

Brand Experience – A Systematic Review and Research Agenda

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Abstract

Brand experience has been gaining significant value in the marketing literature. Developing memorable, extraordinary brand experience is considered to be a vital strategy for distinguishing the corporate offerings in the competitive marketplace. In order to understand how brand experience has been investigated in the academic literature, this research paper sought to provide a systematic review of brand experience studies in the marketing literature. An extensive review of literature was carried out on brand experience, spread over 45 journals, which yielded an output of 84 conceptual and empirical articles on brand experience spanning from 1997 to 2017. This review found that research on brand experience has gained significant pace in the last six years (2011 - 2017). Antecedents and consequences of brand experience, as examined by various research articles, were also identified and reported in this review.

Keywords : brand experience, brands, experiential marketing, literature review, antecedents, outcomes

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Understanding consumers and their consumption experiences with products, services, and with brands is of great interest to marketing academicians and practitioners alike. However, of late, brands are increasingly being marketed through - appeals to consumer's senses, feelings, intellect, curiosity, and self image, rather than by rational, utilitarian notions of value. Such a change in the marketing techniques has been witnessed in all sorts of industries - from consumer electronics and automotives to airlines (Schmitt, 2011). This paradigm shift in the marketing management perspective is commonly referred to as 'experiential marketing'.

Experiential marketing emphasizes managing all sorts of consumer interactions with a brand at various touch points. Experiences with a brand are the summary impressions of the brand as a whole.

This research paper aims to provide an understanding of the current state of brand experience literature on a single platform through various classification schemes with respect to the distribution of published articles across different journals, time periods, as well as antecedents and consequences of brand experience.

Not only does this research paper provide an understanding of up to date research conducted in the area of brand experience, its main contribution lies in fulfilling the research gap of examining antecedents of online brand experience with respect to various theoretical frameworks used by the previous researchers.

The research paper is structured as follows: First, the description of methodology used for identifying the relevant research papers on which the literature review is based is discussed. Second, the research findings which are categorized on the basis of various criteria such as empirical versus conceptual studies, year of publication, and

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name of journals is presented. Thirdly, this study reviews the various antecedents and consequences of brand experience as identified from the literature review. Finally, the research paper ends with the managerial implications of such a review of literature and the future research agenda.

Literature Review Method

In the following section of the study, a review of published research articles on brand experience is presented. Such a review of brand experience literature will enable to develop a clear view of the position at which the brand experience research stands and will help to identify areas in which further research can be undertaken.

➤ **Research Methodology :** The present study is based on a thorough review of literature related to brand experience. This review has followed the guidelines provided for review of literature by Islam and Rahman (2016) and Khan and Rahman (2015). Research articles reviewed in the study are published articles and were accessed from the following databases: Elsevier, EBSCO, and Emerald. Articles were identified by the presence of the following keywords: brand experience, experience branding, and experiential marketing in the article title or abstract of the research papers published in the databases. The review of literature excluded reports, master and doctoral dissertations, textbooks, and conference papers and included only those research papers that were published in peer reviewed journals because such refereed journals represent the highest quality of research (Chan & Ngai, 2011 ; David & Han, 2004). The last search of the articles was conducted in August 2017 which included all the published articles until that time. After removing the duplicate entries, a total of 123 papers were identified for further analysis. A detailed assessment of the full article, as recommended by Tranfield, Denyer, and Smart (2003) was performed to ascertain the relevance of articles to the brand experience concept as per the definition of Brakus, Schmitt, and Zarantonello (2009). After this evaluation, 84 research articles that had “brand experience” or any of the selected keywords central to their discussion were chosen for the final analysis. The remaining 39 articles that had used the selected keywords but were found unrelated and irrelevant to the concept of brand experience given by Brakus et al. (2009) were excluded. For instance, articles such as “Place based brand experience, place attachment and loyalty” by Cardinale, Nguyen, and Melewar (2016) was excluded from the review because of its irrelevance to the concept of brand experience as given by Brakus et al. (2009).

Brakus et al. (2009) defined brand experience as “subjective, internal (sensations, feelings, and cognitions) and behavioural responses evoked by brand - related stimuli that are part of a brand’s design and identity, packaging, communications and environments” (p. 53). They based their work of brand experiences, in part, on the five modules of experience distinguished by Schmitt (1999). However, in Brakus et al. (2009), only four experiential dimensions - sensory, affective, intellectual, and behavioural experiences could be validated. In order to identify the growth pattern of brand experience studies over the last two decades, all the 84 articles were divided into three equal time periods (Das, 2009) :

➤ Period I : 1997 - 2003 (Six years);

➤ Period II : 2004 - 2010 (Six years); and

➤ Period III : 2011 - 2017 (Six years).

The time period I comprises of two foundational articles by Schmitt (1997) and Schmitt (1999) which laid the foundation of experiential marketing and subsequently of the concept of brand experience. The time period II saw the progress of conceptual, qualitative, and quantitative studies on brand experience. In this phase, the seminal article of Brakus et al. (2009) defined the brand experience concept and developed a reliable and internally consistent scale to measure brand experience.

Analysis and Results

This section describes the year wise, journal wise, orientation (empirical or conceptual) wise distribution of the 84 identified articles. At the end of this section, antecedents and consequences of brand experience as identified by previous studies are also provided.

(1) Year Wise Distribution of Articles with Respect to the Study Orientation (Conceptual or Empirical) : On the basis of the selection criteria of the articles (as mentioned in the research methodology section), the first published article that introduced the concept of experience in marketing was identified in 1997, and was therefore taken as the starting year.

As evident from Table 1, research on brand experience has gained a significant pace in the last six years (2011-2017), with a major of 65 articles being published in this period.

Based on the study orientation (conceptual or empirical), it is seen that articles till 2010 were mostly conceptual or qualitative, out of 19 studies in this period, only 6 studies were quantitative in their study orientation, the remaining 13 studies were either conceptual or qualitative. After 2010, the academic attention shifted towards the quantitative exploration of the brand experience construct, primarily due to the development of the brand experience scale in the year 2009.

(2) Journal Wise Distribution of Articles in Different Time Periods : The Table 2 shows the classification of articles by journals in different time periods. Articles related to brand experience were found to be published in 45 peer-reviewed journals in different time periods. The major contribution in the field of brand experience is made by the *Journal of Brand Management* (12 studies) followed by *Indian Journal of Marketing* (11 studies), *Journal of Product and Brand Management* (6 studies), and *Journal of Business Research* (5 studies). Results show that 18 studies on brand experience were published in journals (JBM and JPBM) that focused specifically on the brand management area ; the remaining 66 studies were published in journals that were not brand management specific. This trend reflects that brand experience research is advancing in both marketing journals as well as in brand management specific journals.

Table 1. Orientation of Brand Experience Studies as per Time Period

Time Period	Year	Study	Study Type
1997 - 2003 (n = 2)			
1997 (1)	1997	Schmitt (1997)	Conceptual
1999 (1)	1999	Schmitt (1999)	Conceptual
2004 - 2010 (n = 17)			
2005 (2)	2005	Ha & Perks (2005)	Empirical (Quantitative)
	2005	Chattopadhyay & Laborie (2005)	Empirical (Quantitative)
2006 (2)	2006	Chang & Chieng (2006)	Empirical (Quantitative)
	2006	Whelan & Wohlfeil (2006)	Empirical(Qualitative)
2007 (3)	2007	Akaoui (2007)	Empirical (Quantitative)
	2007	Shukla (2007)	Conceptual
	2007	Morrison & Crane (2007)	Conceptual
2008 (2)	2008	Alloza (2008)	Empirical (Qualitative)
	2008	Zhang, Cai, & Kavanaugh (2008)	Empirical (Qualitative)
2009 (3)	2009	Brakus et al. (2009)	Empirical (Quantitative)

2010 (5)	2009	Atwal & Williams (2009)	Conceptual
	2009	Payne, Storbacka, Frow, & Knox (2009)	Empirical (Qualitative)
	2010	Zarantonello & Schmitt (2010)	Empirical (Quantitative)
	2010	Xu & Chan (2010)	Conceptual
	2010	Nikalje & Guruprasad (2010)	Conceptual
	2010	Nair (2010)	Conceptual
	2010	Siraj & Kumari (2010)	Conceptual
2011 - 2017 (n = 65)			
2011 (n = 3)	2011	Iglesias, Singh, & Batista - Foguet (2011)	Empirical (Quantitative)
	2011	Hultén (2011)	Empirical(Qualitative)
	2011	Gabisch (2011)	Empirical (Quantitative)
2012 (n = 5)	2012	Chen (2012)	Empirical (Quantitative)
	2012	Ishida & Taylor (2012)	Empirical (Quantitative)
	2012	Jung & Soo (2012)	Empirical (Quantitative)
	2012	Kim (2012)	Empirical (Quantitative)
	2012	Schmitt (2012)	Conceptual
2013 (n = 13)	2013	Fransen, van Rompay, & Muntinga (2013)	Empirical (Quantitative)
	2013	Jones and Runyan (2013)	Empirical (Quantitative)
	2013	Keng, Tran, & Thi (2013)	Empirical (Quantitative)
	2013	Kumar, Dash, & Purwar (2013)	Empirical (Quantitative)
	2013	Morgan - Thomas & Veloutsou (2013)	Empirical (Quantitative)
	2013	Nysveen, Pedersen, & Skard (2013)	Empirical (Quantitative)
	2013	Shamim and Muhammad (2013)	Empirical (Quantitative)
	2013	Simon, Brexendorf, & Fassnacht (2013)	Empirical (Quantitative)
	2013	Smith (2013)	Empirical (Quantitative)
	2013	Mukherjee & Shivani (2013)	Empirical (Quantitative)
	2013	Beckman, Kumar, & Kim (2013)	Empirical (Quantitative)
	2013	Srivastava (2013)	Empirical (Quantitative)
	2013	Zarantonello & Schmitt (2013)	Empirical (Quantitative)
2014 (n = 11)	2014	Barnes, Mattsson, & Sørensen (2014)	Empirical (Quantitative)
	2014	Chen, Papazafeiropoulou, Chen, Duan, & Liu (2014)	Empirical (Quantitative)
	2014	Francisco - Maffezzolli, Semprebon, Henrique, & Prado (2014)	Empirical (Quantitative)
	2014	Rawat (2014)	Empirical (Quantitative)
	2014	Rahman & Abdullah (2014)	Empirical (Quantitative)
	2014	Hamzah, Alwi, & Othman (2014)	Empirical (Qualitative)
	2014	Lee & Jeong (2014)	Empirical (Quantitative)
	2014	Nysveen & Pedersen (2014)	Empirical (Quantitative)
	2014	Ramaseshan & Stein (2014)	Empirical (Quantitative)
	2014	Roswinanto & Strutton (2014)	Empirical (Quantitative)
	2014	Yadav & Siraj (2014)	Empirical (Quantitative)
2015 (n = 6)	2015	Lin (2015)	Empirical (Quantitative)
	2015	Delgado - Ballester & Sabiote (2015)	Empirical (Quantitative)

2016 (n = 14)	2015	Tsai, Chang, & Ho (2015)	Empirical (Quantitative)
	2015	Shim, Forsythe, & Kwon (2015)	Empirical (Quantitative)
	2015	Huang, Lee, Kim, & Evans (2015)	Empirical (Quantitative)
	2015	Ding & Tseng (2015)	Empirical (Quantitative)
	2016	Shamim, Ghazali, & Albinsson (2016)	Empirical (Quantitative)
	2016	Bapat & Thanigan (2016)	Empirical (Quantitative)
	2016	Yoon & Youn (2016)	Empirical (Quantitative)
	2016	Trudeau & Shobeiri (2016a)	Empirical (Quantitative)
	2016	Trudeau & Shobeiri (2016b)	Empirical (Quantitative)
	2016	Klein , Falk, Esch, & Gloukhovtsev (2016)	Empirical (Quantitative)
	2016	Khan, Rahman, & Fatma (2016a)	Empirical (Quantitative)
	2016	Khan, Rahman, & Fatma (2016b)	Empirical (Quantitative)
	2016	Khan & Rahman (2016b)	Empirical (Quantitative)
	2016	Tafesse (2016a)	Empirical (Qualitative)
2017 (n = 13)	2016	Merrilees (2016)	Conceptual
	2016	Khan & Rahman (2016a)	Empirical (Quantitative)
	2016	Tafesse (2016b)	Empirical (Quantitative)
	2016	Atulkar & Kesari (2016)	Empirical (Quantitative)
	2017	Khan & Fatma (2017)	Empirical (Quantitative)
	2017	Moreira, Fortes, & Santiago (2017)	Empirical (Quantitative)
	2017	Khan and Rahman (2017a)	Empirical (Quantitative)
	2017	Risitano, Romano, Sorrentino, & Quintano (2017)	Empirical (Quantitative)
	2017	Saari & Makinen (2017)	Empirical (Quantitative)
	2017	Xie, Poon, & Zhang (2017)	Empirical (Quantitative)
	2017	Choi, Ok, Hyun (2017)	Empirical (Quantitative)
	2017	Altaf, Iqbal, Mokhtar, & Sial (2017)	Empirical (Quantitative)
	2017	Hepola, Karjaluoeto, & Hintikka (2017)	Empirical (Quantitative)
	2017	Huang (2017)	Empirical (Quantitative)
	2017	Bapat (2017)	Empirical (Quantitative)
	2017	Khan & Rahman (2017b)	Empirical (Quantitative)
	2017	Sreejith & Suresh (2017)	Empirical (Quantitative)

Total = 84

Table 2. Journal Wise Distribution of Articles

	Journal Name	1997 - 2003	2004 - 2010	2011 - 2017	Total
1	International Journal of Retail & Distribution Management	-	-	Shamim et al. (2016), Khan and Rahman (2016b)	2
2	International Journal of Bank Marketing	-	-	Khan et al. (2016a), Bapat (2017)	2
3	Marketing Intelligence & Planning	-	-	Kumar et al. (2013), Khan et al. (2016b)	2
4	Service Science	-	-	Khan and Rahman (2017b)	1
5	European Journal of Marketing	-	-	Ding & Tseng (2015), Delgado - Ballester & Sabote (2015)	2

6	Management Decision	-	-	Huang (2017)	1
7	Journal of Product & Brand Management	-	-	Trudeau & Shobeiri (2016a), Trudeau & Shobeiri (2016b), Merrilees (2016), Khan and Rahman (2016a), Tafesse (2016b), Hepola et al. (2017)	6
8	Journal of Business Research	-	Payne et al. (2009)	Morgan - Thomas & Veloustou (2013), Klein et al. (2016), Lin (2015), Hamzah et al. (2014)	5
9	Journal of Research in Interactive Marketing	-	-	Huang et al.(2015)	1
10	Journal of Islamic Marketing	-	-	Altaf et al. (2017)	1
11	International Journal of Contemporary Hospitality Management	-	Xu & Chan (2010)	Choi et al.(2017), Khan & Rahman (2017a)	3
12	Journal of Electronic Commerce Research	-	-	Shim et al. (2015)	1
13	Journal of Interactive Advertising	-	-	Yoon & Youn (2016)	1
14	Global Business Review	-	-	Bapat & Thanigan (2016)	1
15	Contemporary Management Research	-	-	Tsai et al. (2015)	1
16	Journal of Consumer Marketing	-	-	Xie et al. (2017)	1
17	British Food Journal	-	-	Risitano et al. (2017)	1
18	Journal of Promotion Management	-	-	Roswinanto & Strutton (2014),Tafesse (2016a)	2
19	Journal of Brand Management	Schmitt (1997)	Whelan & Wohlfeil (2006), Morrison & Crane (2007), Zarantonello & Schmitt (2010), Atwal & Williams (2009)	Gabisch (2011), Iglesias et al. (2011), Nysveen et al. (2013), Ramaseshan & Stein (2014), Francisco et al. (2014), Saari & Makinen (2017), Khan & Fatma (2017)	12
20	Journal of Business Economics and Management	-	-	Moreira et al. (2017)	1
21	Annals of Tourism Research	-	-	Barnes et al. (2014)	1
22	Journal of Marketing	-	Brakus et al. (2009)	-	1
23	Psychology & Marketing	-	Chang & Chieng (2006)	-	1
24	Journal of Enterprise Information Management	-	-	Chen et al. (2014)	1
25	International Journal of Business and Information	-	-	Chen (2012)	1
26	International Journal of Sports Marketing & Sponsorship	-	-	Fransen et al. (2013)	1
27	Journal of Consumer Behaviour	-	Ha & Perks (2005)	-	1
28	Journal of Consumer Satisfaction,	-	-	Ishida & Taylor (2012)	1

Dissatisfaction and Complaining Behaviour					
29	The International Review of Retail, Distribution and Consumer Research	-	-	Jones & Runyan (2013)	1
30	Contemporary Management Research	-	-	Keng et al. (2013)	1
31	Journal of Travel Research	-	-	Beckman et al. (2013)	1
32	Journal of China Tourism Research	-	Zhang et al. (2008)	-	1
33	European Business Review	-	-	Hultén (2011)	1
34	Journal of Fashion Marketing and Management	-	-	Kim (2012)	1
35	Journal of Advertising Research	-	Chattopadhyay & Laborie (2005), Akaoui (2007)	-	2
36	Corporate Reputation Review	-	Alloza (2008)	-	1
37	International Journal of Advertising	-		Zarantonello & Schmitt (2013)	1
38	Marketing Review St. Gallen	-		Simon et al. (2013)	1
39	Asia Pacific Journal of Marketing and Logistics	-		Shamim & Muhammad (2013)	1
40	Academy of Marketing Studies Journal	-		Jung & Soo (2012)	1
41	International Journal of Hospitality Management	-		Lee & Jeong (2014)	1
42	International Journal of Market Research	-		Nysveen & Pedersen (2014), Smith (2013)	2
43	Journal of Marketing Management	Schmitt (1999)	-	-	1
44	Journal of Consumer Psychology	-		Schmitt (2012)	1
45	Indian Journal of Marketing		Nair (2010), Nikalje & Guruprasad (2010), Shukla (2007), Siraj & Kumari (2010)	Atulkar & Kesari (2016), Mukerjee & Shivani (2013), Rahman & Abdullah (2014), Rawat (2014), Sreejith & Suresh (2017), Srivastava (2013), Yadav & Siraj (2014)	11
TOTAL					84

(3) Antecedents and Consequences of Brand Experience : Out of the 84 research articles reviewed in this study, 56 empirical studies identified various constructs as antecedents and/ or consequences of brand experience.

(i) Antecedents of Brand Experience : Although research studies on brand experience have identified several antecedents of brand experience, this study primarily focuses on examining antecedents of online brand experience. Researchers have used various theories as the fundamental theoretical background to examine the antecedents of online brand experience.

Chen (2012) used the constructs of UTAUT (unified theory of acceptance and use of technology) model as antecedents of brand experience. The research study concluded that performance expectancy, effort expectancy,

Table 3. Summary of the Antecedents of Brand Experience

Antecedents	Research Study
Social currency	Trudeau & Shobeiri (2016a)
Cocreation participation	Nysveen & Pedersen (2014)
Event marketing	Zarantonello & Schmitt (2013), Tafesse (2016a), Khan & Fatma (2017)
Brand clues	Schmitt (1999), Brakus et al. (2009), Khan & Fatma (2017)
Marketing communication	Schmitt (1999), Brakus et al. (2009), Khan & Fatma (2017)
Perceived usefulness	Morgan - Thomas & Veloustsou (2013), Chen et al. (2014)
Performance expectancy, Effort expectancy, and Social influence	Chen (2012)
Active control and two way communication dimensions of perceived interactivity	Yoon & Youn (2016)
Self image congruity, online - offline brand image congruity	Lee & Jeong (2014)
Online flow	Shim et al. (2015)
Perceived ease of use, brand love, and consumer efforts	Chen et al. (2014)
Trust, brand reputation	Morgan - Thomas & Veloustsou (2013)

and social influence positively impacted the brand experience, which further aided in increasing the brand equity towards the online retailer.

Morgan - Thomas and Veloustsou (2013) and Chen et al. (2014) used the theoretical framework of technology acceptance model to examine online brand experience generated by Internet search engines and companies' Facebook pages, respectively. In both the studies, perceived usefulness and perceived ease of use positively influenced the online brand experience.

Lee and Jeong (2014) applied the congruity theory to study the online brand experience of hotel websites. In this research study, self image congruence and congruence between the online - offline brand image helped in formation of positive online brand experience.

Shim et al. (2015) drew on the flow theory to examine online brand experience in the context e - commerce websites. Shim et al. (2015) found that online flow positively influenced each dimension of the brand experience.

Yoon and Youn (2016) used the concept of website interactivity to understand the role of brand experience in an online marketplace. The study found that perceived interactivity and two way communications had a significant influence over brand experience generated by the brand's website.

Literature also examined antecedents of brand experience in offline contexts. Nysveen and Pedersen (2014) examined co-creation participation as an antecedent of brand experience ; whereas, the concept of social currency was also studied as a brand experience provider by Trudeau and Shobeiri (2016a). Other antecedents of brand experience examined by various researchers are listed in the Table 3.

(ii) Consequences of Brand Experience : The review of brand experience literature identifies it as an important pre-requisite to develop stronger and deeper consumer brand relationships. Customer satisfaction and brand loyalty have been identified as the two main consequences of brand experience in the literature, although other constructs such as brand attitude (Fransen et al., 2013 ; Roswinanto & Strutton, 2014; Shamim & Muhammad , 2013; Zarantonello & Schmitt, 2013), brand trust (Jung & Soo, 2012 ; Khan & Rahman, 2016b ; Kumar et al., 2013), brand equity (Delgado - Ballester & Sabote, 2015 ; Hepola et al., 2017; Kumar et al., 2013; Lin, 2015 ; Moreira et al., 2017), positive word of mouth (Delgado - Ballester & Sabote, 2015; Khan & Rahman, 2016a, 2017a; Klein et al., 2016), willingness to accept premium price (Khan & Rahman, 2016a; Risitano et al. 2017), brand commitment (Jung & Soo, 2012; Ramaseshan & Stein, 2014), brand personality (Brakus et al., 2009 ; Keng et al., 2013 ; Nysveen et al., 2013), consumer brand identification (Delgado - Ballester & Sabote, 2015; Jones &

Table 4. Summary of the Consequences of Brand Experience

Consequences	Research Study
Brand Attitude	Chang & Chieng (2006), Shamim & Muhammad (2013), Zarantonello & Schmitt (2013), Fransen et al. (2013), Roswinanto & Strutton (2014)
Customer Satisfaction	Ha & Perks (2005), Brakus et al. (2009), Morgan - Thomas & Veloustou (2013), Nysveen et al. (2013), Nysveen & Pedersen (2014), Barnes et al. (2014), Lee & Jeong (2014), Tsai et al. (2015), Lin (2015), Khan et al. (2016a), Khan et al. (2016b)
Brand Loyalty	Brakus et al. (2009), Iglesias et al. (2011), Nysveen et al. (2013), Kumar et al. (2013), Jones & Runyan (2013), Francisco - Maffezzolli et al. (2014), Ramaseshan & Stein (2014), Nysveen & Pedersen (2014), Huang et al. (2015), Ding & Tseng (2015), Khan et al. (2016a), Khan et al. (2016b), Khan & Rahman (2016b), Khan & Rahman (2017b)
Brand Trust	Ha & Perks (2005), Jung & Soo (2012), Kumar et al. (2013), Khan & Rahman (2016b), Huang (2017)
Brand Credibility	Shamim & Muhammad (2013), Khan & Fatma (2017)
Brand Equity	Chen (2012), Kumar et al. (2013), Zarantonello & Schmitt (2013), Shamim & Muhammad (2013), Delgado-Ballester & Sabote (2015), Lin (2015), Hepola et al. (2017), Moreira et al. (2017)
Positive Word of Mouth	Delgado - Ballester & Sabote (2015), Klein et al. (2016), Khan & Rahman (2016a), Khan & Rahman (2017a)
Intention to Revisit	Barnes et al.(2014), Khan & Rahman (2017a)
Consequences	Study
Brand Awareness/ Associations	Altaf et al.(2017), Ding & Tseng (2015), Huang et al. (2015), Shamim & Muhammad (2013), Fransen et al. (2013), Kumar et al. (2013)
Affective Commitment	Iglesias et al. (2011)
Willingness to Accept Premium Price	Khan & Rahman (2016a), Risitano et al. (2017)
Brand Commitment	Jung & Soo (2012), Ramaseshan & Stein (2014), Yoon & Youn (2016)
Perceived Quality	Ding & Tseng (2015), Shamim & Muhammad (2013), Kumar et al. (2013)
Brand Relationship Quality	Xie et al. (2017), Francisco - Maffezzolli et al. (2014)
Brand Personality	Brakus et al. (2009), Nysveen et al. (2013), Keng et al. (2013), Ramaseshan & Stein (2014)
Consumer Brand - Identification	Jones & Runyan (2013), Delgado - Ballester & Sabote (2015)

Runyan, 2013) to name a few have also been examined as other significant consequences of brand experience in the extant literature. A more detailed tabular compilation of the consequences of brand experience is provided at the end of this section (refer to Table 4).

(iii) Brand Loyalty : The relationship of brand experience and brand loyalty is a very controversial relationship in the literature (Francisco - Maffezzolli et al., 2014). Academic research on brand experience has identified constructs of affective commitment (Iglesias et al., 2011), brand relationship quality (Francisco - Maffezzolli et al., 2014), hedonic emotions and cognitive aspects of brand equity (Ding & Tseng, 2015), and consumer brand identification & brand community (Jones & Runyan, 2013) to fully mediate the relationship between brand experience and brand loyalty.

Other authors have established that brand experience can directly as well as indirectly lead to brand loyalty

through brand personality (Brakus et al., 2009 ; Ramaseshan & Stein, 2014), brand commitment (Ramaseshan & Stein, 2014), and customer satisfaction (Khan et al., 2016b).

(iv) Customer Satisfaction : Brand experience studies have also reported diverse findings when customer satisfaction is modelled as an outcome of brand experience. Brakus et al. (2009) found that brand experience influenced satisfaction directly as well as indirectly through brand personality, revealing the partial mediating influence of brand personality on the relationship between brand experience and customer satisfaction. Some research studies also found customer satisfaction to be a direct outcome of brand experience, suggesting a direct role of brand experience in establishing customer satisfaction.

Discussion and Implications

This research study presents a comprehensive systematic review of 84 research articles in order to reveal how researchers have explored the concept of brand experience so far and presents a route for future research. In this section, the research paper discusses the managerial implications of the study and future research directions.

This study not only exhibits the favourable outcomes organizations can derive by building a positive brand experience, but also highlight the strategic approach an organization can take to develop brand experience of its market offerings. The more an organization knows about how to deliver memorable experiences, the better adept it will be to differentiate and position itself in a competitive marketing atmosphere. Thus, an in-depth understanding of how brand experience can be developed is imperative for a company operating in a dynamic marketing environment. This review will help the organizations to not only comprehend the ways through which brand experience can be developed in an offline context, but also provide a perspective to develop online brand experience which needs to be managed in online retailing channels.

Scope for Future Research

During the course of literature review, it was observed that most of the studies that have explored brand experience empirically are based on cross sectional research, suggesting the importance of a longitudinal research study which can help to understand the time ordering effect of brand experience, and facilitate better understanding of its influence on its various consequences.

Majority of the research papers examined in the literature review studied brand experience as a composite construct in different settings, however, as proposed by Ramaseshan and Stein (2014), there is a need to examine the impact of individual dimensions of brand experiences and how dimensions of experiences are related with outcome variables. Nysveen et al. (2013) also suggested that there is an additional need to scrutinize the perceived relevance of each brand experience dimension in the context studied. Exploring the brand experience construct and its dimensions in the context of new digital media and mobile environment would be an interesting research agenda for academics as well as industry.

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