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THE EFFECT OF BRAND EXPERIENCE AND BRAND PERSONALITY ON
CONSUMER-BRAND RELATIONSHIPS AND IMPULSIVE BUYING
BEHAVIOR

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THE EFFECT OF BRAND EXPERIENCE AND BRAND
PERSONALITY ON CONSUMER-BRAND RELATIONSHIPS AND
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MARKA DENEYİMİ VE MARKA KİŞİLİĞİNİN TÜKETİCİ-MARKA
İLİŞKİLERİNE VE DÜRTÜSEL SATIN ALMA DAVRANIŞLARINA
ETKİSİ

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ABSTRACT

The impulsive buying behavior of consumers is one of the widely studied concepts in the literature. However, very few studies have focused on how brand experience and brand personality are separately related to impulsive buying behavior and the relationship of the customers with the brand, including their satisfaction, loyalty, and trust. The primary objective of this research is to investigate the relationship between brand experience, brand personality, and customer satisfaction, loyalty and trust, while also focusing on how these factors turn into action by leading to impulsive buying behavior. In the scope of the present study, a total of 357 usable responses were collected via an online survey. Both sensory/affective and intellectual brand experience significantly affect the responsibility/active/aggressiveness brand personality dimension. Similarly, both sensory/affective and intellectual brand experience were found to have a significant effect on emotionality brand personality dimension. It is found out that both responsibility/active/aggressiveness and emotionality brand personality dimensions are significantly related to impulsive buying behavior. The two brand experience dimensions are found to be significantly related to satisfaction, trust and loyalty. Meanwhile, of the brand personality dimensions, only the emotionality dimension (but not responsibility/active/aggressiveness brand personality dimension) affects loyalty (but not satisfaction or trust).

Keywords: impulsive buying behavior, brand experience, brand personality, regression analyses

ÖZET

Tüketicilerin dürtüsel satın alma davranışları, literatürde en çok araştırılan kavramlardan birisi olmuştur. Bununla birlikte, şimdiye kadar çok az çalışma, marka deneyimi ve marka kişiliğinin ayrı ayrı dürtüsel satın alma davranışıyla ve ayrıca müşterilerin memnuniyet, sadakat ve güven ile tanımlanan marka ilişkisine odaklanmıştır. Bu araştırmanın temel amacı, marka deneyimi, marka kişiliği ve müşteri memnuniyeti, sadakat ve güven arasındaki ilişkiyi araştırmak ve aynı zamanda bu faktörlerin dürtüsel satın alma davranışına yol açarak nasıl eyleme dönüştüğüne odaklanmaktır. Bu çalışma kapsamında, çevrimiçi sunulan bir anket sonucunda 357 adet katılımcıdan kullanılabilir cevap seti elde edilmiştir. Hem duygusal/duyuşsal hem de entelektüel marka deneyiminin sorumluluk/aktif/saldırganlık marka kişiliği boyutu ile anlamlı bir ilişkiye sahip olduğu bulunmuştur. Benzer şekilde hem duygusal/duyuşsal hem de entelektüel marka deneyiminin duygusallık marka kişiliği boyutu ile anlamlı bir ilişki içinde olduğu tespit edilmiştir. Hem sorumluluk/aktif/saldırganlık hem de duygusallık marka kişilik boyutlarının dürtüsel satın alma davranışı ile önemli ölçüde ilişkili olduğu ortaya çıkmıştır. Ayrıca, iki marka deneyimi boyutunun, memnuniyet, güven ve sadakat ile önemli ölçüde ilişkili olduğu bulunmuştur. Marka kişiliği boyutları içindense, yalnızca duygusallık marka kişiliği boyutunun yalnızca sadakat boyutuyla anlamlı bir ilişkisi olduğu tespit edilmiştir.

Anahtar kelimeler: dürtüsel satın alma davranışı, marka deneyimi, marka kişiliği, regresyon analizleri

CHAPTER ONE

INTRODUCTION

1.1 SCOPE AND SIGNIFICANCE OF THE STUDY

In the 1990s, foreign brands in Turkey increased visibility, and the purchase and consumption of these foreign brands began to be perceived as a status symbol. This trend started by people with higher income levels has started to affect those with lower income levels. With the introduction of products with much lower prices, even those who cannot afford the high prices of branded products have been included within the market. By imitating the consumption and lifestyle of high-income people in this way, consumers turned to new pursuits and acquired new tastes. Turning towards nature, interest in historical places, passion for authentic products and antiques, using environmentally friendly products are some of these pleasures. These social goals and intellectual sensibilities have become an element of consumption culture (Torlak and Altunışık, 2009). Businesses are also looking for new needs to meet the needs of this changing new consumer culture. By this changing consumer culture, brands transformed from being physical products created to satisfy needs to products that symbolize certain personalities, groups, or lifestyles. Even though extant literature focused on brand experience and brand personality, a few focused on the relationship between brand experience, brand personality and impulsive buying behavior. The present study aims to fulfill this gap by directly focusing on the relationship between brand experience and brand personality and how these two constructs affect impulsive buying behavior.

1.2 ORGANIZATION OF THE DISSERTATION

The rest of the dissertation is organized as follows: In the following section, namely Chapter Two, academic literature related to the relationship between brand experience, brand personality and impulsive buying behavior is reviewed. In Chapter Three, the proposed model for evaluating factors impulsive buying behavior is presented and hypotheses are described. Chapter Four introduces research design and methodology. In Chapter Five, data analyses are explained and results of the study are presented. In Chapter Six, the findings of the study are discussed and managerial implications are reported along with the presentation of limitations and suggestions for future research.

CHAPTER TWO

LITERATURE REVIEW

2.1 BRAND EXPERIENCE

The brand experience is a concept of experiential marketing, including a set of conditions that a company or a brand creates for its consumers to affect how they feel towards or perceive a specific brand. With the brand experience getting much attention in marketing practices, marketing practitioners have realized that brand experience is critical for the product and service industry in developing marketing strategies. In parallel with these developments, most authors have presented some valuable concepts specific to the measurement of marketing, especially experience (Brakus et al., 2009).

Schmitt (1999) is one of the researchers who introduced the concept of brand experience and is one of the pioneers of the experiential marketing approach. According to Schmitt (1999), one of the researchers who first introduced the concept of brand experience, brand experience is the strategic elements that include the product itself, the logo, name, package brochure and advertisement of the customer.

Customers experience a brand whenever they encounter a new product (while shopping, buying and consuming) and are exposed to any marketing communication tools, such as television advertisement, brochure, advertisement, and web page (Brakus et al., 2009). In short, all events such as participating in any activity of a brand, being exposed to its advertisements, visiting web pages, feeling its logo or name, and receiving positive or negative thoughts from someone using that brand result in experience with

that brand. Experiential marketing practices are carried out by the brand taking an experiential position, making an experiential promise, demonstrating an experiential value, and with all this, a consistent customer experience (Schmitt, 1999). In this context, experiential marketing and its applications are at the core of the brand experience.

Although various measurements have developed in the brand literature today, a scale that will measure the brand experience has not been developed until 2009. In addition, research has been done on specific product experience and service experience. Researchers did not care about brand experience dimension and natural structure in these studies. On the other hand, brand experience has started to attract much attention in marketing practices. Brakus et al. (2009), in their work, tried to determine the brand experience components and dimensions by bringing together various disciplines. Previous studies on experience in marketing have divided the experience into five dimensions by using philosophy and behavioral sciences and developed a brand experience scale that can measure these dimensions. These dimensions are classified as sensory, affective, intellectual, and behavioral (Brakus et al., 2009).

Brand experience is generally used to describe the entire process that the consumer has gone through, starting from the awareness towards a brand until the post-purchase period. It includes all the ways, physically, emotionally, socially and psychologically, that the brand has affected the consumers.

2.1.1 Brand Experience Dimensions

The brand experience might be framed as the emotions, senses, thoughts, cognitions, and responses awakened due to exposure to the brand, either to the

inner properties and perceptions of the brand or to the outer properties (i.e., color, packaging smell). Brand experience can be conceptualized as subjective internal consumer responses (such as senses, emotions) and behavioral responses of consumers activated by the brand-related stimuli such as design, identity, packaging, environment and communication (Brakus et al., 2009). For example, Harley Davidson has unique design features as a great symbol of freedom and a history of more than 100 years, beyond a functional bike and brand.

Consumers who use the brand effectively consume the rebel image of the bike and the brand. Thus, it is emphasized that the brand experiences of the consumers together are emphasized (Sharon, 2009). According to Schmitt (1999), because the experiences are caused by stimulants, they cause positive results, and it can be thought that consumers can repeat this experience. That is, the brand experience can affect not only past satisfaction but also future loyalty. Thus, customers can re-purchase this brand and recommend it to their immediate environment rather than buying another alternative brand.

According to the brand experience concept, experience dimensions were adapted by brand-related stimuli (e.g., color, shape, font, design, slogan, mascot, brand character) (Brakus et al., 2009). However, a particular type of stimulus can either trigger all or just one of the experience dimensions. For example, although color, form, character, and design often cause a sensory experience, it also causes emotional (red color evokes Coca-Cola) or intellectual (designs using mixed patterns) experiences. Similarly, while slogans, mascots and brand characters cause creative thoughts, they might also trigger emotions (Michelin Man's Bibendum mascot) or stimulate actions (Nike's Just Do It' slogan) (Brakus et al., 2009).

2.1.1.1 Sensory Brand Experience

Visual size materials of sensory brand experiences are embellishment, size, quantity and shapes. These visual components create a visual identity and provide visitors with the aesthetic sense of the environment, including architecture, landscape, building, decoration, and lighting. Smells, flavors and sounds, which are other components of the senses, may occur when visitors are exposed to some factors in a city center. Traffic, mountain breeze, scents of flowers, fragrance experiences by bakeries and restaurants, taste experiences by tasting various foods and drinks, festivals, outdoor concerts, audio experiences by restaurants and clubs (Brakus et al., 2009). Also, jingles and other sounds as sensory experiences can contribute to the sound experience of a brand. Thus, sensory expressions such as atmosphere, theme and charm used in creating a sound experience gain importance (Iglesias et al., 2011).

All these sensory brand experiences are built on a personal touch concept that includes five senses in the consumer's mind. For example, strategies made to influence the sensory experiences of Whole Foods, which is an American business, to meet its customers with fresh bread scents, to offer a light pop music recital, the walls of the place are olive green and yellow, the lighting is quite relaxing, and the food offered is unmatched tastes (Hultén, 2011).

2.1.1.2 Affective Brand Experience

Affective brand experiences can be experienced by various emotions such as happiness, sociability, entertainment, excitement, love. All these emotional experiences can create positive emotions about the brand by taking part in the visitors' memories and fantasies. For example, when visitors take a stroll in a

city, they may be interested in the city's rich history or music and have a pleasant experience (Brakus et al., 2009).

2.1.1.3 Intellectual Brand Experience

Intellectual brand experiences can attract the visitor's interest and curiosity and encourage him to think about the brand. If a potential visitor is exposed to positive messages about this brand somewhere, they may have convergent thoughts about that place. For example, with the slogan, "Those in Vegas will stay in Vegas," people can think of brand freedom and create the perception that it is a more exciting and fun place than other experiences in their lives. With this perception, people can be preferred to go to Vegas (Brakus et al., 2009).

2.1.1.4 Behavioral Brand Experience

Behavioral brand experience refers to the behaviors that are engaged in due to the exposure to the brand, such as ignorance, purchasing, future possible purchasing or indecision. Behavioral brand experience affects consumers' lifestyles, physical experiences, and communication with other people (Konuk, 2009). Günay (2008) mentions that behavioral experiences enrich consumers' lives by targeting their physical experiences by showing lifestyles and interactions. Dirsehan (2010) states that the change in their lifestyles motivates and inspires consumers more by nature. Consumer behavior has been a widely researched topic in marketing. Şen Demir and Kozak (2013) underline that understanding consumer behavior is necessary to explain who the consumer is first (Demirbulat and Saatçi, 2015).

On the other hand, Karabulut (1981) defines the consumer as a person who buys and has the capacity to buy marketing components for their personal desires, desires and needs. The behavior has also been studied in the marketing literature in various ways. Mitchell and Olson define behavior as the internal evaluation of an object (Zarantonello and Schmitt, 2010). The concept of consumer behavior is defined as the decision-making processes that affect physical activities, such as evaluating, searching, purchasing, and using products and services that individuals hope to meet their own needs or the needs of others (Demirbulat and Saatçi, 2015).

Solomon (2007) defines consumer behavior as a process of studies that include experience, ideas, product selection, purchase, use and disposal (and the factors affecting these processes) to meet the needs and desires of individuals or groups. Belch and Belch (1998) used similar expressions as the activities and process of researching, selecting, purchasing, using, evaluating the products and services that will meet the demands and needs of the consumers and their post-tendencies.

Consumer behavior is what the consumer uses when making a purchasing decision. The behavior of a consumer might include methods, attitudes towards goods or services formed by internal or external factors, and the characteristics of choosing and using the goods or services (Penpece, 2006). Şen Demir and Kozak (2013) also found that consumer behavior does not emerge from an independent behavior pattern. On the contrary, external factors arising from the environment also affect consumers purchasing mechanisms. The way consumers perceive the outer world and the products in the outer world is, in fact, a result of internal factors that are reflected on the outside. In this direction, behavior refers to the internal state of an individual who has cognitive, emotional and behavioral evaluations directly towards an object (Zarantonello and Schmitt, 2010).

2.2. BRAND PERSONALITY

2.2.1. Concept of Branding and Brand Personality

The name “branding” is related to the labeling process made on the animals to identify them and separate them from each other (Rosenbaum et al., 2015). It might be claimed that one of the most critical aspects of the branding process is to create a difference and distinguish different products/services from each other. This also explains the effort these brands spend to make themselves visible, remarkable, and attention-grabbing, together with unique logos, slogans and packaging.

In other sources of extant literature, a brand has been described as a group of signs representing the attitude, perception and quality of its creator/designer. As stated otherwise, a brand might reflect its owner’s lifestyle, goals and intentions (Kapferer, 2012). These descriptions infer that a brand is not just the physical product itself but instead encapsulates everything symbolized and transferred to the consumers by the brand. This sentimental aspect of the brand is actually what the consumer gets connected with and identifies herself/himself. Here, it is worth considering that the only way consumers can form an emotional attachment with the brand is by considering the brand as an identity or experience. Hence, it should offer a unique identity and unique feel to its consumers for a brand to create difference and awareness.

The relationship between brands and products/services is two-sided. In other words, every brand is connected to a product/service, while every product/service does not have to be attached to a brand name (Kapferer, 2012). Here, it is also worth noting that each brand does not have to represent quality, but brands are perceived as high or low quality. The brand’s mission is not limited to what it offers, but it also includes the consumer buying

process. In other words, it is advantageous for a brand to make the decision-making and buying process easier for its consumers. Here, the penetration and accessibility of the brand also determine the quality of this brand experience.

Two different parts constitute a brand. The first part might be defined as the physical part, which is the brand's aspects visible by the five senses, including the color, taste, smell, package, sounds, etc. and every other visible aspect. The second part is the sentimental part that cannot be seen with the eye but is more associated with the symbols and hidden meanings of the brand. The central aspect that creates the difference between different brands is the non-physical aspect that eyes cannot see. So it is vital to select an effective strategy while creating the symbolic, invisible portion of the brand (Kapferer, 2012). In other words, the most crucial part is not the physical properties of 'what' is being presented, but it is instead the way it is presented (Sola, 2012).

According to Keller (2003), brand personality is the character of a brand in a similar way that a human being has a personality. All the attributes related to the brand, including the shape, package, color, the way it is sold, its advertisements, etc., might be included among the brand's personality dimensions. Here, brand personality creates a feeling within the consumers about the brand and determines how close these consumers feel. A different and more personal, intimate relationship has been created between the consumer and the brand, with brand personality.

The commercials/advertisements determine the boundaries of the brand personality either directly or indirectly (Keller, 2013). The characteristics of a real human being and a particular lifestyle might be transmitted to the brand, and buying this brand might be associated with buying that particular lifestyle and personality. Similarly, all the emotions related to the brand would also be transferred to the consumer buying it. Here, the primary thing is to create the

brand personality so that the target consumers wish to perceive it, create that sense of connectedness, and associate consumers with the brand closely. The message that the brand transfers is of high importance here is either transferred explicitly or subtly.

Brand personality is created by transferring personality traits to different brands to distinguish between different brands. The quality of the product may not be enough to build a strong brand and raise it in the target market. In short, brand personality, “What kind of person would it be if a brand was a person?” is to find the answer to the question. The concept of brand personality goes back to old times. The concept was first described by S. King in 1973 (Tıǧlı, 2003). According to another definition, brand personality is a personality trait or character that can be transferred to a brand. In general terms, brand personality is the sum of the human characteristics that the consumer transfers to the brand (Ogilvy, 1983). Bosnjak et al. (2007) and Milas and Mlačić (2007) defined their brand personality as “a collection of compatible humanities traits that can be applied to brands”. Brand personality is the consumer self-expression tool that helps consumers express themselves differently (Escalas and Bettman 2005). In light of all these definitions, brand personality is an essential element used in positioning their brands to distinguish themselves from their competitors and make a difference. In addition to features such as gender, age and socioeconomic class, brand personality also includes classic human-specific personality traits such as being warm, caring and emotional. Brand personality is both distinctive and continuous, like human personality (Aaker, 2009).

Some brands appeal to consumers’ rational aspects (such as toothpaste preventing tooth decay), while some brands appeal to consumers’ emotional aspects, such as feeling sympathy/affection or belonging. Whether brands address their rational or emotional aspects, brand personality profoundly

affects consumers' purchasing decisions. One of the critical dimensions of the brand personality is that it allows the consumer to express his / her current or missed lifestyle, the difference he wants to show to others by using the branded products or shopping from that brand/company (Aaker, 1997). Brand personality is one of the essential elements used by the consumer in providing differentiation when the products are similar. In this context, brand personality can be effective in differentiating the brand, emphasizing its emotional characteristics and expressing meaning and value for the consumer.

2.2.2. Brand Personality Dimensions

According to Aaker's major study on brand personality (1997), brand personality is beyond demographic definitions, such as human personality, and people characterize another by hundreds of personality types. Psychologists working on personality use the trait approach to measure and work on human personality. Researchers (e.g., Aaker, 1997; Kapferer, 1992, 1998) gathered many personality traits under five main factors. These factors are extraversion/introversion, acceptability, mindfulness, emotional stability, and culture.

Aaker (1997) determined the five main dimensions of brand personality and established the theoretical framework. The brand personality scale, consisting of 42 reliable and valid features, has enabled the structuring and measurement of five brand sizes. There is consistency between brand personality dimensions for consumers from different cultures (Venable et al., 2004). Each of the five brand personality dimensions is divided into 15 groups. The 42-person trait gathered in 15 different groups was obtained by Aaker from a total of 309 traits. The scale can be generalized for different product categories and allows researchers to compare the overall symbolic use of the

brand with the symbolic use for a particular product group. Brand personality has five primary dimensions: sincerity, excitement, competence, sophistication, and ruggedness. Sincerity might be defined by down-to-earth, honest, wholesome and cheerful sub-dimensions. Excitement might be described by daring, spirited, imaginative and up-t-date sub-dimensions. Competence might be divided into reliable, intelligent, and successful sub-dimensions. The upper class and charming sub-dimensions might define sophistication. Lastly, ruggedness might be described by outdoorsy and tough sub-dimensions.

Multiple adjectives of these dimensions can sometimes coexist in the personality of a brand. For example, a brand can accommodate both an external and a leader or expert personality. Another brand can only carry adjectives related to sincerity (Tıgılı, 2003). When creating a brand personality, the steps to follow include determining the target audience, determining what the consumer needs, what he wants and likes, creating a consumer personality profile, and developing a brand personality suitable for this profile.

In consumer behavior researches, great attention is paid to brand personality. However, no research has been conducted to develop a valid, reliable and generalizable brand personality scale (Aaker, 1997). Since 1997, specific scales developed for the concept of brand personality in the literature have been widely used without questioning their validity in the academic field (Kapferer and Azoulay, 2003). Brand personality scales measure both positive and negative attitudes of consumers towards the brand (Aaker, 1996). Brand personality is measured by different methods. The simplest and most direct method is to prepare open-ended questions (Aaker, 1993). For example, “If the brand was a living person, what would it do, where would it live, what would it wear, how would its friends be?”

Traditionally, two types of brand personality scales have been used in research. Firstly, ad hoc scales were used. Secondly, there are scales prepared based on human personality scales. However, these scales' validity is debatable because human and brand personalities show consistency in specific issues but have different premises. For this reason, Aaker prepared a private brand personality scale based on the personality scales used by psychologists and marketers and qualitative studies on personality (Supphellen and Gronhaug, 2003). Aaker (1997) aims to develop a valid and reliable scale used worldwide to measure brand personality (Rojas- Mendez et al., 2004). Aaker's brand personality scale makes the most significant effort to measure brand personality structure compared to other scales. By taking advantage of concrete product and abstract service examples, Aaker (1997) has developed a five-dimensional brand personality scale with good psychometric properties (Harris and Fleming, 2005).

Brand personality researchers used thirteen different brand personality scales. The different personality traits that many researchers use in their research are combined. Thus, a total of 1024 people were obtained. After eliminating some personality traits that are difficult to understand, repeated, and unnecessary, the number of personality traits decreased to 309. The 309 personality trait is re-classified according to how descriptive they are about the identification of the brand. Thus, the number of personality traits used in the research has decreased to 114 (Aaker, 1997).

Aaker (1997) has developed a 42-person brand personality scale based on five key factors to structure and measure any brand's personality. This brand personality scale can help gain a practical understanding of the premise and successors of brand personality (Wallenklint, 1998). These five dimensions open up almost all of the observed differences (93%) between brands (Low and Lamb Jr, 2000). However, due to the scale length, it is not suitable for use

in some researches. Many of the previous brand personality scales are either too long or too specific to be used for every brand in general.

In a study conducted with a sample of 1,200 people in Turkey, brand personality has been defined by four dimensions, which are competence, enthusiasm, tradition and androgen, by a total of 39 attributes (Özpınar, 2006), which differentiates from the global dimensions to a certain extent (Özsomer and Altaras, 2008).

Geuens and his colleagues (2009), who set out from the five factors in measuring the brand personality, also stated that this type of personality measurement is more appropriate in defining the brand personality. Compared to other scales, this is considered more generalizable in terms of different cultures (Özçelik, 2010). Geuens et al. (2009) gathered Aaker's criticisms on the brand personality scale under three headings. The first of these, the brand personality scale, includes brand characteristics and personality-related features such as age and gender. This creates a problem about the construct validity of the scale. In this context, researchers and practitioners do not precisely know whether it measures perceived brand personality or perceived user characteristics. The second criticism is that the factor structures in the brand personality scale cannot be blocked entirely for a particular brand or product category. The third and last point of criticism is that the 5-factor structure proposed by the brand personality scale cannot be obtained in intercultural studies (Geuens et al., 2009).

In this context, Geuens et al. (2009) developed a new brand personality scale that does not include essential personality characteristics such as gender. This scale development study provides ease of application in terms of the number of questions. The researchers aimed to be valid in a wide range of brands and product categories and intercultural applications. For these purposes, in the

first stage of the study conducted by Geuens et al. (2009). Among the Belgian respondents, Geuens and his colleagues (2009) identified statements that reflected their brand personality under 193 brands. After this stage, they determined 20 of the 193 brands according to the brands' functional, symbolic and experimental benefits to be used in further analysis. After all these studies, the researchers obtained an intercultural brand identity scale tested for validity and reliability. This scale, which defines brand personality in 5 dimensions, consists of 12 expressions in total.

In general, the definition of brand personality causes structural validity problems and brand personality dimensions that do not include personality traits are discussed. Thus, the first purpose of this study is to define the personality traits, the functional feature, the demographic feature, the user comment, the appearance of the user and the scale that includes the brand attitude. While putting forward brand personality, the point is that brand perception gives similar results in some products. However, it may not be possible to generalize brand personality even in the same product class or a single product. The main reason for this is that there are significant differences between people's perceptions of products and brand personality (Austin et al., 2003).

The brand personality scale is based on the personality scale in psychology. The brand personality scale is frequently used in marketing. Brand personality traits form the basis of research. As revealed in the literature review, the name of the brand affects many variable brand personality such as the symbol or logo of the brand, color, sales promotions, price, packaging (Batra and Lehmann, 1993; Aaker, 1996).

Brand personality is measured in various ways, except that the scale is developed and analyzed by the survey method. Consumers might either be

given a series of pictures, magazines and they may be asked to create a brand profile (Keller, 1993). They may also be asked to edit pictures to reveal the brand's specific benefits, or they may be given adjectives that can fit their brand personality and be asked to evaluate.

In the measurement of brand personality, expressions used when defining a person are included. In particular, a brand can be identified by population information (i.e., age, gender, social class and race), lifestyle (i.e., activities, interests and ideas) or personality traits (i.e., assertiveness, understandability and reliability). The degree of positive or negative attitudes towards the brand is measured compared to the other brands in the product category. What should be considered is that personality variables are also highly dependent on attitudes and special relationships that vary by brand (Aaker, 2009).

The extant literature also hinted at the relationship between brand experience and brand personality (Japutra and Molinillo, 2019). In this literature, brand personality is claimed to be one of the major factors creating a competitive difference. The experience offered by the brand is shown as one of the significant predictors of brand personality. Here, it is mainly found out that specific dimensions of brand experience determine brand personality. For instance, it is found out that sensory experiences positively affect brand personality, while intellectual experiences negatively affect brand personality. It is also illustrated that affective experiences of the brand do not influence brand personality. Hence, it might be stated that sensory and intellectual experiences positively affect both responsible and active brand personalities. On the other hand, affective experiences only predict responsible personalities but not active personalities. This means that brands should also offer intellectual and affective experiences besides sensory experiences. Finally, the literature indicates that behavioral experiences do not influence either responsible or active personalities.

2.3 BRAND AND CONSUMER BEHAVIOR

2.3.1. Brand Experience and Customer Trust

Customer trust might be defined as a customer's positive attitudes and positive perception towards a product or service, which cause the customer to rely upon the brand and continue purchasing the brand (Nyugen et al., 2013). Customer trust is mainly predicted due to the customer's actual or perceived experience with the brand or other customers' experiences with the brand. Caruana (2002) examined the process of service loyalty in the literature. In his study, Caruana stated in the literature that the concept of loyalty was first perceived as "brand loyalty" at the level of concrete products. It is observed that brand loyalty is defined by Cunningham (1956) simply as the ratio of the purchase of a particular brand that households often buy. References to brand loyalty have expanded as loyalty to stores and vendors. The concept of service loyalty first emerged with its behavioral dimension. In fact, in his study, Tucker (1964) reports that behavioral brand loyalty is examined, but what the subject (consumer) thinks or what is happening in the nervous system is ignored. Jacoby (1969, 1971) made a conceptualization study that addresses brand loyalty with behavioral and attitudinal elements. Such studies have continued to evolve. Especially in the studies carried out in the 1970s and 1980s, the concept of loyalty, relative attitude and regular customers were examined. Recently, the concept of service loyalty has also been examined with cognitive loyalty. Here, the consumer decision-making process is also explored. Gremler and Brown (1996) defined service loyalty as the degree that the customer demonstrates repeating purchasing behavior from a service provider, has a positive attitude towards this provider and only selects this service provider for the relevant service need.

2.3.2. Brand Experience and Customer Loyalty

Brand experience is among the significant factors determining customers' loyalty. For some reason, studies on the role of loyalty to service within the scope of other marketing mix variables such as service quality and customer satisfaction have received less attention (Caruana, 2002).

The system, which is formed within the concept of service, positively affects other customers by self-renewal and has positive values in terms of business, which is called customer loyalty. If a business benefits its customers by increasing their purchases, customer loyalty is mentioned. Even in this case, if one customer carries out the advocacy of the business (from other businesses), the referral movement and the free advertisement towards other potential customers without the need for a determination, real customer loyalty has occurred (Brown, 2000). Although the prerequisite for customer loyalty is customer satisfaction, this does not mean that the purchasing process is continuous and the commitment to the business's services is continuous. There is a need for some facts beyond satisfaction, the formation and continuity of loyalty. In this respect, the image of meeting the customer defacto expectations and being ready to meet their potential expectations should be created. It is necessary to understand how the service, product, distributor, and business are imagined in customers' eyes to know the potential expectations of customers from a business and improve the quality of the service by processing. It is not possible to ensure that bidirectional communication works properly without feedback on customer loyalty. Bidirectional communication from business to customer and even to other potential customers in the customer periphery and back to the sub-channel distributor and from the main distributor to the business is necessary for any customer to form a ring in the loyalty chain. It can be said that the feedback of

the customer completes the current if any current of the communication profile of the customer can be examined in any link of this network. Thus, a comprehensive customer loyalty network of loyal customers will be operational. Also, it should not be forgotten that customers should be rewarded for their loyalty. They should be systematized and systematized with different promotion processes (Ziglar and Hayes, 2001).

As the loyalty to the service increases, customers contribute in various ways to the business. These contributions are called the diffusion effect of loyalty (Gremler and Brown, 1998). Contributions provided by the diffusion effect of loyalty;

- Direct income,
- Mouth-to-mouth communication,
- Customer citizenship behavior,
- Co-production,
- Social relations,
- Mentoring other customers.

If the determinants of customer loyalty at these stages are examined in detail, the links between the stages will appear. Anyone who can buy the products and services produced by a company is in a group of potential customers. Those who need the products/ services of a company are potential customers, but the purchase has not been realized yet. At the third stage, people who do not need the products/ services of a business or have decided not to purchase them are pushed out of the customer network by the business. Along with this negative phase, a new customer phase, which does shopping for the first time from the business, occurs even though they continue to meet their needs from

competitors in the same market. When purchases turn into two or more actions, the customers who repeat the purchase now convey a very positive situation. After this stage, the concept of continuity becomes the main feature of the customer group. This customer group now uses the entire range of products and services in the showcase of the business. Not only do they buy all the products and services of the company, but they also try to persuade the close people and institutions around to shop from this company. By proposing the business, they perform advertising and marketing activities on its behalf. They also try to attract other new customers to the business without waiting for a reward, considering their return as satisfaction and satisfaction with the service of the business.

Consumers describe themselves as loyal by responding to both the functional and social behavior of service providers. Social behavior also affects the relationship between the service provider and the consumer, triggering consumers to repeat their functional behavior. Elements such as availability, changing costs, and perceived value of service delivery may also affect loyalty (Goodwin and Gremler, 1996).

2.3.3 Brand Experience and Customer Satisfaction

Customer satisfaction might be defined as the adequacy between individuals' expectations before purchasing and what they acquire due to purchasing (Karpat, 1998). Customer satisfaction is a function that is dependent on the compliance of the customer with the benefits expected from a good or service, the burdens that the customer gets rid of enduring, the performance he/she expects from the goods or services, the socio-cultural values (i.e., family and culture, tastes and habits, lifestyle and prejudices, status).

Regardless of how customer satisfaction is expressed, it is a phenomenon based on the individual's (customer's) perception and assessment and experience. Customer satisfaction should not be limited to the suitability or overlap of the product/service that has been purchased. Here, connecting the satisfaction only to the overlap between the product or service and the customer expectations might not be adequate and mislead the business.

It is stated that customer satisfaction is the total/total of the customer's store experience assessment (Macintosh-Lockshin, 1997). Therefore, it is stated that the satisfaction may be based on specific aspects of the store, product or brand, with strong feelings about the salesperson (staff) or the shop atmosphere.

Customer loyalty has become a much more critical and vital concept for businesses today than in the past. This is not because loyalty is seen as a new concept, but as discussed in the first part of the study, today's customers whose loyalty is desired are very difficult to win but can be easily lost. Therefore, after the targeting and measurement of customer satisfaction, organizations today realize that customer loyalty is the indicator of increasing sales and profitability and the main cornerstone of their success. In today's environment, where alternative products and services are intense for customers, gaining customer loyalty and increasing the number of loyal customers constitutes the primary indicator of the success of the enterprises.

However, it is not enough for businesses to desire customer loyalty. They need to make efforts in this direction and operate by focusing on customer loyalty. Because customers are not obliged to comply with businesses in this new environment, businesses have to obey their customers.

The concept of customer loyalty refers to loyalty to both a business (store) and a business's products or services. Loyalty can be for the business as well

as for the product or service (brand). Kandampully (1998) states that customer loyalty develops an emotional bond stemming from the perceived service quality with customers. It describes customer loyalty to the business as customer loyalty.

Griffin (1995) states that customer loyalty is behavior-based as opposed to customer satisfaction and is an accidental exchange given by some decision-makers, that a customer who re-purchases (repeat) has a certain tendency about what and from whom a loyal customer will buy. Customers state that they act with a positive commitment to that business or product, or service (Griffin, 1995).

In another definition, the loyal customer is defined as a regular (stable) shopper from a business over a certain period (Reinartz-Kumar, 2002). Customer loyalty describes the principle of protecting existing customers; that is, it is necessary to create and present value to existing customers, but this does not mean that new customers are ignored. Efforts should be made to keep new customers acquired with the business or product or service due to a one-to-one relationship.

In a study conducted on electronic banking customers, satisfaction is expressed as a pre-loyalty entity, and it is stated that loyal customers are not necessarily satisfied customers. However, satisfied customers tend to be loyal customers. Accordingly, there is little motivation for a satisfied customer to change his business or vendor; increasing customer satisfaction leads to more emotional loyalty and intention and behavior to buy again in the future (Methlie-Nysveen, 1999). Therefore, it is emphasized here that satisfied customers tend to be loyal, that satisfaction makes a positive contribution to loyalty, and that loyalty and satisfaction are related.

In the relationship between customer satisfaction and customer loyalty, it has been determined that the satisfaction of the customers only with their complete satisfaction (total) satisfies the level of loyalty differently. A high level of customer satisfaction helps develop long-term loyalty (Jones-Sasser, 1995). Accordingly, customer satisfaction is the key to achieving customer loyalty and revealing higher long-term financial performance.

In areas where competition is intense, such as financial services and retailing, many business managers are unaware of exactly how vital customer satisfaction is. It is emphasized that there is a significant difference between the loyalty levels of customers who are satisfied only in this kind of market and those who are fully satisfied (Jones-Sasser, 1995). Accordingly, the competitive environment affects the satisfaction-loyalty relationship. Satisfying customers who are free to choose are not enough to satisfy them alone. True loyal customers are fully satisfied customers.

2.3.4 Brand Personality and Customer Trust

The concept of a brand can be expressed as making a promise to meet the expectations of customers. With this feature, the brand both enables businesses to profit and increase their competitiveness. However, despite all its contributions, the brand turns into a value directly proportional to the value that consumers give subjectively (Kavas 2004). According to Farquhar (1990), the product's monetary value and the value associated with the brand itself constitute the brand's total value. The brand value becomes an abstract and active concept for institutions (Erciş et al., 2009).

According to Aaker, brand personality consists of a whole of passive and active assets that increase or decrease the value provided by a product/service

to the firm or the customers of that firm (Aaker 2009). According to Aaker (2009), the essential brand value dimensions are brand loyalty and customer satisfaction. The dimensions that positively affect the brand value are; brand loyalty, brand awareness, brand connotations and perceived quality (Gil et al., 2007).

Again according to Aaker's (2009) statement, high brand value means that it is one of the most effective ways for companies to make more profit. Thus, brand loyalty is the basis of brand value. If consumers make their product purchase decisions by price, they talk about the low value of the brand in question. Enterprises should invest in order to create brand value (Bilgili, 2007). The fact that businesses manage their brand value paves the way for their continuity and development.

The concept of brand trust is seen as an essential factor in terms of brand value (Luk and Yip, 2008). The brand's value is stated as the difference between the consumer's benefit by consuming the product of the brand and the difficulties it takes to consume the brand, which is expressed as the benefit of the difference in favor of the consumer (Aksoy et al., 2006). For Delgado-Ballester and Munuera-Aleman (2005), to analyze the role of brand trust in increasing brand value, it is first necessary to examine the relationship between brand value dimensions.

It is seen that studies on brand trust are not developed sufficiently in the branding literature. Studies related to brand trust usually appear conceptually and theoretically, and it is observed that experimental/observational studies are not sufficient. Chaudhuri and Holbrook (2001) also noted this research deficiency confirming that the role of brand value is not explicitly accepted in brand value processes (Delgado-Ballester and Munuera-Aleman, 2005).

According to Aaker (1991), brand awareness is when the potential buyer remembers that the brand is a member of a specific product category. Keller expresses brand awareness by associating the brand's logo, symbol, name and so on with the connotations formed in the consumer's mind (Keller, 1998).

When we look at the generally accepted elements in the formation of brand trust, we see elements such as brand reputation and brand information (Bilgili, 2007). According to Dawar (1996), the brand's reputation and brand awareness increase the belief in the brand in the consumer. The fact that the brand gives information about the use before use increases the belief in the brand by suggesting that the consumer will not face a negative situation when using the brand. As a result, the consumer trusts the brand with positive expectations (Dawar, 1996).

To create brand satisfaction and trust in the brand, the importance of brand information is emphasized. It is mentioned that the brand's awareness and positive image in the memory of the consumer also create satisfaction or brand trust against that brand (Esch et al., 2006). However, in a study in the literature, it is mentioned that raising awareness provides consumers with confidence by reducing social uncertainty and complexity. Yoon (2002) states that awareness and reputation are the precursors of trust in his research for students using the website (Rios and Riquelme, 2008).

In another study, Lin and Lee (2012) state that familiarity, which enables stores to be recognized and remembered, reduces risk perception and increases confidence in the brand.

2.3.5 Brand Personality and Customer Loyalty

The brand personality offers consumers to try products they have learned about and repurchase the ones they are satisfied with or avoid repurchasing those they are not satisfied with. It is always possible whether the relevant brand shows the expected performance in determining the preferences (functional risk), whether the expected benefit is obtained in return for the time to be spent and the price to be paid (financial and physical risk), whether the brand is liked or not liked by the general audience (social risk), or whether the brand satisfies the ego of the individual (psychological risk; Yılmaz, 2005) and all of these situations reflect the brand satisfaction of the consumer.

Regarding loyalty, there are concepts used synonymously with the term loyalty in the literature. These are;

- Repeating purchasing behavior (Ehrenberg et al., 1995)
- Preference (Guest, 1944),
- Commitment (Hawkes, 1994)
- Retention (Hammond et al., 1996; Johnson, 2006).

Brand loyalty is when the consumer decides on a single brand based on his/her preferences among various brands (İmrak, 2015). According to the most known definition, brand loyalty is repetitive purchasing, choice, a promise given, memorability and loyalty (Gounaris and Stathakopoulos, 2004). It is defined as the consumer purchasing a particular brand in the current and future periods (Aktuğlu, 2008).

2.3.6 Brand Personality and Customer Satisfaction

Customer satisfaction might be thought of as the outcome of brand personality. It can be said that satisfaction from a brand depends more on brand personality and brand perception (Aktuğlu, 2008). Brand personality includes not only the customers' perception of the product but also customer satisfaction and customer loyalty as a determining factor in purchasing and post-purchase behaviors (Meenaghan, 1995). Here, it is true that the way the customer perceives the brand highly affects whether he/she is satisfied with the brand, and a considerable portion of this perception is related to the image that the personality of the brand has created.

2.4. IMPULSIVE BUYING BEHAVIOR

Brand personality has indeed been used as a part of the marketing strategy to obtain a competitive advantage. Here, it is worth considering that human beings act based on their impulses and instincts. One of the significant advantages that might be offered by emphasizing specific dimensions of the brand personality might be that these dimensions might trigger consumers and lead to impulsive buying behavior characterized by unplanned buying that takes place with momentary instincts or decisions (Japutra and Molinillo, 2019).

The concept of unplanned purchasing has been the subject of various research on marketing strategies and consumer behavior since the 1950s. There are various definitions in this regard. Unplanned purchases are mostly purchases made due to the sudden emergence of an impulse (Çakmak and Tekinyıldız, 2013). Impulsive purchasing functions in the form of enjoyment and cognition and by including the six elements below them. These six factors that affect

decision-making include enjoyment (feelings, emotions and mood) and cognitive (thinking, understanding and interpreting information). Due to the interaction between them, liking and cognitive status are considered a boundary point for continuity. Impulsive buying behavior is likely because the liking suppresses cognition. Liking components include unbearable impulses for purchasing with positive purchasing emotions and mood management. Cognitive components are cognitive thinking, impulsive buying and ignoring the future (Villi and Kayabaşı, 2009). These statements refer to the purchasing behavior, which is expressed as “unplanned” in the literature. Consumers' options at the time of purchase depend on various factors, such as the morale of consumers, time pressure at the time of purchase, and special situation of the need for the product. Unplanned purchasing behavior is a sudden, reactive purchasing behavior that the consumer realizes suddenly and reactively, without much cognitive effort, in a persistent and determined desire to buy. There is a rapid decision process.

Extant literature states that impulsive buying is influenced by several economic, personality, time, location and even global factors. These vary not only when different customers purchase the same products but also under different purchasing situations. These results are a mixture of different types of impulsive buying. According to these, four types of impulsive purchases can be defined (Villi and Kayabaşı, 2009).

- **Completely Impulsive Purchasing:** Completely impulsive purchasing is the easiest to distinguish the type of impulsive purchasing. In this type of purchasing, the individual displays a behavior other than the normal purchasing behavior. It is a situation that is far from the usual buying phenomenon or creates an innovation. Completely impulsive purchase is likely to occur in relatively small quantities, as housewives tend to develop

strong habits with their budgets in their planning before shopping, at the time and place they shop.

- **Reminder Impulsive Purchasing:** This is the type of purchase that the consumer forgets to write to the shopping list and remembers when he sees it at the market. In impulsive purchasing, the consumer knows the properties of the product or has used the product before. It occurs when a shopper sees a product and when products at home are running out, diminishing, or previous purchasing decisions, advertising or other applications that provide information about the product, reminiscent of the product.
- **Impulsive Purchases Made with the Suggestion:** This occurs when the shopper sees a product for the first time, and the need for the product is revived, although he has no previous knowledge. The impulsive purchase that comes with the proposal differs from the reminder impulsive purchasing because it does not have product information that helps with the purchase decision. It is the purchases made by encountering a product that satisfies a need that has not been felt before and being attracted to the product and its other elements. The quality, functionality and feel of the product should be evaluated at the point of sale. The difference from purely impulsive buying is that it is a more rational or functional purchase than emotions.
- **Planned Impulsive Purchases:** This occurs when buyers are hoping to buy a particular product in the store, attracting other brands, special prices in some products, shopping offers with coupons or promotions and other products are purchased. Such situations arise very often when consumers visit shopping malls.

CHAPTER THREE

PROPOSED MODEL AND HYPOTHESES

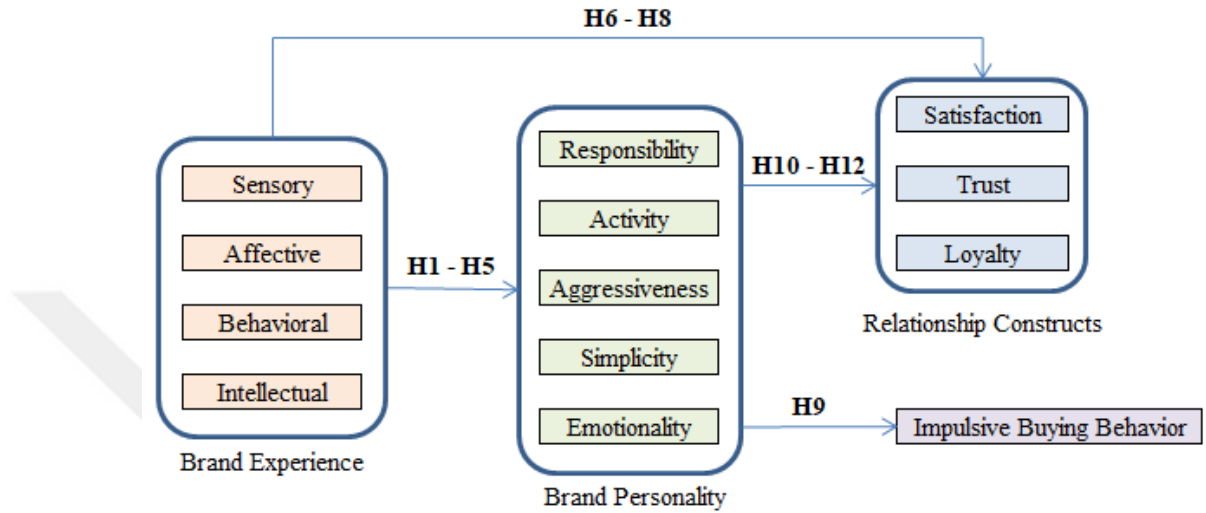
Based on the theoretical background discussed in the previous chapters, this chapter proposes a model and generates various hypotheses. It begins with the proposed model, followed by the hypotheses concerning brand experience and brand personality and their effect on consumer-brand relationships. Then, it concludes with the hypotheses concerning impulsive buying behavior.

3.1 PROPOSED MODEL

Based on the background that the extant literature has generated in previous chapters, this chapter provides a model for the relationship between brand experience, brand personality, relationship constructs, and impulsive buying behavior, and hypotheses are created accordingly.

In the conceptual model, brand experience has four dimensions, and brand personality has five dimensions. The model also includes the three relationship constructs (i.e., satisfaction, trust and loyalty) and impulsive buying behavior. In the scope of this model (Figure 1), four different relationships are measured: the relationship between the dimensions of brand experience and brand personality, brand experience and relationship constructs, brand personality and relationship constructs, and brand personality and impulsive buying behavior.

Figure 1: Proposed Model



3.2 BRAND EXPERIENCE DIMENSIONS AND BRAND PERSONALITY

Based on the findings of prior studies on the relationship between brand experience dimensions and brand personality, the following hypotheses are proposed:

H1: Sensory (a), affective (b), behavioral (c), and intellectual (d) brand experience positively influences responsible brand personality.

H2: Sensory (a), affective (b), behavioral (c), and intellectual (d) brand experience positively influences active brand personality.

H3: Sensory (a), affective (b), behavioral (c), and intellectual (d) brand experience positively influences aggressive brand personality.

H4: Sensory (a), affective (b), behavioral (c), and intellectual (d) brand experience positively influences simple brand personality.

H5: Sensory (a), affective (b), behavioral (c), and intellectual (d) brand experience positively influences emotional brand personality.

3.3 BRAND EXPERIENCE DIMENSIONS AND RELATIONSHIP CONSTRUCTS

Based on the findings of prior studies on the relationship brand experience dimensions and the relationship constructs of satisfaction, trust and loyalty, the following hypotheses are proposed:

H6: Sensory (a), affective (b), behavioral (c), and intellectual (d) brand experience positively influences satisfaction.

H7: Sensory (a), affective (b), behavioral (c), and intellectual (d) brand experience positively influences trust.

H8: Sensory (a), affective (b), behavioral (c), and intellectual (d) brand experience positively influences loyalty.

3.4 BRAND PERSONALITY DIMENSIONS AND RELATIONSHIP CONSTRUCTS

Based on the findings of prior studies on the relationship brand personality dimensions and the relationship constructs of satisfaction, trust and loyalty, the following hypotheses are proposed:

H10: Responsible (a), active (b), aggressive (c), simple (d), and emotional (e) brand personality positively influences satisfaction.

H11: Responsible (a), active (b), aggressive (c), simple (d), and emotional (e) brand personality positively influences trust.

H12: Responsible (a), active (b), aggressive (c), simple (d), and emotional (e) brand personality positively influences loyalty.

3.5 BRAND PERSONALITY DIMENSIONS AND IMPULSIVE BUYING BEHAVIOR

Based on the findings of prior studies on the relationship brand personality dimensions and impulsive buying behavior, the following hypotheses are proposed:

H9: Responsible (a), active (b), aggressive (c), simple (d), and emotional (e) brand personality positively influences impulsive buying behavior.

CHAPTER FOUR

RESEARCH DESIGN AND METHODOLOGY

In this chapter, the research design and methodology applied in the study are presented. First, the research objective is explained, followed by the research design. Then, the operationalization of variables is presented. Questionnaire development and design are discussed in detail, followed by questionnaire administration and data collection. In the last section, the sampling and data analysis methods are explained.

4.1 RESEARCH OBJECTIVE

The primary objective of this research is to investigate the relationship between brand experience, brand personality, and customer satisfaction, loyalty and trust, while also focusing on how these factors turn into action by leading to impulsive buying behavior.

4.2 RESEARCH DESIGN

This study is descriptive in nature as the relationship between brand experience and brand personality and their effect on consumer-brand relationships is tried to be determined along with their effects on impulsive buying behavior. A cross-sectional design is applied, providing a snapshot of these relationships at a single point in time. Furthermore, survey research is

chosen because of the advantages of providing data from many participants quickly.

4.3 OPERATIONALIZATION OF THE VARIABLES

Single-item scales are criticized for their low reliability (Churchill, 1979). The variables of the proposed model are measured according to the perception of the participants. All variables were measured with a five-point Likert-type scale (strongly disagree, disagree, neither agree nor disagree, agree and strongly agree), except for the demographic questions in the questionnaire. Thus, participants were asked to evaluate how much they agreed or disagreed with each statement. All variables and measurement items were taken from studies in related fields based on the past literature.

4.3.1 Impulsive Buying Behavior

For measuring impulsive buying behavior, respondents are asked to rate how strongly they agree or disagree with each statement. A three-item, five-point Likert scale by Badgaiyan et al. (2017) has been used where 1= “strongly disagree” and 5= “strongly agree”. These items are provided in Table 1.

Table 1: Impulsive Buying Behavior Statements

Statements
I ended up spending more money than I originally set out to spend.
I purchased the brand impulsively.
I bought more than I had planned to buy.

4.3.2 Brand Personality

For measuring the brand personality dimensions, respondents are asked to rate how strongly they agree or disagree with each statement. A twelve-item, five-point Likert scale by Badgaiyan et al. (2017) has been used where 1= “strongly disagree” and 5= “strongly agree”. This scale was initially designed by Geuens et al. (2009). The items used are provided in Table 2.

Table 2: Brand Personality

	Statement
Responsibility	The brand purchased by me is down to earth.
	The brand purchased by me is stable.
	The brand purchased by me is responsible.
Aggressiveness	The brand purchased by me is aggressive.
	The brand purchased by me is bold.
Simplicity	The brand purchased by me is ordinary.
	The brand purchased by me is simple.
Emotionality	The brand purchased by me is romantic.
	The brand purchased by me is sentimental.
Active	The brand purchased by me is dynamic.
	The brand purchased by me is innovative.
	The brand purchased by me is active.

4.3.3 Brand Experience

For measuring the brand experience dimensions, respondents are asked to rate how strongly they agree or disagree with each statement. A nine-item, five-point Likert scale by Japutra and Molinilla (2019) has been used where 1=

“strongly disagree” and 5= “strongly agree”. This scale was initially designed by Brakus et al. (2009). The items used are provided in Table 3.

Table 3: Brand Experience

	Statement
	This brand makes a strong impression on my visual sense or other senses.
Sensory	I find this brand interesting in a sensory way.
	This brand induces feelings and sentiments.
Affective	I do not have strong emotions for this brand. (R)
	This brand is an emotional brand.
	This brand results in bodily experiences.
Behavioral	I engage in physical actions and behaviors when I use this brand.
Intellectual	This brand stimulates my curiosity and problem-solving.
	I engage in a lot of thinking when I encounter this brand.

4.3.4 Relationship Constructs

4.3.4.1 Satisfaction

For measuring satisfaction, respondents are asked to rate how strongly they agree or disagree with each statement. A two-item, five-point Likert scale by Japutra and Molinilla (2019) has been used where 1= “strongly disagree” and 5= “strongly agree”. These items were adapted from Brakus et al. (2009). The items used are provided in Table 4.

Table 4: Satisfaction

Statement
I am satisfied with the brand and its performance.
My choice to get this brand has been a wise one.

4.3.4.2 Trust

For measuring trust, respondents are asked to rate how strongly they agree or disagree with each statement. A four-item, five-point Likert scale by Japutra and Molinilla (2019) has been used where 1= “strongly disagree” and 5= “strongly agree”. These items were adapted from Chaudhuri and Holbrook (2001). The items used are provided in Table 5.

Table 5: Trust

Statement
I trust this brand.
I rely on this brand.
This is an honest brand.
This brand is safe.

4.3.4.2 Brand Loyalty

For measuring brand loyalty, respondents are asked to rate how strongly they agree or disagree with each statement. A five-item, five-point Likert scale by Japutra and Molinilla (2019) has been used where 1= “strongly disagree” and 5= “strongly agree”. These items were adopted from Yoo and Donthu (2001). The items used are provided in Table 6.

Table 6: Brand Loyalty

Statement
I consider myself to be loyal to this brand.
I will buy this brand again.
This brand would be my first choice.
I will not buy other brands if this brand is available at the store.
I will recommend this brand to others.

4.4 QUESTIONNAIRE DEVELOPMENT AND DESIGN

In the scope of the present research, first, the literature review has been conducted, and the survey questions have been prepared based on the literature review. The structured questionnaire format has been applied, meaning that the entire sample of participants has been presented with a standard form of close-ended and fixed questions. In the first question of the survey, the brand preference of the participants has been asked. After this question, the survey consists of five parts. The first part consists of questions on the four dimensions of brand experience. The second part consists of questions on the five dimensions of brand personality. The third part consists of questions on relationship constructs, and the fourth part consists of questions on impulsive buying behavior. The fifth part captures demographic information by six questions. As the original scales were all in English, the questionnaire was first developed in English and then translated to Turkish by the back-translation procedure.

4.5. QUESTIONNAIRE ADMINISTRATION AND DATA COLLECTION

The questionnaire has been prepared on a well-known website and distributed online by sharing the survey link. Participants have been informed about the aim of the survey with a short sentence and then have been informed that their privacy will be guaranteed and their responses will be protected. At the beginning of the questionnaire, it was indicated that the gathered information would only be used within the scope of this academic study and would not be shared with any other person, institution or organization. Participants were provided with an e-mail address for asking their possible questions in the future or for any further clarification. The questionnaire took approximately 10 minutes to complete for each participant. Data collection has been completed in four weeks.

4.6. SAMPLING

Based on the recommendations in the literature, it is claimed that the sample size should be large to achieve a useful prediction, and larger sample sizes lead to a better power in the analyses (Cook et al., 1981; Maxwell, 2000). For this study, the sample size has been determined as at least three hundred. In the scope of the present study, 357 usable responses were collected. The questions that these participants did not answer are evaluated as missing data during the statistical analyses. A convenience sampling method has been applied, in which eligible participants with an active internet connection have been targeted.

4.7. DATA ANALYSES

The statistical analysis methods used in this study are descriptive analyses, factor analyses, reliability analyses, and regression analyses. Descriptive analyses are applied to determine the demographic profile of respondents along with their brand preferences. Factor analyses and reliability analyses were used to find the factors and to test reliability. Regression analyses have been conducted to discover the explanatory power of independent variables on dependent variables. The data is analyzed using the 20.0 version of the SPSS (Statistical Package for Social Sciences) computer program. As the first step, questionnaire responses are exported to Excel, and then they are transferred to SPSS 20.0 for analysis.

CHAPTER FIVE

DATA ANALYSES AND RESULTS

In the present section, data collected via the survey has been analyzed, and the results are explained in detail. First, the distribution based on the answers to impulsive buying behavior items has been presented, followed by the demographic distribution. Then the results of factor analyses of each item are presented. In the last chapter, the results of regression analyses have been explained.

5.1 DESCRIPTIVE STATISTICS

The data distribution of the responses given by the participants to the questionnaire is in the table below. Here, it may be seen that the most preferred brand has been chosen as “Apple” brand.

Table 7: The Data Distribution of the Responses

Responses	Frequency	Sample %	Mean
<i>Brand Choice</i>			
Apple	147	41.2%	-
Samsung	89	24.9%	
Coca-Cola	43	12.0%	
Nike	51	14.3%	
Ray-Ban	19	5.3%	
Red Bull	8	2.2%	
<i>This brand makes a strong impression on my visual sense or other senses.</i>			
1	17	4.8%	4.07
2	13	3.6%	
3	49	13.7%	
4	119	33.3%	

5	159	44.5%	
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I find this brand interesting in a sensory way.

1	26	7.3%	3.48
2	35	9.8%	
3	106	29.7%	
4	109	30.5%	
5	81	22.7%	

This brand induces feelings and sentiments.

1	29	8.1%	3.37
2	50	14.0%	
3	100	28.0%	
4	104	29.1%	
5	74	20.7%	

I do not have strong emotions for this brand. (R)

1	87	24.4%	2.64
2	85	23.8%	
3	99	27.7%	
4	51	14.3%	
5	35	9.8%	

This brand is an emotional brand.

1	81	22.7%	2.74
2	67	18.8%	
3	109	30.5%	
4	60	16.8%	
5	40	11.2%	

This brand results in bodily experiences.

1	47	13.2%	3.39
2	51	14.3%	
3	65	18.2%	
4	101	28.3%	
5	93	26.1%	

I engage in physical actions and behaviors when I use this brand.

1	63	17.6%	3.16
2	57	16.0%	
3	74	20.7%	
4	81	22.7%	
5	82	23.0%	

This brand stimulates my curiosity and problem-solving.

1	79	22.1%	2.94
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2	53	14.8%	
3	85	23.8%	
4	87	24.4%	
5	53	14.8%	

I engage in a lot of thinking when I encounter this brand.

1	89	24.9%	2.8
2	59	16.5%	
3	82	23.0%	
4	84	23.5%	
5	43	12.0%	

The brand purchased by me is down to earth.

1	27	7.6%	3.78
2	26	7.3%	
3	76	21.3%	
4	103	28.9%	
5	125	35.0%	

The brand purchased by me is stable.

1	9	2.5%	4.38
2	7	2.0%	
3	32	9.0%	
4	96	26.9%	
5	213	59.7%	

The brand purchased by me is responsible.

1	12	3.4%	4.07
2	15	4.2%	
3	66	18.5%	
4	113	31.7%	
5	151	42.3%	

The brand purchased by me is dynamic.

1	12	3.4%	4.27
2	9	2.5%	
3	36	10.1%	
4	108	30.3%	
5	192	53.8%	

The brand purchased by me is innovative.

1	10	2.8%	4.35
2	12	3.4%	
3	29	8.1%	
4	94	26.3%	

5	212	59.4%	
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The brand purchased by me is active.

1	8	2.2%	4.47
2	6	1.7%	
3	23	6.4%	
4	89	24.9%	
5	231	64.7%	

The brand purchased by me is aggressive.

1	89	24.9%	2.80
2	67	18.8%	
3	73	20.4%	
4	64	17.9%	
5	64	17.9%	

The brand purchased by me is bold.

1	10	2.8%	4.01
2	17	4.8%	
3	68	19.0%	
4	123	34.5%	
5	139	38.9%	

The brand purchased by me is ordinary.

1	194	54.3%	1.78
2	95	26.6%	
3	36	10.1%	
4	20	5.6%	
5	12	3.4%	

The brand purchased by me is simple.

1	63	17.6%	2.96
2	71	19.9%	
3	90	25.2%	
4	72	20.2%	
5	61	17.1%	

The brand purchased by me is romantic.

1	113	31.7%	2.38
2	79	22.1%	
3	100	28.0%	
4	42	11.8%	
5	23	6.4%	

The brand purchased by me is sentimental.

1	102	28.6%	2.52
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2	82	23.0%	
3	91	25.5%	
4	49	13.7%	
5	33	9.2%	

I am satisfied with the brand and its performance.

1	10	2.8%	4.28
2	8	2.2%	
3	31	8.7%	
4	126	35.3%	
5	182	51.0%	

My choice to get this brand has been a wise one.

1	18	5.0%	4.16
2	9	2.5%	
3	40	11.2%	
4	128	35.9%	
5	162	45.4%	

I trust this brand.

1	12	3.4%	4.25
2	10	2.8%	
3	40	11.2%	
4	115	32.2%	
5	180	50.4%	

I rely on this brand.

1	14	3.9%	4.10
2	14	3.9%	
3	57	16.0%	
4	117	32.8%	
5	155	43.4%	

This is an honest brand.

1	19	5.3%	3.84
2	26	7.3%	
3	77	21.6%	
4	115	32.2%	
5	120	33.6%	

This brand is safe.

1	14	3.9%	4.07
2	12	3.4%	
3	64	17.9%	
4	121	33.9%	

5	146	40.9%	
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I consider myself to be loyal to this brand.

1	33	9.2%	3.64
2	36	10.1%	
3	77	21.6%	
4	96	26.9%	
5	115	32.2%	

I will buy this brand again.

1	17	4.8%	4.11
2	13	3.6%	
3	48	13.4%	
4	109	30.5%	
5	170	47.6%	

This brand would be my first choice.

1	34	9.5%	3.73
2	32	9.0%	
3	55	15.4%	
4	101	28.3%	
5	135	37.8%	

I will not buy other brands if this brand is available at the store.

1	47	13.2%	3.52
2	31	8.7%	
3	82	23.0%	
4	77	21.6%	
5	120	33.6%	

I will recommend this brand to others.

1	21	5.9%	3.96
2	16	4.5%	
3	54	15.1%	
4	125	35.0%	
5	141	39.5%	

I ended up spending more money than I originally set out to spend.

1	56	15.7%	3.24
2	36	10.1%	
3	109	30.5%	
4	73	20.4%	
5	83	23.2%	

I purchased the brand impulsively.

1	68	19.0%	2.89
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2	85	23.8%	
3	77	21.6%	
4	71	19.9%	
5	56	15.7%	

I bought more than I had planned to buy.

1	145	40.6%	2.29
2	75	21.0%	
3	63	17.6%	
4	34	9.5%	
5	40	11.2%	

5.2 DEMOGRAPHIC PROFILE

The demographic profile of consumers participating in the study can be seen in Table 8.

Table 8: Demographic Distribution

Characteristics	Frequency	Sample %
<i>Gender</i>		
Female	132	37.0%
Male	208	58.3%
<i>Age (in years)</i>		
Less than 18	3	0.8%
18-25	25	7.0%
26-33	143	40.1%
34-41	54	15.1%
42-49	37	10.4%
50 and over	95	26.6%
<i>Marital Status</i>		
Married	193	43.1%
Single	164	56.9%
<i>Education Level</i>		
Literate	0	0.0%
Primary School	2	0.6%

Secondary School	2	0.6%
High school	69	19.3%
University	211	59.1%
Master	68	19.0%
Doctorate	5	1.4%
<i>Working Status</i>		
Public sector	31	8.7%
Private sector	169	47.3%
Own business	47	13.2%
Unemployed / looking for job	8	2.2%
Housewife	31	8.7%
Retired	54	15.1%
Student	10	2.8%
Not working for old aged or disability	1	0.3%
Other	6	1.7%
<i>Personal Monthly Income</i>		
less than 2000 TRY	38	10.6%
2001-4000 TRY	114	31.9%
4001-6000 TRY	99	27.7%
6001-8000 TRY	43	12.0%
8001-10000 TRY	31	8.7%
More than 10000 TRY	32	9.0%

Here, it may be seen that the majority of participants are male (58%), are in the age group between 26-33 (40%), are single (57%), are university graduates (59%), working in the private sector (47%), and has an income level of 2001-4000 TRY (32%).

5.3 FACTOR ANALYSIS

Factor analysis is applied to find variable sets that are highly related to each other, in other words, called factors (Hair et al., 2010). In general, factor analyzes are performed to discover whether the same structures derived in

previous studies can be derived with different data sets or to examine the relationship between content categories and experimentally derived structures (Hair et al., 2010). Before starting factor analysis, sampling adequacy is measured to see whether the data are suitable for factor analysis (Durmuş et al., 2011).

The results of Keiser-Meyer-Olkin (KMO) and Bartlett's test are used to determine whether the data are appropriate. The KMO result shows that the data used in the analysis is a homogeneous collection of variables. The lower limit of KMO is generally claimed to be 0.50 (Hair et al., 2010). The upper limit for Bartlett's test is generally accepted as 0.05 and indicates the statistical significance of the mutual correlation between variables (Hair et al., 2010).

When unidimensionality is achieved, reliability analyzes are examined. The most widely used measure for reliability is Cronbach's alpha. Although there is no universal standard on the limits of Cronbach's alpha, Nunnally and Bernstein (1994) suggest that it should be at least 0.70.

This study found that the results of KMO and Bartlett's tests were as follows. Based on the results, it is discovered that factor analysis and reliability analysis results are satisfactory.

5.3.1 Factor and Reliability Analyses for Brand Experience

KMO and Bartlett tests results were satisfactory with $KMO = 0.749$, χ^2 Bartlett test = 870.575 and $p = 0.000$.

Table 9: KMO and Bartlett's Test Results for Brand Experience

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.749
Bartlett's Test of Sphericity	Approx. Chi-Square	870.575
	Df	28
	Sig.	.000

The diagonals of the anti-image correlation matrix were all found to be over 0.50, so each item has been included in the factor analysis. Then principal component analysis and varimax rotation to the data sets were conducted. As a result, three factors have been determined, one measuring sensory and affective brand experience (Factor 1), one measuring intellectual brand experience (Factor 2), and one measuring behavioral brand experience (Factor 3). In order to test the internal consistency, reliability analyses have been conducted. Cronbach's alpha has been estimated as 0.807 for Factor 1, 0.805 for Factor 2, and 0.567 for Factor 3. As Cronbach's alpha is lower than 0.70 for Factor 3, Factor 3 has been eliminated.

Table 10: Factor Analyses Results for Brand Experience

Factor Name	Factor Item	Factor Loading	% Variance	Reliability Cronbach Alpha
Sensory & Affective	SAQ2	0.832	31.812	0.807
	SAQ3	0.829		
	SAQ5	0.724		
	SAQ1	0.719		
Intellectual	INTQ8	0.887	22.137	0.805
	INTQ9	0.855		

5.3.2 Factor and Reliability Analyses for Brand Personality

KMO and Bartlett tests results were satisfactory with KMO = 0.850, χ^2 Bartlett test = 1680.098 and $p = 0.000$.

Table 11: KMO and Bartlett's Test Results for Brand Personality

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.850
Bartlett's Test of Sphericity	Approx. Chi-Square	1680.098
	Df	55
	Sig.	.000

The diagonals of the anti-image correlation matrix were all found to be over 0.50, so each item has been included in the factor analysis. Then principal component analysis and varimax rotation to the data sets were conducted. As a result, three factors have been determined, one measuring responsibility, active and aggressiveness dimensions (Factor 1), one measuring emotionality dimension (Factor 2), and one measuring simplicity dimension (Factor 3). In order to test the internal consistency, reliability analyses have been conducted. Cronbach's alpha has been estimated as 0.897 for Factor 1, 0.817 for Factor 2, and 0.271 for Factor 3. As Cronbach's alpha is lower than 0.70 for Factor 3, Factor 3 has been eliminated.

Table 12: Factor Analyses Results for Brand Personality

Factor Name	Factor Item	Factor Loading	% Variance	Reliability Cronbach Alpha
Responsibility & Active & Aggressiveness	RAAQ14	0.851	40.161	0.897
	RAAQ13	0.832		
	RAAQ15	0.827		
	RAAQ11	0.813		
	RAAQ12	0.762		
	RAAQ10	0.699		
	RAAQ17	0.687		
Emotionality	EMOQ21	0.911	16.626	0.817
	EMOQ20	0.883		

5.3.3 Factor and Reliability Analyses for Relationship Constructs

Satisfaction

KMO and Bartlett tests results were satisfactory with KMO = 0.500, χ^2 Bartlett test = 314.903 and $p = 0.000$.

Table 13: KMO and Bartlett's Test Results for Relationship Constructs - Satisfaction

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	314.903
	Df	1
	Sig.	.000

The diagonals of the anti-image correlation matrix were all found to be over 0.50, so each item has been included in the factor analysis. Then principal component analysis and varimax rotation to the data sets were conducted. As a result, one factor has been determined. In order to test the internal

consistency, reliability analyses have been conducted. Cronbach's alpha has been estimated as 0.877.

Table 14: Factor Analyses Results for Satisfaction

Factor Name	Factor Item	Factor Loading	% Variance	Reliability Cronbach Alpha
Satisfaction	SATQ22	0.944	89.19	0.877
	SATQ23	0.944		

Trust

KMO and Bartlett tests results were satisfactory with KMO = 0.822, χ^2 Bartlett test = 1133.147 and $p = 0.000$.

Table 15: KMO and Bartlett's Test Results for Relationship Constructs - Trust

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.822
Bartlett's Test of Sphericity	Approx. Chi-Square	1133.147
	Df	6
	Sig.	.000

The diagonals of the anti-image correlation matrix were all found to be over 0.50, so each item has been included in the factor analysis. Then principal component analysis and varimax rotation to the data sets were conducted. Here, one factor is determined. In order to test the internal consistency, reliability analyses have been conducted. Cronbach's alpha has been estimated as 0.929.

Table 16: Factor Analyses Results for Trust

Factor Name	Factor Item	Factor Loading	% Variance	Reliability Cronbach Alpha
Trust	TRQ24	0.934	82.71	0.929
	TRQ25	0.918		
	TRQ26	0.907		
	TRQ27	0.878		

Brand Loyalty

KMO and Bartlett tests results were satisfactory with KMO = 0.874, χ^2 Bartlett test = 890.024 and $p = 0.000$.

Table 17: KMO and Bartlett's Test Results for Relationship Constructs - Brand Loyalty

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.874
Bartlett's Test of Sphericity	Approx. Chi-Square	890.024
	Df	10
	Sig.	.000

The diagonals of the anti-image correlation matrix were all found to be over 0.50, so each item has been included in the factor analysis. Then principal component analysis and varimax rotation to the data sets were conducted. Here, one factor is determined. In order to test the internal consistency, reliability analyses have been conducted. Cronbach's alpha has been estimated as 0.884.

Table 18: Factor Analyses Results for Brand Loyalty

Factor Name	Factor Item	Factor Loading	% Variance	Reliability Cronbach Alpha
Brand Loyalty	BLQ28	0.876	69.288	0.884
	BLQ29	0.862		
	BLQ30	0.813		
	BLQ31	0.811		
	BLQ32	0.796		

5.3.4 Factor and Reliability Analyses for Impulsive Buying Behavior

KMO and Bartlett tests results were satisfactory with KMO = 0.652, χ^2 Bartlett test = 124.317 and $p = 0.000$.

Table 19: KMO and Bartlett's Test Results for Impulsive Buying Behavior

KMO and Bartlett's Test		Result
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.652
Bartlett's Test of Sphericity	Approx. Chi-Square	124.317
	Df	3
	Sig.	.000

The diagonals of the anti-image correlation matrix were all found to be over 0.50, so each item has been included in the factor analysis. Then principal component analysis and varimax rotation to the data sets were conducted. Here, again, only one factor is determined. In order to test the internal consistency, reliability analyses have been conducted. Cronbach's alpha has been estimated as 0.640. Here even though this value is lower than 0.70, 0.640 is still an acceptable value for the scales consisting of a low number of questions (Durmuş et al., 2011).

Table 20: Factor Analyses Results for Impulsive Buying Behavior

Factor Name	Factor Item	Factor Loading	% Variance	Reliability Cronbach Alpha
Impulsive Buying Behavior	Q33	0.774	58.183	0.64
	Q34	0.765		
	Q35	0.75		

5.4 Regression Analyses

Regression analyses have been conducted to investigate and explain the relationship between the dependent and independent variables. To this end, linear regression analyses have been done and presented in the following sections. Here, it is worth noting that brand experience and brand personality are represented by two factors and all other variables by one factor.

Table 21: Factor Structure of the Variables

Brand Experience	Factor 1: Sensory & Affective Factor 2: Intellectual
Brand Personality	Factor 1: Responsibility & Active & Aggressiveness Factor 2: Emotionality
Impulsive Buying Behavior	Factor 1: Impulsive Buying Behavior
Satisfaction	Factor 1: Satisfaction
Trust	Factor 1: Trust
Loyalty	Factor 1: Loyalty

5.4.1 Regression Analyses for Brand Experience and Brand Personality

In the first part of the analyses, independent variables are determined as two factors of brand experience: sensory/affective brand experience and intellectual brand experience. The dependent variable is the first factor of brand personality: responsibility/active/aggressiveness brand personality. In regression analyses, stepwise regression has been conducted. The ANOVA table is used to test the significance of the regression, while R square, adjusted R square and beta values indicate the strength of the regression and the importance of each independent variable. Here, from the results of the ANOVA table, it might be seen that there exists a significant correlation between dependent and independent variables ($R=0.555$, $R^2=0.309$, $p=0.000$).

Here, from the ANOVA table, it might be seen that the sensory/affective variable has been added to the model in the first step of the stepwise analysis. After this variable has been added, it might be seen that the model is significant ($p<.001$). In the second step, this time intellectual variable has also been added to the model. After adding this variable, it might be seen that the model is still significant ($p<.001$).

Table 22: Anova Results of Regression Analysis between Brand Personality and Brand Experience-1

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.354	1	58.354	125.886	.000 ^b
	Residual	153.435	331	.464		
	Total	211.789	332			
2	Regression	65.340	2	32.670	73.616	.000 ^c
	Residual	146.449	330	.444		
	Total	211.789	332			
a. Dependent Variable: Responsibility_Active_Aggressiveness						
b. Predictors: (Constant), Sensory_Affective						
c. Predictors: (Constant), Sensory_Affective, Intellectual						

From the adjusted R square value, it might be inferred that %30.4 of the dependent variable is explained by both independent variables.

Table 23: Model Summary of Regression Analysis between Brand Personality and Brand Experience-1

Model Summary ^c				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525 ^a	.276	.273	.68084
2	.555 ^b	.309	.304	.66617
a. Predictors: (Constant), Sensory_Affective				
b. Predictors: (Constant), Sensory_Affective, Intellectual				
c. Dependent Variable: Responsibility_Active_Aggressiveness				

B value shows the tendency of variables, while beta value is used to show the importance of each independent variable on the dependent variable (Kalaycı, 2011). The effect of the independent variable on the dependent variable is

expected to increase whenever the beta value increases (Kalaycı, 2011). Meanwhile, the T value indicates the significance of each variable where a significance level below 0.05 is statistically significant (Kalaycı, 2011). VIF values are used to make inferences about the multicollinearity problem.

Table 24: Coefficients of Regression Analysis between Brand Personality and Brand Experience-1

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.678	.140		19.154	.000		
	Sensory_Affective	.443	.039	.525	11.220	.000	1.000	1.000
2	(Constant)	2.543	.141		18.032	.000		
	Sensory_Affective	.376	.042	.446	8.922	.000	.840	1.191
	Intellectual	.127	.032	.198	3.967	.000	.840	1.191
a. Dependent Variable: Responsibility_Active_Aggressiveness								

Table 25: Collinearity Diagnostics of Regression Analysis between Brand Personality and Brand Experience-1

Collinearity Diagnostics ^a						
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Sensory_Affective	Intellectual
1	1	1.964	1.000	.02	.02	
	2	.036	7.359	.98	.98	
2	1	2.872	1.000	.01	.01	.02
	2	.092	5.572	.16	.07	.96
	3	.036	8.964	.83	.92	.02
a. Dependent Variable: Responsibility_Active_Aggressiveness						

Here, it might be seen that the sensory/affective component has a stronger effect on the dependent variable, with a greater Beta value. There is no VIF value exceeding 10, and the tolerance values are greater than 0.10, so it can be commented that collinearity among variables is within a considerable range.

In the second model, this time, independent variables remained the same, but the dependent variable is this time the emotionality factor of brand personality.

Table 26: Anova Results of Regression Analysis between Brand Personality and Brand Experience-2

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.542	1	121.542	120.744	.000 ^b
	Residual	333.189	331	1.007		
	Total	454.731	332			
2	Regression	127.412	2	63.706	64.227	.000 ^c
	Residual	327.320	330	.992		
	Total	454.731	332			
a. Dependent Variable: Emotionality						
b. Predictors: (Constant), Sensory_Affective						
c. Predictors: (Constant), Sensory_Affective, Intellectual						

ANOVA results indicated that there again exists a significant relationship ($R=0.529$, $R^2=0.280$, $p=0.000$).

Table 27: Model Summary of Regression Analysis between Brand Personality and Brand Experience-2

Model Summary ^c				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.517 ^a	.267	.265	1.00330
2	.529 ^b	.280	.276	.99593
a. Predictors: (Constant), Sensory_Affective				
b. Predictors: (Constant), Sensory_Affective, Intellectual				
c. Dependent Variable: Emotionality				

Here, it might be seen that 27.6% (adj. R Square) of the dependent variable is explained by the independent variables.

Table 28: Coefficients of Regression Analysis between Brand Personality and Brand Experience-2

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.270	.206		1.310	.191		
	Sensory_Affective	.639	.058	.517	10.988	.000	1.000	1.000
2	(Constant)	.146	.211		.691	.490		
	Sensory_Affective	.578	.063	.467	9.172	.000	.840	1.191
	Intellectual	.116	.048	.124	2.433	.016	.840	1.191
a. Dependent Variable: Emotionality								

Here, it might be seen that the sensory/affective component again has a stronger effect on the dependent variable, with a greater Beta value.

5.4.2 Regression Analysis for Brand Personality and Impulsive Buying Behavior

In this model, the independent variables entered are the two factors of brand personality: responsible/active/aggressiveness factor and emotionality factor. The dependent variable is impulsive buying behavior.

Again, stepwise regression has been conducted. From the results of the ANOVA table, it might be seen that there exists a significant correlation between dependent and independent variables ($R=0.269$, $R^2=0.072$, $p=0.000$).

Here, from the ANOVA table, the emotionality factor has been added to the model in the first step of the stepwise analysis. After this factor has been added, it might be seen that the model is significant ($p < .001$). In the second step, this time, the responsibility_active_aggressiveness factor has been added to the model. After adding this factor, it might be seen that the model is still significant ($p < .001$).

Table 29: Anova Results of Regression Analysis between Brand Personality and Impulsive Buying Behavior

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.253	1	17.253	16.886	.000 ^b
	Residual	338.207	331	1.022		
	Total	355.460	332			
2	Regression	25.638	2	12.819	12.826	.000 ^c
	Residual	329.822	330	.999		
	Total	355.460	332			
a. Dependent Variable: Impulsive_Buying_Behavior						
b. Predictors: (Constant), Emotionality						
c. Predictors: (Constant), Emotionality, Responsibility_Active_Aggressiveness						

The adjusted R square value indicates that 6.7% of the dependent variable is determined by the independent variables.

Table 30: Model Summary of Regression Analysis between Brand Personality and Impulsive Buying Behavior

Model Summary ^c				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.220 ^a	.049	.046	1.01083
2	.269 ^b	.072	.067	.99973

a. Predictors: (Constant), Emotionality
b. Predictors: (Constant), Emotionality, Responsibility_Active_Aggressiveness
c. Dependent Variable: Impulsive_Buying_Behavior

Here, it might be seen that the emotionality component has stronger effect on impulsive buying behavior, with a greater Beta value.

Table 31: Coefficients of Regression Analysis between Brand Personality and Impulsive Buying Behavior

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.329	.129		18.090	.000		
	Emotionalit y	.195	.047	.220	4.109	.000	1.000	1.000
2	(Constant)	1.551	.297		5.219	.000		
	Emotionalit y	.163	.048	.184	3.375	.001	.947	1.056
	Responsibil ity_Active_ Aggressive ness	.204	.071	.158	2.896	.004	.947	1.056
a. Dependent Variable: Impulsive_Buying_Behavior								

5.4.3 Regression Analysis for Brand Experience and Relationship Constructs

In these models, two factors of brand experience have been added as independent variables. The models are repeatedly tested by choosing each of

the three relationship constructs (i.e., satisfaction, trust, loyalty) as the dependent variable.

In the first model, sensory/affective and intellectual brand experience are chosen as independent variables and satisfaction is chosen as the dependent variable. Stepwise regression has been applied. ANOVA results revealed that there exists a significant relationship ($R=0.398$, $R^2=0.158$, $p=0.000$).

Here, from the ANOVA table, it might be seen that sensory/affective variable has been added to the model in the first step of the stepwise analysis. After this variable has been added, it might be seen that the model is significant ($p<.001$). In the second step, this time intellectual variable has also been added to the model. After adding this variable, it might be seen that the model is still significant ($p<.001$).

Table 32: Anova Results of Regression Analysis between Brand Experience and Relationship Constructs - Satisfaction

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.897	1	33.897	44.341	.000 ^b
	Residual	253.036	331	.764		
	Total	286.932	332			
2	Regression	45.447	2	22.724	31.053	.000 ^c
	Residual	241.485	330	.732		
	Total	286.932	332			
a. Dependent Variable: Satisfaction						
b. Predictors: (Constant), Sensory_Affective						
c. Predictors: (Constant), Sensory_Affective, Intellectual						

Based on the adjusted R square value, it might be commented that 15.3% of the dependent variable is explained by the independent variables.

Table 33: Model Summary of Regression Analysis between Brand Experience and Relationship Constructs - Satisfaction

Model Summary^c				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.344 ^a	.118	.115	.87433
2	.398 ^b	.158	.153	.85544
a. Predictors: (Constant), Sensory_Affective				
b. Predictors: (Constant), Sensory_Affective, Intellectual				
c. Dependent Variable: Satisfaction				

Here, it might be seen that the sensory/affective component has a stronger effect on the dependent variable, with a greater Beta value.

Table 34: Coefficients of Regression Analysis between Brand Experience and Relationship Constructs - Satisfaction

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.064	.180		17.063	.000		
	Sensory_Affective	.338	.051	.344	6.659	.000	1.000	1.000
2	(Constant)	2.890	.181		15.959	.000		
	Sensory_Affective	.252	.054	.256	4.648	.000	.840	1.191
	Intellectual	.163	.041	.219	3.973	.000	.840	1.191
a. Dependent Variable: Satisfaction								

In the second model, independent variables remained the same, while the dependent variable is chosen as trust. Results revealed a significant relationship ($R=0.463$, $R^2=0.214$, $p=0.000$).

Here, from the ANOVA table, it might be seen that the sensory/affective variable has been added to the model in the first step of the stepwise analysis. After this variable has been added, it might be seen that the model is significant ($p<.001$). In the second step, this time intellectual variable has also been added to the model. After adding this variable, it might be seen that the model is still significant ($p<.001$).

Table 35: Anova Results of Regression Analysis between Brand Experience and Relationship Constructs - Trust

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.478	1	46.478	61.382	.000 ^b
	Residual	250.633	331	.757		
	Total	297.112	332			
2	Regression	63.576	2	31.788	44.918	.000 ^c
	Residual	233.536	330	.708		
	Total	297.112	332			
a. Dependent Variable: Trust						
b. Predictors: (Constant), Sensory_Affective						
c. Predictors: (Constant), Sensory_Affective, Intellectual						

The adjusted R square value indicates that 20.9% of the dependent variable is explained by the independent variables.

Table 36: Model Summary of Regression Analysis between Brand Experience and Relationship Constructs - Trust

Model Summary ^c				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.396 ^a	.156	.154	.87017
2	.463 ^b	.214	.209	.84124
a. Predictors: (Constant), Sensory_Affective				
b. Predictors: (Constant), Sensory_Affective, Intellectual				
c. Dependent Variable: Trust				

Here, it might be seen that the sensory/affective component has stronger effect on the dependent variable, with a greater Beta value.

Table 37: Coefficients of Regression Analysis between Brand Experience and Relationship Constructs - Trust

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.715	.179		15.194	.000		
	Sensory_Affective	.395	.050	.396	7.835	.000	1.000	1.000
2	(Constant)	2.503	.178		14.058	.000		
	Sensory_Affective	.291	.053	.291	5.461	.000	.840	1.191
	Intellectual	.198	.040	.262	4.915	.000	.840	1.191
a. Dependent Variable: Trust								

In the third model, everything remained the same, and only the dependent variable is chosen as loyalty. Results again indicated a significant relationship

between brand experience components and loyalty ($R=0.473$, $R^2=0.224$, $p=0.000$).

Here, from the ANOVA table, it might be seen that the sensory/affective variable has been added to the model in the first step of the stepwise analysis. After this variable has been added, it might be seen that the model is significant ($p<.001$). In the second step, this time intellectual variable has also been added to the model. After adding this variable, it might be seen that the model is still significant ($p<.001$).

Table 38: Anova Results of Regression Analysis between Brand Experience and Relationship Constructs - Loyalty

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.736	1	60.736	68.318	.000 ^b
	Residual	294.265	331	.889		
	Total	355.001	332			
2	Regression	79.490	2	39.745	47.606	.000 ^c
	Residual	275.511	330	.835		
	Total	355.001	332			
a. Dependent Variable: Loyalty						
b. Predictors: (Constant), Sensory_Affective						
c. Predictors: (Constant), Sensory_Affective, Intellectual						

Based on the adjusted R square value, 21.9% of the dependent variable is explained by the independent variables.

Table 39: Model Summary of Regression Analysis between Brand Experience and Relationship Constructs - Loyalty

Model Summary ^c				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.414 ^a	.171	.169	.94288
2	.473 ^b	.224	.219	.91372
a. Predictors: (Constant), Sensory_Affective				
b. Predictors: (Constant), Sensory_Affective, Intellectual				
c. Dependent Variable: Loyalty				

Based on beta coefficient values, the sensory/affective component has a stronger effect on the dependent variable.

Table 40: Coefficients of Regression Analysis between Brand Experience and Relationship Constructs - Loyalty

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.247	.194		11.603	.000		
	Sensory_Affective	.452	.055	.414	8.265	.000	1.000	1.000
2	(Constant)	2.025	.193		10.469	.000		
	Sensory_Affective	.342	.058	.313	5.921	.000	.840	1.191
	Intellectual	.208	.044	.251	4.740	.000	.840	1.191
a. Dependent Variable: Loyalty								

5.4.4 Regression Analysis for Brand Personality and Relationship Constructs

The two factors of brand personality have been added as independent variables. The models are tested repeatedly by choosing each of the three relationship constructs (i.e., satisfaction, trust, loyalty) as the dependent variable.

In the first model, responsibility/active/aggressiveness and emotionality brand personalities are chosen as independent variables and satisfaction is chosen as the dependent variable. The ANOVA results revealed that there exists a significant relationship ($R=0.613$, $R^2=0.376$, $p=0.000$).

Table 41: Anova Results of Regression Analysis between Brand Personality and Relationship Constructs - Satisfaction

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.805	1	107.805	199.207	.000 ^b
	Residual	179.127	331	.541		
	Total	286.932	332			
a. Dependent Variable: Satisfaction						
b. Predictors: (Constant), Responsibility_Active_Aggressiveness						

Based on the adjusted R square value, it might be commented that 37.4% of the dependent variable is explained by the independent variable.

Table 42: Model Summary of Regression Analysis between Brand Personality and Relationship Constructs - Satisfaction

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613 ^a	.376	.374	.73564
a. Predictors: (Constant), Responsibility_Active_Aggressiveness				
b. Dependent Variable: Satisfaction				

Here, it might be seen that the responsibility/active/aggressiveness component has a significant and positive effect on satisfaction.

Table 43: Coefficients of Regression Analysis between Brand Personality and Relationship Constructs - Satisfaction

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.227	.216		5.690	.000		
	Responsibility_Active_Aggressiveness	.713	.051	.613	14.114	.000	1.000	1.000
a. Dependent Variable: Satisfaction								

Here, from the table below, it might be seen that the emotionality dimension has no significant effect on satisfaction.

Table 44: Excluded Variables of Regression Analysis between Brand Personality and Relationship Constructs - Satisfaction

Excluded Variables ^a								
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Emotionality	.077 ^b	1.736	.084	.095	.947	1.056	.947
a. Dependent Variable: Satisfaction								
b. Predictors in the Model: (Constant), Responsibility_Active_Aggressiveness								

In the second model, independent variables remained the same, while the dependent variable is chosen as trust. The results revealed a significant relationship ($R=0.682$, $R^2=0.465$, $p=0.000$).

Table 45: Anova Results of Regression Analysis between Brand Personality and Relationship Constructs - Trust

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.274	1	138.274	288.147	.000 ^b
	Residual	158.838	331	.480		
	Total	297.112	332			
a. Dependent Variable: Trust						
b. Predictors: (Constant), Responsibility_Active_Aggressiveness						

Adjusted R square infers that 46.4% of the dependent variable might be explained by the independent variable.

Table 46: Model Summary of Regression Analysis between Brand Personality and Relationship Constructs - Trust

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682 ^a	.465	.464	.69273
a. Predictors: (Constant), Responsibility_Active_Aggressiveness				
b. Dependent Variable: Trust				

It can be seen that the responsibility/active/aggressiveness component has a significant and positive effect on trust.

Table 47: Coefficients of Regression Analysis between Brand Personality and Relationship Constructs - Trust

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.679	.203		3.344	.001		
	Responsibility_Active_Aggressiveness	.808	.048	.682	16.975	.000	1.000	1.000
a. Dependent Variable: Trust								

Here, from the table below, it might be seen that emotionality has no significant effect on trust.

Table 48: Excluded Variables of Regression Analysis between Brand Personality and Relationship Constructs - Trust

Excluded Variables ^a								
Model		Beta In	T	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Emotionality	.076 ^b	1.849	.065	.101	.947	1.056	.947
a. Dependent Variable: Trust								
b. Predictors in the Model: (Constant), Responsibility_Active_Aggressiveness								

Again, in the third model, everything remained the same, and only the dependent variable is chosen as loyalty. Results again indicated a significant relationship between brand experience components and loyalty ($R=0.600$, $R^2=0.360$, $p=0.000$).

Here, from the ANOVA table, it might be seen that the responsibility/active/aggressiveness variable has been added to the model in the first step of the stepwise analysis. After this variable has been added, it might be seen that the model is significant ($p<.001$). In the second step, this time intellectual variable has also been added to the model. After adding this variable, it might be seen that the model is still significant ($p<.001$).

Table 49: Anova Results of Regression Analysis between Brand Personality and Relationship Constructs - Loyalty

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121.435	1	121.435	172.092	.000 ^b
	Residual	233.567	331	.706		
	Total	355.001	332			
2	Regression	127.632	2	63.816	92.621	.000 ^c
	Residual	227.369	330	.689		
	Total	355.001	332			
a. Dependent Variable: Loyalty						
b. Predictors: (Constant), Responsibility_Active_Aggressiveness						
c. Predictors: (Constant), Responsibility_Active_Aggressiveness, Emotionality						

Based on the adjusted R square value, 35.6% of the dependent variable is explained by the independent variables.

Table 50: Model Summary of Regression Analysis between Brand Personality and Relationship Constructs - Loyalty

Model Summary ^c				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.585 ^a	.342	.340	.84002
2	.600 ^b	.360	.356	.83006
a. Predictors: (Constant), Responsibility_Active_Aggressiveness				
b. Predictors: (Constant), Responsibility_Active_Aggressiveness, Emotionality				
c. Dependent Variable: Loyalty				

Here, it might be seen that the responsibility/active/aggressiveness component has a stronger effect on the dependent variable, with a greater Beta value.

Table 51: Coefficients of Regression Analysis between Brand Personality and Relationship Constructs - Loyalty

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.616	.246		2.504	.013		
	Responsibility_Active_Aggressiveness	.757	.058	.585	13.118	.000	1.000	1.000
2	(Constant)	.492	.247		1.994	.047		
	Responsibility_Active_Aggressiveness	.717	.059	.554	12.227	.000	.947	1.056
	Emotionality	.120	.040	.136	2.999	.003	.947	1.056
a. Dependent Variable: Loyalty								

Table 52: Excluded Variables of Regression Analysis between Brand Personality and Relationship Constructs - Loyalty

Excluded Variables ^a								
Model		Beta In	T	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Emotionality	.136 ^b	2.999	.003	.163	.947	1.056	.947
a. Dependent Variable: Loyalty								
b. Predictors in the Model: (Constant), Responsibility_Active_Aggressiveness								

CHAPTER SIX

DISCUSSION AND CONCLUSION

6.1 DISCUSSION

The primary aim of this study was to investigate the relationship between brand experience and brand personality, their effect on the three relationship constructs (i.e., trust, satisfaction and loyalty) and how brand personality is related to the impulsive buying behavior of the consumers. Here, the analyses have been conducted by dividing these variables into different sub-categories. First, these categories are determined based on the extant literature, but some categories are either combined or eliminated after the factor analyses. In the end, the relationship between the dimensions of brand experience and two dimensions of brand personality has been investigated. Furthermore, these dimensions of brand experience and brand personality have also been investigated as the predictors of three relationship constructs: satisfaction, trust, and loyalty. Finally, two dimensions of brand personality have been analyzed as predictors of impulsive buying behavior.

6.2 THEORETICAL IMPLICATIONS

Both sensory/affective and intellectual brand experience were found to have a significant effect on the responsibility/active/aggressiveness brand personality dimension. Similarly, both sensory/affective and intellectual brand experience were found to have a significant effect on emotionality brand personality dimension. From there, it might be claimed that the experience that the brand offers is highly and significantly related to the development of the brand

personality. Moreover, sensory/affective brand experience was found to be more important in determining both responsibility/active/aggressiveness and emotionality brand personality dimensions, indicating that sensory/affective brand experience is a form of more dominating experience.

When it comes to investigating how brand personality dimensions might be related to the impulsive buying behavior of the consumers, it was found out that both responsibility/active/aggressiveness and emotionality brand personality dimensions are significantly related to the impulsive buying behavior. This indicates that the created brand personality is a predictor of impulsive buying behavior. However, the emotionality brand personality dimension is more important in determining impulsive buying behavior, which might lead to speculation such as impulsive buying behavior involving the trigger of emotions, at least to some extent.

Meanwhile, only the emotionality brand personality dimension was found to predict loyalty, but not satisfaction and trust. Here, the difference between impulsive buying behavior and the other three relationship constructs in terms of their relationship with brand personality dimensions is worth consideration, as the emotionality dimension was more effective in determining impulsive buying behavior. In contrast, the responsibility/active/aggressiveness dimension was effective in determining satisfaction, trust, and loyalty.

Finally, it is also worth considering and worth investigation in future studies that brand personality dimensions explain the changes in satisfaction, trust and loyalty with huge percentages, indicating that brand personality is closely related to how satisfaction, trust and loyalty constructs are created.

6.3 PRACTICAL IMPLICATIONS

In terms of reflections on practical life, it might be inferred that brand personality is not something that is constant and stable, but it is rather being affected by outer factors. For instance, brand experience is highly related to the way brand personality is perceived. Hence, companies should pay special attention to offering a compelling brand experience through their products. For example, as sensory/affective brand experience was more important in determining both responsibility/active/aggressiveness and emotionality brand personality dimensions, companies and marketing campaigns should primarily focus on appealing to senses and affections.

At the point of investigating how brand personality dimensions might be related to the impulsive buying behavior of the consumers, it is found out that both responsibility/active/aggressiveness and emotionality brand personality dimensions are significantly related to the impulsive buying behavior, showing that personality created by the brand is effective in terms of an increasing tendency for impulsive buying, which companies should focus on to increase their sales. However, the emotionality brand personality dimension is found to be more important in determining impulsive buying behavior, indicating that companies should put emphasis on appealing to the emotions of their consumers.

The two brand experience dimensions are significantly related to satisfaction, trust and loyalty, and sensory/affective brand experience was found to have stronger effect, one more time showing that the marketing strategies should especially focus on highlighting the sensory/affective aspects of the brand experience. Meanwhile, it is also found out that responsibility/active/aggressiveness brand personality is more important in determining satisfaction, loyalty and trust, indicating that the combination of

these three subscales constructs a powerful brand personality. Here, companies should also focus on emphasizing these aspects and their advertisements, packaging, and logos.

6.4 LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

The major limitation of the present research is that it has only been conducted by online surveys, so it must be difficult to generalize these results to an actual and physical consumer experience. In real life, there might be lots of conscious or even unconscious factors that might lead to impulsive buying behavior, which are difficult to capture by an online survey.

As brand experience and brand personality are the concepts that are also perceived by the five senses and that are dynamic through the purchasing process, it might not be ideal for measuring these constructs through an online survey. In addition, satisfaction, trust and loyalty are also constructs that are not optimally being measured through an online survey.

Therefore, conducting some case studies or field studies on this research question might be a viable future direction. In addition, creating longitudinal designs or creating experimental settings that allow manipulation might create more effective and more reliable results in the future.

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APPENDIX A: QUESTIONNAIRE IN ENGLISH

 İstanbul Bilgi Üniversitesi LAUREATE INTERNATIONAL UNIVERSITIES	Survey No	
	Interviewer	
	Date	

Dear participant,

This questionnaire is a part of research conducted at Department of Management of İstanbul Bilgi University. It is carried out within the framework of a academic study and the purpose of the study is to measure the effects of brands on consumer behavior.

The information you provide will be considered within the scope of confidentiality, all the information you share will be kept anonymously, will not be shared with third parties, and the results of the study will only be used for academic purposes. Therefore, for the efficiency of the study, all your answers to the questionnaire must be correct and complete.

You can always contact us for all your questions about the questionnaire and the points you want to clarify.

Thank you for your participation and contribution.

Ecem Bayraktar

E-mail: bayraktarec@gmail.com

Q1. Select a brand you are familiar with from the brands listed above, and please specify the brand of your choice.

1>Apple 2>Samsung 3>Coca-Cola 4>Nike 5>Ray-Ban
6>Red Bull

In the continuation of the questionnaire, there are various statements about the brand you have chosen. Indicate to what extent you agree with these statements by marking the option that best suits you. (1 = Strongly Disagree, 5 = Strongly Agree).

Q2. This brand makes a strong impression on my visual sense or other senses.

1 2 3 4 5

Q3. I find this brand interesting in a sensory way.

1 2 3 4 5

Q4. This brand induces feelings and sentiments.

1 2 3 4 5

Q5. I do not have strong emotions for this brand. (R)

1 2 3 4 5

Q6. This brand is an emotional brand.

1 2 3 4 5

Q7. This brand results in bodily experiences.

1 2 3 4 5

Q8. I engage in physical actions and behaviors when I use this brand.

1 2 3 4 5

Q9. This brand stimulates my curiosity and problem solving.

1 2 3 4 5

Q10. I engage in a lot of thinking when I encounter this brand.

1 2 3 4 5

Q11. The brand purchased by me is down to earth.

1 2 3 4 5

Q12. The brand purchased by me is stable.

1 2 3 4 5

Q13. The brand purchased by me is responsible.

1 2 3 4 5

Q14. The brand purchased by me is dynamic.

1 2 3 4 5

Q15. The brand purchased by me is innovative.

1 2 3 4 5

Q16. The brand purchased by me is active.

1 2 3 4 5

Q17. The brand purchased by me is aggressive.

1 2 3 4 5

Q18. The brand purchased by me is bold.

1 2 3 4 5

Q19. The brand purchased by me is ordinary.

1 2 3 4 5

Q20. The brand purchased by me is simple.

1 2 3 4 5

Q21. The brand purchased by me is romantic.

1 2 3 4 5

Q22. The brand purchased by me is sentimental.

1 2 3 4 5

Q23. I am satisfied with the brand and its performance.

1 2 3 4 5

Q24. My choice to get this brand has been a wise one.

1 2 3 4 5

Q25. I trust this brand.

1 2 3 4 5

Q26. I rely on this brand.

1 2 3 4 5

Q27. This is an honest brand.

1 2 3 4 5

Q28. This brand is safe.

1 2 3 4 5

Q29. I consider myself to be loyal to this brand.

1 2 3 4 5

Q30. I will buy this brand again.

1 2 3 4 5

Q31. This brand would be my first choice.

1 2 3 4 5

Q32. I will not buy other brands if this brand is available at the store.

1 2 3 4 5

Q33. I will recommend this brand to others.

1 2 3 4 5

Q34. I ended up spending more money than I originally set out to spend.

1 2 3 4 5

Q35. I purchased the brand impulsively.

1 2 3 4 5

Q36. I bought more than I had planned to buy.

1 2 3 4 5

Q37. Gender 1>Male 2>Female

Q38. Marital Status 1>Married 2>Single

Q39. Age

1> Less than 18 2> 18-25 3> 26-33 4> 34-41 5> 42-49 6> 50 and above

Q40. Education level

1> Literate 2> Primary 3> Secondary 4> High School

5> University 6> Master 7> Doctorate / Phd

Q41. Working status

1> Public sector 2> Private sector 3> Own Business 4> Unemployed /
looking for job

5> Housewife 6> Retired 7> Student 8> Not working for old aged or
disability

9> Other

Q42. Personal Monthly Income

1> Less than 2000 TRY 2> 2000-3999 TRY 3> 4000-5999 TRY 4> 6000-
7999 TRY

5> 8000-9999 TRY 6> 10000 TRY and above

APPENDIX B: QUESTIONNAIRE IN TURKISH

 İstanbul Bilgi Üniversitesi LAUREATE INTERNATIONAL UNIVERSITIES	Anket No	
	Anketör	
	Tarih	

Değerli katılımcı,

Bu anket çalışması İstanbul Bilgi Üniversitesi Pazarlama Departmanı için yapılan bir araştırma kapsamında gerçekleştirilmektedir. Bu anket, akademik bir araştırma çerçevesinde gerçekleştirilmekte olup çalışmanın amacı markaların tüketici davranışları üzerindeki etkilerini ölçümlemektir.

Vereceğiniz bilgiler gizlilik kapsamında değerlendirilecek, paylaştığınız tüm bilgiler anonim şekilde gizli tutulacak, 3. şahıslarla paylaşılmayacak ve çalışma sonuçları sadece akademik amaçlarla kullanılacaktır. Bu nedenle, çalışmanın verimliliği için ankete vereceğiniz tüm yanıtların doğru ve eksiksiz olması gerekmektedir.

Anket ile ilgili tüm sorularınız ve netleştirilmesini istediğiniz konular için her zaman iletişime geçebilirsiniz.

Bu anketi cevaplama konusunda destek olduğunuz için teşekkür ederim.

Ecem Bayraktar

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Q1. Yukarıda listelenen markalardan aşına olduğunuz bir markayı seçiniz ve lütfen seçtiğiniz markayı belirtiniz.

1>Apple 2>Samsung 3>Coca-Cola 4>Nike 5>Ray-Ban
6>Red Bull

Anketin devamında seçtiğiniz marka ile ilgili çeşitli ifadeler yer almaktadır. Bu ifadelere ne derece katıldığınızı size en uygun gelen seçeneği işaretleyerek belirtiniz. (1=Kesinlikle katılmıyorum, 5= Kesinlikle katılıyorum).

Q2. Bu marka görsel veya diğer duyularımda güçlü bir izlenim yaratır.

1 2 3 4 5

Q3. Bu markayı duygusal bir şekilde ilginç bulurum.

1 2 3 4 5

Q4. Bu marka hisleri ve duyguları tetikler.

1 2 3 4 5

Q5. Bu marka için güçlü hislerim yoktur. (R)

1 2 3 4 5

Q6. Bu marka duygusal bir markadır.

1 2 3 4 5

Q7. Bu markada bedensel deneyim söz konusudur.

1 2 3 4 5

Q8. Bu markayı kullandığımda fiziksel eylem veya davranışlarda bulunurum.

1 2 3 4 5

Q9. Bu marka benim merakımı tetikler ve beni problem çözmeye teşvik eder.

1 2 3 4 5

Q10. Bu marka beni düşünmeye teşvik eder.

1 2 3 4 5

Q11. Bu marka gerçekçidir.

1 2 3 4 5

Q12. Bu marka istikrarlıdır.

1 2 3 4 5

Q13. Bu marka sorumludur.

1 2 3 4 5

Q14. Bu marka dinamiktir.

1 2 3 4 5

Q15. Bu marka yenilikçidir.

1 2 3 4 5

Q16. Bu marka aktiftir.

1 2 3 4 5

Q17. Bu marka agresiftir.

1 2 3 4 5

Q18. Bu marka cesurdur.

1 2 3 4 5

Q19. Bu marka sıradandır.

1 2 3 4 5

Q20. Bu marka sadedir.

1 2 3 4 5

Q21. Bu marka romantiktir.

1 2 3 4 5

Q22. Bu marka duygusaldır.

1 2 3 4 5

Q23. Bu markadan ve bu markanın performansından memnun kaldım.

1 2 3 4 5

Q24. Bu markayı tercih etmek benim için akıllı bir seçimdir.

1 2 3 4 5

Q25. Bu markaya güvenirim.

1 2 3 4 5

Q26. Bu markaya inanırım.

1 2 3 4 5

Q27. Bu marka dürüsttür.

1 2 3 4 5

Q28. Bu marka güvenlidir.

1 2 3 4 5

Q29. Kendimi bu markaya sadık biri olarak görürüm.

1 2 3 4 5

Q30. Bu markayı tekrar satın alacağım.

1 2 3 4 5

Q31. Bu marka benim ilk tercihim olacak.

1 2 3 4 5

Q32. Bu marka mağazada mevcutsa başka markaları almayacağım.

1 2 3 4 5

Q33. Bu markayı başkalarına tavsiye edeceğim.

1 2 3 4 5

Q34. Alışverişin başında planladığımdan daha fazla para harcadım.

1 2 3 4 5

Q35. Markayı dürtüsel olarak satın aldım.

1 2 3 4 5

Q36. Satın almayı planladığımdan daha fazla sayıda aldım.

1 2 3 4 5

Q37. Cinsiyetiniz

1>Erkek

2>Kadın

Q38. Medeni durumunuz

1>Evli

2>Bekar

Q39. Yaşınız

1> 18'den küçük 2> 18-25 3> 26-33 4> 34-41 5> 42-49 6> 50 ve üzeri

Q40. En son mezun olduđunuz okula gore eđitim durumunuz

1> Okuryazar 2> İlkokul 3> Ortaokul 4> Lise 5> Üniversite 6> Yüksek Lisans 7> Doktora

Q41. Çalışma Durumunuz

1> Kamuda ücretli çalışıyor 2> Özel sektörde ücretli çalışıyor 3> Kendi hesabına çalışıyor 4> İşsiz / İş arıyor 5> Ev kadını 6> Emekli 7> Öğrenci 8> Yaşlılık veya engelli sebebiyle çalışmıyor 9> Diğer

Q42. Kişisel gelir seviyeniz

1> 2000 TRY'den az 2> 2000-3999 TRY 3> 4000-5999 TRY 4> 6000-7999 TRY 5> 8000-9999 TRY 6> 10000 TRY ve üzeri



I. ETHICS BOARD APPROVAL

Ethics Board Approval is available in the printed version of this dissertation.