand experience in evoking emotional and positive responses of customers. It cannot develop emotional brand attachment and orientation toward happiness without properly provoking brand experience. The congruent stimuli cannot generate emotional brand attachment and orientation toward happiness in the presence of brand experience. It emphasizes that the marketers and brand managers should carefully consider brand experience(s) along with the advertisement message. It is more important that solely delivering actual/ideal congruent message will not be effective. In order to generate strong attachment or happiness, marketers should properly manage the brand experience of the customers through touch points and/or evoke strong sensory, affective, intellectual, behavioral and/or relational experiences through their purchases.

## **5.5 LIMITATIONS AND FUTURE DIRECTIONS**

The study involves several constraints which can be minimized in future research endeavors. The study utilized Internet Mediated Research (IMR) design due to collect online data. The study also entails some limitations such as: no access to non-user of internet, crowded with younger age group, computer or smartpone anxiety, junk email, and technical or internet problems. The future studies should try to overcome or reduce these limitations.

In order to achieve the threshold fit indices of Structural Equation Modelling some items were removed from the original scale of brand experience, orientation toward happiness and emotional brand attachment. Furthermore, prior studies employed two items scale for actual self-congruence and ideal self-congruence. Therefore, future studies need to overcome these hurdles to get more robust results.

The study involved a cross-sectional design, and the data was collected from respondents through an online survey and participants in experiments at one point in time. The brand experience of customers should be studied over the period of time along with its predictor and criterion variables. A longitudinal study may enhance the accuracy and generalizability of the results as compared to cross-sectional study.

Even though, the study investigated the phenomena through online survey as well as experiments to establish causal association. In order to yield more robust mediational results in experiments, future studies can utilize double randomization experimental design.

The study tested a single product to investigate the effect of brand experience on dependent variables. However, in future studies, multiple products entailing different brand experience can be utilized to arouse several types of strong brand experience. One product may have intense intellectual experience or sensory experience as compared to others which might emphasize affective or behavioral or relational experience.

The study utilized six different print advertisements for each group to manipulate the brand experience. However, video advertisements will be livelier and evoke strong brand experiences than print advertisements. Therefore, future studies can robustly investigate the brand experience by playing video advertisements for the selected products.

The future studies may investigate personal level (i.e., self-construal) or cultural level (i.e., social influence) moderating variable to comprehensively cater the concept. Similarly, future studies may comparatively analyze the individual dimensions in influencing direct and indirect (mediating) relationship of the brand experience.

In order to test a more comprehensive model, future studies can include variables related to the emotional side of consumer behavior (i.e., consumer involvement and consumer engagement) in the model with brand experience. It will offer a comprehensive model and more robust results.

Finally, the study investigated the self-reported brand experience of the consumer. However, future studies may analyze the recent activated brand experience of customers based on usage or real-life interaction with the brands, i.e. direct exposure to marketing stimuli. In the case of usage or interaction, the relationship between variable can be more interesting to study.

## **5.6 CONCLUSION**

The study aimed to investigate the question that how marketers can evoke an attractive and compelling brand experience and what would be the consumer responses. Ideal self-congruence and/or actual self-congruence yielded strong brand experience and resulted in positive consumer responses which are aligned with the study's hypotheses. Based on the premises of self-congruity theory, the study emphasized that consumers are more concerned to develop consistency with their aspired self in evoking internal psychological responses. More specifically in experiential brands, consumers develop affective responses through brand experience evoked from self-congruence.

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## ANNEXURES

### ANNEXURE 1: GROUP COMPARISONS OF THE STUDY VARIABLES BY GENDER

S#	Variable	Gender	Mean	SD	Sig.
1	Actual Self-congruence	Male	3.55	1.02	ns
		Female	3.44	0.92	
2	Ideal Self-congruence	Male	3.64	0.97	ns
		Female	3.61	1.00	
3	Brand Experience	Male	4.99	0.96	ns
		Female	4.81	1.01	
4	Emotional Brand Attachment	Male	4.02	0.72	ns
		Female	3.94	0.72	
5	Orientation toward Happiness	Male	3.97	0.55	ns
		Female	3.94	0.53	

**Notes:** ns= Not Significant; SD = Standard Deviation

**ANNEXURE 2:  
GROUP COMPARISONS OF THE STUDY VARIABLES  
BY MARITAL STATUS**

<b>S#</b>	<b>Variable</b>	<b>Marital Status</b>	<b>Mean</b>	<b>SD</b>	<b>Sig.</b>
1	Actual Self-congruence	Single	3.51	0.93	ns
		Married	3.44	0.99	
2	Ideal Self-congruence	Single	3.60	1.04	ns
		Married	3.65	0.92	
3	Brand Experience	Single	4.91	0.94	ns
		Married	4.84	1.07	
4	Emotional Brand Attachment	Single	3.99	0.76	ns
		Married	3.95	0.66	
5	Orientation toward Happiness	Single	3.99	0.58	ns
		Married	3.90	0.48	

**Notes:** ns= Not Significant; SD = Standard Deviation

**ANNEXURE 3:  
GROUP COMPARISONS OF THE STUDY VARIABLES  
BY EMPLOYMENT STATUS**

<b>S#</b>	<b>Variable</b>	<b>Employment Status</b>	<b>Mean</b>	<b>SD</b>	<b>Sig.</b>
1	Actual Self-congruence	Employed	3.54	0.94	ns
		Unemployed	3.37	0.98	
2	Ideal Self-congruence	Employed	3.64	0.96	ns
		Unemployed	3.58	1.04	
3	Brand Experience	Employed	4.90	1.04	ns
		Unemployed	4.85	0.93	
4	Emotional Brand Attachment	Employed	3.96	0.71	ns
		Unemployed	4.00	0.74	
5	Orientation toward Happiness	Employed	3.96	0.56	ns
		Unemployed	3.93	0.51	

Notes: ns= Not Significant; S.D = Standard Deviation

**ANNEXURE 4:  
COMPARISONS OF THE STUDY VARIABLES  
BY EDUCATION**

<b>S#</b>	<b>Variable</b>	<b>Education</b>	<b>Mean</b>	<b>SD</b>	<b>Sig.</b>
1	Actual Self-congruence	Master and Below	3.37	0.94	ns
		M.Phil and Above	3.52	0.96	
2	Ideal Self-congruence	Master and Below	3.64	1.01	ns
		M.Phil and Above	3.61	0.98	
3	Brand Experience	Master and Below	4.86	1.05	ns
		M.Phil and Above	4.89	0.98	
4	Emotional Brand Attachment	Master and Below	4.05	0.72	ns
		M.Phil and Above	3.95	0.72	
5	Orientation toward Happiness	Master and Below	3.91	0.62	ns
		M.Phil and Above	3.96	0.51	

Notes: ns= Not Significant; S.D = Standard Deviation

**ANNEXURE 5:  
COMPARISONS OF THE STUDY VARIABLES BY AGE**

<b>S#</b>	<b>Variable</b>	<b>Age</b>	<b>Mean</b>	<b>SD</b>	<b>Sig.</b>
1	Actual Self-congruence	30 and Below	3.54	0.91	ns
		Above 30	3.32	1.08	
2	Ideal Self-congruence	30 and Below	3.62	1.00	ns
		Above 30	3.62	0.94	
3	Brand Experience	30 and Below	4.92	0.97	ns
		Above 30	4.77	1.06	
4	Emotional Brand Attachment	30 and Below	4.04	0.70	ns
		Above 30	3.76	0.75	
5	Orientation toward Happiness	30 and Below	3.99	0.55	*
		Above 30	3.82	0.48	

Notes: ns= Not Significant; \* P < 0.05; S.D = Standard Deviation

**ANNEXURE 6:  
COMPARISONS OF THE STUDY VARIABLES  
BY ECONOMIC CLASS**

<b>S#</b>	<b>Variable</b>	<b>Economic Class</b>	<b>Mean</b>	<b>SD</b>	<b>Sig.</b>
1	Actual Self-congruence	Middle Class	3.45	1.00	ns
		Upper Class	3.53	0.89	
2	Ideal Self-congruence	Middle Class	3.54	1.05	**
		Upper Class	3.75	0.88	
3	Brand Experience	Middle Class	4.83	1.08	ns
		Upper Class	4.96	0.85	
4	Emotional Brand Attachment	Middle Class	3.94	0.76	ns
		Upper Class	4.01	0.66	
5	Orientation toward Happiness	Middle Class	3.97	0.57	ns
		Upper Class	3.93	0.49	

Notes: ns= Not Significant; \*\* P<0.01; S.D = Standard Deviation

# APPENDICES

## APPENDIX 1: STUDY I – SELECTION OF EXPERIENTIAL BRAND

<b>Slide 1</b>	<p style="text-align: center;"><b>Product VS Brand</b></p> <ul style="list-style-type: none"><li>• <b>Product</b><ul style="list-style-type: none"><li>– Can't be physically differentiated from competitors in the minds of consumers<ul style="list-style-type: none"><li>• <b>e.g.</b> Salt, Chicken, Water</li></ul></li></ul></li><li>• <b>Brand</b><ul style="list-style-type: none"><li>– is name, term, sign, symbol, or design, or a combination of them, intended <i>to identify</i> the goods and services of one seller or group of sellers and <i>to differentiate</i> them from those of <i>competition</i>.<ul style="list-style-type: none"><li>• <b>e.g.</b> National Iodized Salt, K&amp;N's, Nestle Water</li></ul></li></ul></li></ul>
<b>Slide 2</b>	<p style="text-align: center;"><b>Functional VS Experiential Brand</b></p> <ul style="list-style-type: none"><li>• <b>Functional Brands</b><ul style="list-style-type: none"><li>– Consumers are exposed to <i>utilitarian / functional</i> product attributes</li></ul></li><li>• <b>Experiential Brands</b><ul style="list-style-type: none"><li>– Consumers are exposed to <i>brand-related stimuli(s)</i><ul style="list-style-type: none"><li>• <i>attribute other than utility / function</i></li></ul></li></ul></li></ul>

<p><b>Slide 3</b></p>	<p style="text-align: center;"><b>Functional Brands</b></p> <ul style="list-style-type: none"> <li>• Provides <b>least or no experiences</b> to customers</li> <li>• Focus on <i>utilitarian</i> attributes and <i>need satisfaction</i> <ul style="list-style-type: none"> <li>– Typically bought to satisfy a <b>functional need</b> on the part of the consumer.</li> <li>– <b>For example: Brands</b> <ul style="list-style-type: none"> <li>• focus on as <u>low price</u> as it can be</li> <li>• are about <u>convenience</u></li> <li>• are about <u>reliability</u></li> <li>• are <u>less about</u> how customer <u>feel</u></li> </ul> </li> </ul> </li> </ul>
<p><b>Slide 4</b></p>	<p style="text-align: center;"><b>Experiential Brands</b></p> <ul style="list-style-type: none"> <li>• <b>Focus on</b> how <i>user feel</i> when interacting with the brand thereby delivering <i>experience</i></li> <li>• Evoke consumers' <i>internal responses</i> (<i>sensations, feelings and cognitions</i>) and <i>behavioral responses</i> by brand-related <u>stimuli</u>. <ul style="list-style-type: none"> <li>– <b>For Example:</b> <ul style="list-style-type: none"> <li>• Design and Identity (<i>name, logo, symbols</i>)</li> <li>• Packaging and marketing communications (<i>advertisements, brochures, websites</i>)</li> <li>• Environments (<i>stores, events</i>)</li> </ul> </li> </ul> </li> </ul>

<p><b>Slide 5</b></p>	<p style="text-align: center;"><b>Experiential Brands</b></p> <ul style="list-style-type: none"><li>• Make a strong impression on visual sense or other <i>senses</i></li><li>• Induce a <i>feelings</i> and sentiments</li><li>• Result in <i>bodily experiences</i></li><li>• Stimulate curiosity and problem solving (<i>cognitions</i>)</li><li>• Make users feel like a part of the ‘brand’ family (<i>social</i>)</li></ul>
<p><b>Slide 6</b></p>	<p><b>Dear Students!</b></p> <ul style="list-style-type: none"><li>– We hope you can now differentiate between <b>Experiential Brands</b> and <b>Functional Brands</b>.</li><li>– If you still have any confusion about experiential or functional brands, please don’t hesitate to inquire.</li></ul>

<p><b>Slide 7</b></p>	<p style="text-align: center;"><b>Assignment - Brand Selection</b></p> <p>Please see the form and select five <i>experiential brands</i> and five <i>functional brands</i>.</p> <p>Read all instructions carefully and return the completed form in the next class</p>
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## Assignment – Brand Categorization

### Dear Student!

The purpose of this assignment is to improve your understanding to *differentiate between experiential brands and functional brands* as per the explanation provided in the class.

### Instructions:

- + List five “Experiential” and “Functional” Brands *marketed in Pakistan*.
- + International brands may also be selected in this regard.
- + Marking shall be made on the basis of correct brand categorization.
- + Full marks pertain listing 10 brands in right column.
- + Each wrong entry will generate reduction in marks.

### List of selected Brands

S#	Experiential Brands	Functional Brands
1		
2		
3		
4		
5		

### Personal information

Name:	Program:
Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female	Employed: <input type="checkbox"/> No <input type="checkbox"/> Yes
Age: <input type="checkbox"/> 18-25 <input type="checkbox"/> 26-30 <input type="checkbox"/> 31-35 <input type="checkbox"/> 36-40 <input type="checkbox"/> 40 and Above	
Economic Class: <input type="checkbox"/> Lower Middle <input type="checkbox"/> Middle <input type="checkbox"/> Upper Middle <input type="checkbox"/> Upper	

**Best of luck**

**APPENDIX 2:  
STUDY II – ONLINE SURVEY QUESTIONNAIRE**

**Dear Sir/Madam!**

We welcome you on board and greatly appreciate your willingness to participate in this survey. The survey is focused on learning about your experiences with brands in Pakistan. Your feedback confidentiality and anonymity are ensured and results will be used for research purpose only. Please click on the button below to start the survey. It will take only 08-10 minutes from your valuable time.

Please select one of the following brands with which you have high level of familiarity:

 <p style="text-align: center;"><b>Coca Cola</b></p>	 <p style="text-align: center;"><b>Samsung</b></p>	 <p style="text-align: center;"><b>Apple</b></p>
 <p style="text-align: center;"><b>Daewoo Express</b></p>	 <p style="text-align: center;"><b>Mountain Dew</b></p>	 <p style="text-align: center;"><b>Bahria Town</b></p>
 <p style="text-align: center;"><b>Sensodyne</b></p>	 <p style="text-align: center;"><b>Adidas</b></p>	 <p style="text-align: center;"><b>Sting</b></p>

1. Please rate the extent to which following statements are descriptive of your experience with brand X	Strongly Disagree	Moderately Disagree	Slightly Disagree	Undecided	Slightly Agree	Moderately Agree	Strongly Agree
a) This brand makes a strong impression on my visual sense or other senses	1	2	3	4	5	6	7
b) I find this brand interesting in a sensory way	1	2	3	4	5	6	7
c) This brand does not appeal to my senses	1	2	3	4	5	6	7
d) This brand induces a feelings and sentiments	1	2	3	4	5	6	7
e) I do not have strong emotions for this brand	1	2	3	4	5	6	7
f) This brand is an emotional brand	1	2	3	4	5	6	7
g) I engage in physical actions and behaviors when I use this brand	1	2	3	4	5	6	7
h) This brand results in bodily experiences	1	2	3	4	5	6	7
i) This brand is not action oriented	1	2	3	4	5	6	7
j) I engage in a lot of thinking when I encounter this brand	1	2	3	4	5	6	7
k) This brand does not make me think	1	2	3	4	5	6	7
l) This brand stimulates my curiosity and problem solving	1	2	3	4	5	6	7
m) As customer of 'Brand' I feel like I am part of a community	1	2	3	4	5	6	7
n) I feel like I am part of the 'Brand' family	1	2	3	4	5	6	7
o) When I use 'Brand' I do not feel left alone	1	2	3	4	5	6	7

<p>2. Take a moment to think about brand x as <u>it is a person</u> and think of set of human characteristics that can be associated with the brand. Then describe this person in terms of personality characteristics such as reliable, smooth, friendly, rugged, beautiful etc.</p> <p>Now think about how you see yourself (your actual self). What kind of person are you? How would you describe your personality?</p>					
Once you've done this, indicate your agreement or disagreement to the following statements:	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
a) The personality of brand x is consistent with how I see myself	1	2	3	4	5
b) The personality of brand x is a mirror image of me	1	2	3	4	5

<p>3. Take a moment to think about brand x as <u>it is a person</u> and think of set of human characteristics that can be associated with the brand. Then describe this person in terms of personality characteristics such as reliable, smooth, friendly, rugged, beautiful etc.</p> <p>Now think about how you would like to see yourself (your ideal self). What kind of person you want to be? How would you describe your ideal personality?</p>					
Once you've done this, indicate your agreement or disagreement to the following statements:	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
a) The personality of brand x is consistent with how I would like to be	1	2	3	4	5
b) The personality of brand x is a mirror image of the person I would like to be	1	2	3	4	5

4. Please rate the extent to which following words describe your typical feelings toward brand x.	<b>Not at all</b>	<b>Slightly</b>	<b>Somewhat</b>	<b>Fairly Well</b>	<b>Very Well</b>
a) Affection	1	2	3	4	5
b) Love	1	2	3	4	5
c) Peaceful	1	2	3	4	5
d) Friendly	1	2	3	4	5
e) Attached	1	2	3	4	5
f) Bonded	1	2	3	4	5
g) Connected	1	2	3	4	5
h) Passion	1	2	3	4	5
i) Delight	1	2	3	4	5
j) Captivation	1	2	3	4	5

5. Please rate the extent to which following items are applied to your life	Extremely unlikely	unlikely	Neutral	Likely	Extremely likely
a) My life serves a higher purpose	1	2	3	4	5
b) In choosing what to do, I always take into account whether it will benefit other people	1	2	3	4	5
c) I have a responsibility to make the world a better place	1	2	3	4	5
d) My life has a lasting meaning	1	2	3	4	5
e) What I do matters to society	1	2	3	4	5
f) I have spent a lot of time thinking about what life means and how I fit into its big picture	1	2	3	4	5
g) Life is too short to postpone the pleasures it can provide	1	2	3	4	5
h) I go out of my way to feel euphoric	1	2	3	4	5
i) In choosing what to do, I always take into account whether it will be pleasurable	1	2	3	4	5
j) I agree with this statement: “Life is short – eat dessert first”	1	2	3	4	5
k) I love to do things that excite my senses	1	2	3	4	5
l) For me, the good life is the pleasurable life	1	2	3	4	5
m) Regardless of what I am doing, time passes very quickly	1	2	3	4	5
n) I seek out situations that challenge my skills and abilities	1	2	3	4	5
o) Whether at work or play, I am usually “in a zone” and not conscious of myself	1	2	3	4	5
p) I am always very absorbed in what I do	1	2	3	4	5
q) In choosing what to do, I always take into account whether I can lose myself in it	1	2	3	4	5
r) I am rarely distracted by what is going on around me	1	2	3	4	5

**Please provide personal information:**

a) Gender:  Male  Female

b) Age:  Below 20  21 – 25  26– 30  31 – 35  36-40  Above 40

c) Formal Education:  Undergraduate  Graduate  Masters  M.Phil  PhD

d) Marital status:  Single  Married

e) Occupation:  Employed  Unemployed

f) Economic Class:  Lower  Lower Middle  Middle  Upper Middle  Upper

**Thank you very much for your precious time and cooperation.**

**APPENDIX 3:**  
**STUDY III – EXPERIMENT 1**

**Study Booklet**

**Dear Participants!**

We welcome you on board and greatly appreciate your willingness to participate in this study. The study is designed to learn about your perception regarding smart watch by “*Samsung Gear S*” brand and results will only be used for research purpose.

**Instructions:**

Please read the following ad for smart watch “*Samsung Gear S*”

*“The next time you buy a smart watch, think about who you are. Think about your own personality. Think about your own self-image. Think about Samsung Gear S, the right smart watch for: who you are, your own personality and your own self-image”*

After reading the above ad please, turn over the page and respond to the questionnaire:

1. Please rate the extent to which following statements are descriptive of your experience with "Samsung"	Strongly Disagree	Moderately Disagree	Slightly Disagree	Undecided	Slightly Agree	Moderately Agree	Strongly Agree
a) 'Samsung' makes a strong impression on my visual sense or other senses	1	2	3	4	5	6	7
b) I find "Samsung" interesting in a sensory way	1	2	3	4	5	6	7
c) "Samsung" does not appeal to my senses	1	2	3	4	5	6	7
d) "Samsung" induces a feelings and sentiments	1	2	3	4	5	6	7
e) I do not have strong emotions for "Samsung"	1	2	3	4	5	6	7
f) "Samsung" is an emotional brand	1	2	3	4	5	6	7
g) I engage in physical actions and behaviors when I use "Samsung"	1	2	3	4	5	6	7
h) "Samsung" results in bodily experiences	1	2	3	4	5	6	7
i) "Samsung" is not action oriented	1	2	3	4	5	6	7
j) I engage in a lot of thinking when I encounter "Samsung"	1	2	3	4	5	6	7
k) "Samsung" does not make me think	1	2	3	4	5	6	7
l) "Samsung" stimulates my curiosity and problem solving	1	2	3	4	5	6	7
m) As customer of 'Brand' I feel like I am part of a community	1	2	3	4	5	6	7
n) I feel like I am part of the "Samsung" family	1	2	3	4	5	6	7
o) When I use "Samsung" I do not feel left alone	1	2	3	4	5	6	7

2. Take a moment to think about "Samsung" as <b>it is a person</b> and think of set of human characteristics that can be associated with the brand. Then describe this person in terms of personality characteristics such as reliable, friendly, rugged, beautiful etc.  Now think about how <b>you see yourself (your actual self)</b> . What kind of person are you? How would you describe your personality?						
Once you've done this, indicate your agreement or disagreement to the following statements:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
a) The personality of "Samsung" is consistent with how I see myself	1	2	3	4	5	
b) The personality of "Samsung" is a mirror image of me	1	2	3	4	5	

<p>3. Take a moment to think about "Samsung" as <b>it is a person</b> and think of set of human characteristics that can be associated with the brand. Then describe this person in terms of personality characteristics such as reliable, friendly, rugged, beautiful etc.</p> <p>Now think about how would <b>you like to see yourself (your ideal self)</b>. What kind of person you want to be? How would you describe your ideal personality?</p>					
Once you've done this, indicate your agreement or disagreement to the following statements:	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
a) The personality of "Samsung" is consistent with how I would like to be	1	2	3	4	5
b) The personality of "Samsung" is a mirror image of the person I would like to be	1	2	3	4	5

4. Please rate following statements according to what you thought while reading the ad:	<b>Not at all</b>	<b>Slightly</b>	<b>Somewhat</b>	<b>Fairly Well</b>	<b>Very Well</b>
a) Important attributes or features of Samsung smart watch	1	2	3	4	5
b) Important physical characteristics of Samsung smart watch	1	2	3	4	5
c) The quality of Samsung smart watch	1	2	3	4	5
d) Wearing Samsung smart watch	1	2	3	4	5
e) Engaging in daily life activities while wearing Samsung smart watch	1	2	3	4	5
f) The benefits or consequences of wearing Samsung smart watch	1	2	3	4	5
g) How Samsung smart watch fit with your personality (self-image)	1	2	3	4	5
h) How Samsung smart watch could let you express your personality (self-image)	1	2	3	4	5
i) How Samsung smart watch could help you define or create a new personality (self-image) for yourself	1	2	3	4	5

**Please provide personal information:**

- a) Gender:  Male  Female
- b) Age:  Below 20  21 – 25  26– 30  31 – 35  36-40  Above 40
- c) Formal Education:  Undergraduate  Graduate  Masters  M.Phil  PhD
- d) Marital status:  Single  Married
- e) Occupation:  Employed  Unemployed
- f) Economic Class:  Lower  Lower Middle  Middle  Upper Middle  Upper

**Thank you for your contribution!**

## Study Booklet

### Dear Participants!

We welcome you on board and greatly appreciate your willingness to participate in this study. The study is designed to learn about your perception regarding smart watch by “*Samsung Gear S*” brand and results will only be used for research purpose.

### Instructions:

Please read the following ad for smart watch “*Samsung Gear S*”

*“The next time you buy a smart watch, think about the quality of the smart watch. Think about the features in the smart watch. Think about the camera and GPS connectivity. Think about Samsung Gear S, the right smart watch with the right: quality, high definition camera and GPS connectivity”*

After reading the above ad please, turn over the page and respond to the questionnaire:

1. Please rate the extent to which following statements are descriptive of your experience with "Samsung"	Strongly Disagree	Moderately Disagree	Slightly Disagree	Undecided	Slightly Agree	Moderately Agree	Strongly Agree
a) 'Samsung' makes a strong impression on my visual sense or other senses	1	2	3	4	5	6	7
b) I find "Samsung" interesting in a sensory way	1	2	3	4	5	6	7
c) "Samsung" does not appeal to my senses	1	2	3	4	5	6	7
d) "Samsung" induces a feelings and sentiments	1	2	3	4	5	6	7
e) I do not have strong emotions for "Samsung"	1	2	3	4	5	6	7
f) "Samsung" is an emotional brand	1	2	3	4	5	6	7
g) I engage in physical actions and behaviors when I use "Samsung"	1	2	3	4	5	6	7
h) "Samsung" results in bodily experiences	1	2	3	4	5	6	7
i) "Samsung" is not action oriented	1	2	3	4	5	6	7
j) I engage in a lot of thinking when I encounter "Samsung"	1	2	3	4	5	6	7
k) "Samsung" does not make me think	1	2	3	4	5	6	7
l) "Samsung" stimulates my curiosity and problem solving	1	2	3	4	5	6	7
m) As customer of 'Brand' I feel like I am part of a community	1	2	3	4	5	6	7
n) I feel like I am part of the "Samsung" family	1	2	3	4	5	6	7
o) When I use "Samsung" I do not feel left alone	1	2	3	4	5	6	7

2. Take a moment to think about "Samsung" as <b>it is a person</b> and think of set of human characteristics that can be associated with the brand. Then describe this person in terms of personality characteristics such as reliable, friendly, rugged, beautiful etc.					
Now think about how <b>you see yourself (your actual self)</b> . What kind of person are you? How would you describe your personality?					
Once you've done this, indicate your agreement or disagreement to the following statements:					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a) The personality of "Samsung" is consistent with how I see myself	1	2	3	4	5
b) The personality of "Samsung" is a mirror image of me	1	2	3	4	5

<p>3. Take a moment to think about "Samsung" as <b>it is a person</b> and think of set of human characteristics that can be associated with the brand. Then describe this person in terms of personality characteristics such as reliable, friendly, rugged, beautiful etc.</p> <p>Now think about how would <b>you like to see yourself (your ideal self)</b>. What kind of person you want to be? How would you describe your ideal personality?</p>					
Once you've done this, indicate your agreement or disagreement to the following statements:	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
a) The personality of "Samsung" is consistent with how I would like to be	1	2	3	4	5
b) The personality of "Samsung" is a mirror image of the person I would like to be	1	2	3	4	5

4. Please rate following statements according to what you thought while reading the ad:	<b>Not at all</b>	<b>Slightly</b>	<b>Somewhat</b>	<b>Fairly Well</b>	<b>Very Well</b>
a) Important attributes or features of Samsung smart watch	1	2	3	4	5
b) Important physical characteristics of Samsung smart watch	1	2	3	4	5
c) The quality of Samsung smart watch	1	2	3	4	5
d) Wearing Samsung smart watch	1	2	3	4	5
e) Engaging in daily life activities while wearing Samsung smart watch	1	2	3	4	5
f) The benefits or consequences of wearing Samsung smart watch	1	2	3	4	5
g) How Samsung smart watch fit with your personality (self-image)	1	2	3	4	5
h) How Samsung smart watch could let you express your personality (self-image)	1	2	3	4	5
i) How Samsung smart watch could help you define or create a new personality (self-image) for yourself	1	2	3	4	5

**Please provide personal information:**

- a) Gender:  Male  Female
- b) Age:  Below 20  21 – 25  26– 30  31 – 35  36-40  Above 40
- c) Formal Education:  Undergraduate  Graduate  Masters  M.Phil  PhD
- d) Marital status:  Single  Married
- e) Occupation:  Employed  Unemployed
- f) Economic Class:  Lower  Lower Middle  Middle  Upper Middle  Upper

**Thank you for your contribution!**

**APPENDIX 4:**  
**STUDY IV – EXPERIMENT 2**

**Study Booklet**

**Dear Participants!**

We welcome you on board and greatly appreciate your willingness to participate in this study. The study is designed to learn about your perception regarding smart watch by “*Samsung Gear S*” brand and results will only be used for research purpose.

**Instructions:**

A print advertisement of **Samsung smart watch** is hereby attached with the booklet.

After looking at the print advertisement, please turn over the page and respond to the questionnaire:

1. Please rate the extent to which following statements are descriptive of your experience with "Samsung":	Strongly Disagree	Moderately Disagree	Slightly Disagree	Undecided	Slightly Agree	Moderately Agree	Strongly Agree
a) 'Samsung' makes a strong impression on my visual sense or other senses	1	2	3	4	5	6	7
b) I find "Samsung" interesting in a sensory way	1	2	3	4	5	6	7
c) "Samsung" does not appeal to my senses	1	2	3	4	5	6	7
d) "Samsung" induces a feelings and sentiments	1	2	3	4	5	6	7
e) I do not have strong emotions for "Samsung"	1	2	3	4	5	6	7
f) "Samsung" is an emotional brand	1	2	3	4	5	6	7
g) I engage in physical actions and behaviors when I use "Samsung"	1	2	3	4	5	6	7
h) "Samsung" results in bodily experiences	1	2	3	4	5	6	7
i) "Samsung" is not action oriented	1	2	3	4	5	6	7
j) I engage in a lot of thinking when I encounter "Samsung"	1	2	3	4	5	6	7
k) "Samsung" does not make me think	1	2	3	4	5	6	7
l) "Samsung" stimulates my curiosity and problem solving	1	2	3	4	5	6	7
m) As customer of 'Brand' I feel like I am part of a community	1	2	3	4	5	6	7
n) I feel like I am part of the "Samsung" family	1	2	3	4	5	6	7
o) When I use "Samsung" I do not feel left alone	1	2	3	4	5	6	7

2. Take a moment to think about "Samsung" as <b>it is a person</b> and think of set of human characteristics that can be associated with the brand. Then describe this person in terms of personality characteristics such as reliable, friendly, rugged, beautiful etc.  Now think about how <b>you see yourself (your actual self)</b> . What kind of person are you? How would you describe your personality?						
Once you've done this, indicate your agreement or disagreement to the following statements:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
a) The personality of "Samsung" is consistent with how I see myself	1	2	3	4	5	
b) The personality of "Samsung" is a mirror image of me	1	2	3	4	5	

<p>3. Take a moment to think about "Samsung" as <b>it is a person</b> and think of set of human characteristics that can be associated with the brand. Then describe this person in terms of personality characteristics such as reliable, friendly, rugged, beautiful etc.</p> <p>Now think about how would <b>you like to see yourself (your ideal self)</b>. What kind of person you want to be? How would you describe your ideal personality?</p>					
Once you've done this, indicate your agreement or disagreement to the following statements:	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
a) The personality of "Samsung" is consistent with how I would like to be	1	2	3	4	5
b) The personality of "Samsung" is a mirror image of the person I would like to be	1	2	3	4	5

<p>4. Please rate the extent to which following items are applied to your life:</p>					
	<b>Extremely unlikely</b>	<b>Unlikely</b>	<b>Neutral</b>	<b>Likely</b>	<b>Extremely likely</b>
a) My life serves a higher purpose	1	2	3	4	5
b) In choosing what to do, I always take into account whether it will benefit other people	1	2	3	4	5
c) I have a responsibility to make the world a better place	1	2	3	4	5
d) My life has a lasting meaning	1	2	3	4	5
e) What I do matters to society	1	2	3	4	5
f) I have spent a lot of time thinking about what life means and how I fit into its big picture	1	2	3	4	5
g) Life is too short to postpone the pleasures it can provide	1	2	3	4	5
h) I go out of my way to feel intense happiness and excitement	1	2	3	4	5
i) In choosing what to do, I always take into account whether it will be pleasurable	1	2	3	4	5
j) I agree with this statement: "Life is short – eat dessert first"	1	2	3	4	5
k) I love to do things that excite my senses	1	2	3	4	5
l) For me, the good life is the pleasurable life	1	2	3	4	5
m) Regardless of what I am doing, time passes very quickly	1	2	3	4	5
n) I seek out situations that challenge my skills and abilities	1	2	3	4	5
o) Whether at work or play, I am usually "in a zone" and not conscious of myself	1	2	3	4	5
p) I am always very absorbed in what I do	1	2	3	4	5
q) In choosing what to do, I always take into account whether I can lose myself in it	1	2	3	4	5
r) I am rarely distracted by what is going on around me	1	2	3	4	5

5. Please rate the following statements according to what you thought while watching the animated clip:	Strongly Disagree	Moderately Disagree	Slightly Disagree	Undecided	Slightly Agree	Moderately Agree	Strongly Agree
a) This print ad has sensory appeal	1	2	3	4	5	6	7
b) This print ad engages my senses	1	2	3	4	5	6	7
c) This print ad is focused on sensory appeal	1	2	3	4	5	6	7
d) This print ad appeals to feelings	1	2	3	4	5	6	7
e) This print ad is affective	1	2	3	4	5	6	7
f) This print ad is emotional	1	2	3	4	5	6	7
g) The print ad challenges my way of thinking	1	2	3	4	5	6	7
h) The print ad engages me in a lot of thinking	1	2	3	4	5	6	7
i) The print ad stimulates my curiosity and problem solving	1	2	3	4	5	6	7
j) The print ad incites me for physical actions and behavior	1	2	3	4	5	6	7
k) The print ad involves any action	1	2	3	4	5	6	7
l) The print ad provokes bodily experiences	1	2	3	4	5	6	7
m) The print ad makes me feel to think as a part of Samsung's community	1	2	3	4	5	6	7
n) The print ad makes me feel as part of Samsung's family	1	2	3	4	5	6	7
o) The print ad makes me feel as alone	1	2	3	4	5	6	7
p) This print ad presents the features of the product	1	2	3	4	5	6	7
q) This print ad shows how the product works	1	2	3	4	5	6	7
r) This print ad presents the functions the product has	1	2	3	4	5	6	7

6. Please rate the extent to which the following words describe your typical feelings toward Samsung:	Not at all	Slightly	Somewhat	Fairly Well	Very Well
a) Affection	1	2	3	4	5
b) Love	1	2	3	4	5
c) Peaceful	1	2	3	4	5
d) Friendly	1	2	3	4	5
e) Attached	1	2	3	4	5
f) Bonded	1	2	3	4	5
g) Connected	1	2	3	4	5
h) Passion	1	2	3	4	5
i) Delight	1	2	3	4	5
j) Captivation	1	2	3	4	5

**Please provide personal information:**

- a) Gender:  Male  Female
- b) Age:  Below 20  21 – 25  26– 30  31 – 35  36-40  Above 40
- c) Formal Education:  Undergraduate  Graduate  Masters  M.Phil  PhD
- d) Marital status:  Single  Married
- e) Occupation:  Employed  Unemployed
- f) Economic Class:  Lower  Lower Middle  Middle  Upper Middle  Upper

**Thank you for your contribution!**

## Print Ads Attached with Booklet:

### 1. Affective Brand Experiences Ad



**SAMSUNG GEAR S2**

Energizing your Mood  
Refreshed and Inspired  
Liveliness in your Life  
Fun and Happiness

**Buy Now**

The advertisement features two Samsung Gear S2 smartwatches. The top watch has a black strap and a circular display showing '12 km', '127 calories', and 'Running' with a green running icon. The bottom watch has a silver strap and a circular display showing 'Speed', 'km/h', and '24.5'.

2. Behavioral Brand Experiences Ad



**SAMSUNG GEAR S2**

Inspires to Work out

Engages Actions

Involves Physically

Incites to do Activities

**Buy Now**

The advertisement features two Samsung Gear S2 smartwatches. The top watch has a black strap and a screen displaying '12 km', '127 calories', and 'Running' with a green running icon. The bottom watch has a silver strap and a screen displaying 'Speed', 'km/h', and '24.5'. The background is a dark blue gradient.

3. **Functional Brand Experiences Ad**



**SAMSUNG GEAR S2**

Touchscreen  
GPS Connectivity  
HD Camera  
Video Calling

**Buy Now**

The advertisement features two Samsung Gear S2 smartwatches. The top watch has a black strap and a circular screen displaying '12 km' and '127 calories' with a green progress indicator. The bottom watch has a silver strap and a circular screen displaying 'Speed' and '24.5'.

4. Intellectual Brand Experiences Ad



**SAMSUNG GEAR S2**

Incite Imagination  
Stimulates Thinking  
Evoke Curiosity  
Challenge your Thinking

**Buy Now**

The advertisement features two Samsung Gear S2 smartwatches. The top watch has a black strap and a circular display showing '12 km', '127 calories', and 'Running' with a green running icon. The bottom watch has a silver strap and a circular display showing 'Speed', 'km/h', and '24.5'.

5. Relational Brand Experiences Ad:



**SAMSUNG GEAR S2**

Smarter Community  
Exclusive Family  
Part of Sophistication  
Feel Accompanied

**Buy Now**

The advertisement features two Samsung Gear S2 smartwatches. The top watch has a black strap and a circular display showing '12 km', '127 calories', and 'Running' with a green progress indicator. The bottom watch has a silver strap and a circular display showing 'Speed', 'km/h', and '24.5'. The background is a dark blue gradient.

6. Sensory Brand Experiences Ad:



**SAMSUNG GEAR S2**

Stylish and Elegant  
Sleek Design  
Vivid Touchscreen  
Clear Natural Sound

**Buy Now**

The advertisement features two Samsung Gear S2 smartwatches. The top watch has a black strap and a black face displaying '12 km', '127 calories', and 'Running' with a green running icon. The bottom watch has a silver strap and a black face displaying 'Speed', 'km/h', and '24.5'.

**APPENDIX 5:  
MEASUREMENT MODEL**

