

Investigating the effects of brand experience components on power of brand in food industry

Naser Azad* and Ashkan Arabi

Department of Management and Accounting, South Tehran Branch, Islamic Azad University (IAU), Tehran, Iran

CHRONICLE

ABSTRACT

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Power of brand

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This paper presents an empirical investigation to study the effects of brand power experiences on power of brand in food industry. The study designs a questionnaire in Likert scale consists of 23 questions, distributes it among 208 randomly selected people who purchase foods from three different food chains in city of Tehran, Iran. Using structural equation modeling, the study has examined the effects of six factors influence the most in our survey including Brand loyalty, Physical attributes, pricing factors, functional characteristics, brand association and brand position. The results of our survey indicate that pricing factors and brand position were the most important influential factors followed by functional characteristics and physical attributes. However, the survey does not confirm the effects of brand loyalty and brand association on brand power.

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1. Introduction

During the past few years, there have been various studies on methods for improvement of brand characteristics (Schembri, 2009; Bulmer & Buchanan-Oliver, 2010; Hultén, 2011). The role of brands and branding in the new economy characterized by digitization and globalization are absorbing significant attention (Rowley, 2004). Morgan-Thomas and Veloutsou (2013) presented some insights from marketing and information systems research to reach at an integrative model of online brand experience. In their model, emotional characteristics of brand relationship supplement the dimension of technology acceptance to reach at a more complete understanding of consumer experience with an online brand. The study involved structural equation modeling and the results demonstrated that trust and perceived usefulness positively could influence on online brand experience. Jones et al. (2010) explored the emergence and development of experience stores and to investigated their potential role in fostering consumer brand relationships and their effect on the retail landscape. They provided an accessible review of the emergence of experience stores and their effect in developing relationships between brands and consumers. Ha and Perks (2005) investigated the effects of consumer perceptions of brand experience on the web by considering the effects of brand familiarity, satisfaction and brand trust. Gabisch and Gwebu (2011) examined the effect of virtual experiences on attitude formation,

*Corresponding author.

E-mail addresses: n_azad@azad.ac.ir (N. Azad)

and offline purchase intentions, and determined three kinds of channel congruence, which help explain the cross-channel effects. They reported that multichannel impacts existed between virtual brand experiences and real-world purchasing decisions. According to Alloza (2008), “successful corporate brand management lies on sounded brand engagement and strategic alignment initiatives”. Kim and Sullivan (1998) studied the effect of parent brand experience on line extension trial and repeat purchase. Iglesias et al. (2011) investigated the role of brand experience and affective commitment in determining brand loyalty. Morrison and Crane (2007) presented a survey on building the service brand by creating and managing an emotional brand experience. Boo et al. (2009) presented a model of customer-based brand equity and discussed its application to multiple destinations.

2. The proposed study

The proposed study of this paper investigates the effects of various brand experience components on brand power. Fig. 1 demonstrates the proposed study of this paper.

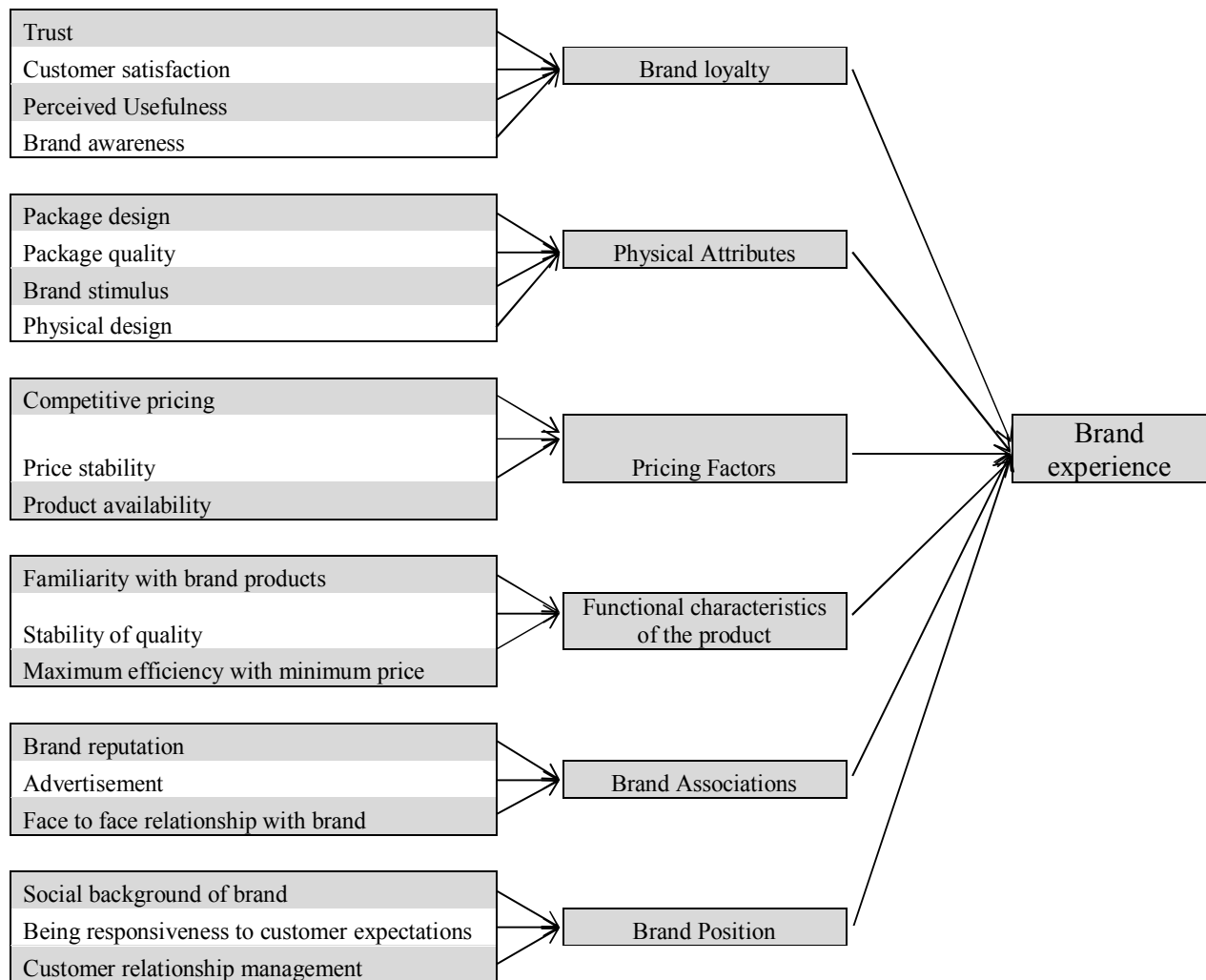


Fig. 1. The proposed study

Based on the structure of Fig. 1, the following six hypotheses are considered.

1. Brand loyalty influences positively on power of brand.

2. Physical attributes influence positively on power of brand.
3. Pricing factors influence positively on power of brand.
4. Functional characteristics influence positively on power of brand.
5. Brand association influences positively on power of brand.
6. Brand position influences positively on power of brand.

The proposed study of this paper designs a questionnaire consists of 23 questions and distributes it among 208 randomly selected regular customers of different supply chains active in city of Tehran, Iran. Fig. 2 presents details of personal characteristics of the participants. As we can observe from the results of Fig. 2, over two-third of the participants were female and nearly 82% of them aged 21-30, which means there young people. Finally, our survey has accomplished among people who had good university education. In fact, over 60% of them had, at least, bachelor of sciences. Cronbach alpha has been calculated as 0.787, which is above the minimum acceptable level of 0.70. In addition, Table 1 shows details of Cronbach alpha calculated for all questions and Kaiser-Meyer-Olkin Measure of Sampling Adequacy is equal to 0.726.

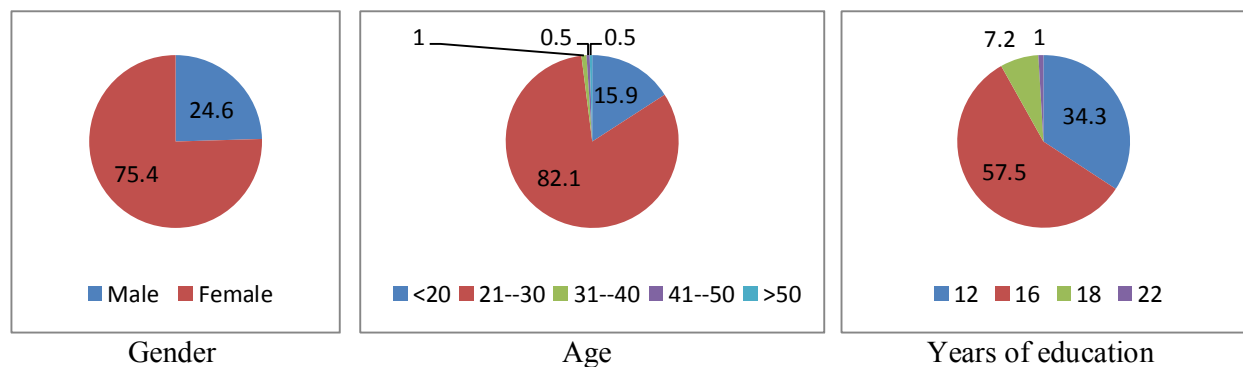


Fig. 2. Personal characteristics of the participants

Table 1

The summary of Cronbach alphas

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1	81.09	51.954	.214	.781
Q2	81.38	51.383	.265	.779
Q3	81.12	50.175	.322	.776
Q4	81.35	49.501	.321	.776
Q5	81.47	49.221	.358	.773
Q6	81.51	49.620	.346	.774
Q7	81.26	49.203	.387	.772
Q8	81.00	51.092	.246	.780
Q9	81.55	49.025	.373	.773
Q12	81.86	50.095	.250	.781
Q13	81.78	49.640	.318	.776
Q14	81.15	49.617	.370	.773
Q15	81.29	48.801	.416	.770
Q16	81.46	50.318	.270	.779
Q17	81.47	48.881	.425	.769
Q18	81.47	47.969	.418	.769
Q19	81.03	48.504	.455	.767
Q20	81.23	49.011	.422	.770
Q21	81.03	49.455	.375	.773
Q22	80.96	51.479	.240	.780
Q23	80.97	51.164	.281	.778

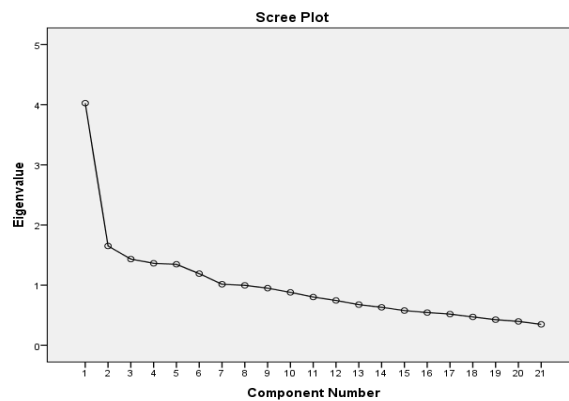
The results of communalities indicate that most components are within acceptable levels. Next, we present details of principal component analysis.

Table 2

The summary of communalities

Question	Initial	Extraction	Question	Initial	Extraction
Q1	1.000	.491	Q14	1.000	.546
Q2	1.000	.585	Q15	1.000	.502
Q3	1.000	.482	Q16	1.000	.652
Q4	1.000	.481	Q17	1.000	.638
Q5	1.000	.617	Q18	1.000	.505
Q6	1.000	.433	Q19	1.000	.601
Q7	1.000	.615	Q20	1.000	.471
Q8	1.000	.605	Q21	1.000	.649
Q9	1.000	.410	Q22	1.000	.628
Q12	1.000	.465	Q23	1.000	.422
Q13	1.000	.415			

As we can observe from the results of Table 3 and Fig. 3, six factors influence the most in our survey including Brand loyalty, Physical attributes, pricing factors, functional characteristics, brand association and brand position. Finally, Fig. 4 shows details of the effects of the main components.

**Fig. 3.** The results of Scree plot**Table 3**

The summary of principal component analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.026	19.172	19.172	4.026	19.172	19.172
2	1.651	7.863	27.035	1.651	7.863	27.035
3	1.434	6.826	33.861	1.434	6.826	33.861
4	1.364	6.494	40.355	1.364	6.494	40.355
5	1.347	6.415	46.770	1.347	6.415	46.770
6	1.191	5.674	52.444	1.191	5.674	52.444
7	1.015	4.835	57.279			
8	.997	4.748	62.027			
9	.951	4.526	66.553			
10	.880	4.191	70.744			
11	.803	3.823	74.567			
12	.746	3.550	78.118			
13	.677	3.223	81.341			
14	.632	3.008	84.349			
15	.578	2.751	87.100			
16	.545	2.594	89.694			
17	.519	2.471	92.165			
18	.472	2.248	94.412			
19	.427	2.032	96.445			
20	.398	1.894	98.339			
21	.349	1.661	100.000			

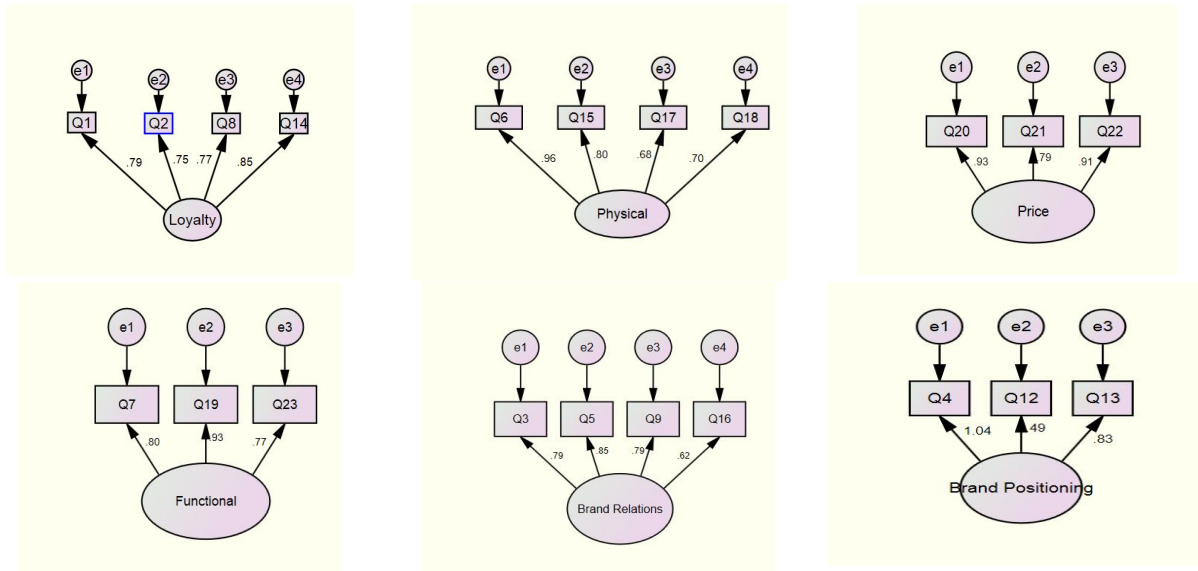


Fig. 4. The summary of factors with weights

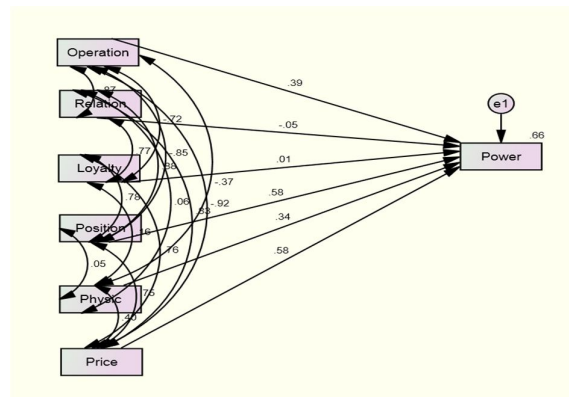


Fig. 5. The summary of standard coefficients

As we can observe from the results of Fig. 5, all components have positive impact on power of brand with various effects. In our survey, functional characteristics as well as brand position maintained the highest impact followed by brand association.

3. Discussion and conclusion

In this paper, we have presented an empirical investigation to study the effects of brand experience components on power of brand in food industry. Using structural equation modeling, the study has examined the effects of six factors influence the most in our survey including Brand loyalty, Physical attributes, pricing factors, functional characteristics, brand association and brand position. Table 4 demonstrates the results of our findings.

Table 4

The results of examining the effects of six factors on brand position

Relationship	β	t-value	Result
Brand loyalty → Brand power	0.01	1.84	Not confirmed
Physical attributes → Brand power	0.34	4.76	Confirmed
Pricing factors → Brand power	0.58	8.32	Confirmed
Functional characteristics → Brand power	0.39	5.71	Confirmed
Brand association → Brand power	-0.05	1.04	Not confirmed
Brand position → Brand power	0.58	9.16	Confirmed

Based on the results of Table 4, we can conclude that pricing factors and brand position are the most important influential factors followed by functional characteristics and physical attributes. However, the survey does not confirm the effects of brand loyalty and brand association on brand power. The results of this survey are consistent with Chen and Liu (2004), Payne et al. (2009), Zarantonello and Schmitt (2010), Clatworthy (2012), O'Cass and Grace (2004), Baldinger and Rubinson (1996) and Bennett and Rundle-Thiele (2002).

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