

**YANGON UNIVERSITY OF ECONOMICS**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**MBA PROGRAMME**

**THE EFFECT OF BRAND EXPERIENCE ON BRAND LOVE  
AND BRAND LOYALTY OF ERKE SPORTSWEAR USERS  
IN YANGON**

**KAUNG SATT PAING**

**MBA II – 60**

**MBA 23<sup>rd</sup> BATCH**

**DECEMBER, 2019**

**YANGON UNIVERSITY OF ECONOMICS**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**MBA PROGRAMME**

**THE EFFECT OF BRAND EXPERIENCE ON BRAND LOVE**  
**AND BRAND LOYALTY OF ERKE SPORTSWEAR USERS**  
**IN YANGON**

**KAUNG SATT PAING**

**MBA II -60**

**MBA 23<sup>rd</sup> BATCH**

**DECEMBER, 2019**

**YANGON UNIVERSITY OF ECONOMICS**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**MBA PROGRAMME**

**THE EFFECT OF BRAND EXPERIENCE ON BRAND LOVE  
AND BRAND LOYALTY OF ERKE SPORTSWEAR USERS  
IN YANGON**

**ACADEMIC YEAR (2017 – 2019)**

**Supervised by**

**Dr. Sanda Win**

**Professor**

**Department of Commerce**

**Meiktila University of Economics**

**Submitted by**

**Kaung Satt Paing**

**MBA II – 60**

**MBA 23<sup>rd</sup> Batch**

**2017 – 2019**

**DECEMBER, 2019**

**YANGON UNIVERSITY OF ECONOMICS**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**MBA PROGRAMME**

**THE EFFECT OF BRAND EXPERIENCE ON BRAND LOVE  
AND BRAND LOYALTY OF ERKE SPORTSWEAR USERS  
IN YANGON**

“A thesis submitted to the Board of Examiners in partial fulfillment of the requirements  
for the degree of Master of Business Administration (MBA).”

**Supervised by**

**Dr. Sanda Win**

**Professor**

**Department of Commerce**

**Meiktila University of Economics**

**Submitted by**

**Kaung Satt Paing**

**MBA II – 60**

**MBA 23<sup>rd</sup> Batch**

**2017 – 2019**

**DECEMBER, 2019**

## ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Brand Experience on Brand Love and Brand Loyalty of ERKE Sportswear Users in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

### Board of Examiners

.....

(Chairman)

Dr. Tin Win

Rector

Yangon University of Economics

.....

(Supervisor)

.....

(Examiner)

.....

(Examiner)

.....

(Examiner)

**DECEMBER, 2019**

## **ABSTRACT**

This paper intends to identify the effect of brand experience on brand love and to examine the effect of brand love on brand loyalty of ERKE sportswear user in Yangon. In this study, analytical research method is used. The data are collected with structured questionnaire from 120 respondents. It is found that the sensory experience, emotional experience, creative cognitive experience, physical experience and social identity experience are influenced on brand love of ERKE sportswear users. Moreover, the respondents who love ERKE brand can lead to have brand loyalty for ERKE brand which can result for paying premium price, resisting to switch brands and being first choice for the users. To maintain the brand love of ERKE sportswear users, the brand marketer should consider to advertise its products by using social influencer to more actively use in their daily activities. The findings show that the brand experience is important when it comes to stimulate emotional responses, called brand love, which in turn contributes to reinforce brand loyalty.

## ACKNOWLEDGEMENTS

First and foremost, I would like to express my gratitude to Dr. Tin Win, Rector of the Yangon University of Economics, for acknowledging me to implement this study as a partial fulfillment of Master Degree of Business Administration. Secondly, I am grateful to Professor Dr. Nilar Myint Htoo, Pro-Rector of Yangon University of Economics, for leading me to accomplish the study.

My deepest thanks go to Professor Dr. Nu Nu Lwin, Head of Department, Department of Management Studies of the Yangon University of Economics, who gave the permission to complete this research topic as a partial fulfillment of Master of Business Administration.

I want to give my heartfelt appreciation to my supervisor, Professor Dr. Sanda Win, Department of Commerce, Meiktila University of Economics, for her kind guidance, valuable time, helpful advice, mentoring, supervising and encouragement in supporting to complete this study successfully.

I would like to express my indebtedness to all of the professors, associate professors, teachers and visiting lecturers who provided supervision and fortitude to help me achieving the goals set out for this study. In addition, I would like to extend my appreciation to the visiting faculty and all the staff in the Department of Management Studies who have provided me with any administrative support and strength during academic years.

I want to give a special note of thanks to all users of ERKE sportswear, for their help in providing accurate data, information and subjective opinions while participating in research survey questions.

Kaung Satt Paing

MBA II – 60

MBA 23<sup>rd</sup> Batch

2017- 2019

# TABLE OF CONTENTS

	Page
<b>ABSTRACT</b>	i
<b>ACKNOWLEDGEMENTS</b>	ii
<b>TABLE OF CONTENTS</b>	iii
<b>LIST OF TABLES</b>	v
<b>LIST OF FIGURES</b>	vi
<b>CHAPTER 1 INTRODUCTION</b>	
1.1 Rationale of the Study	2
1.2 Objectives of the Study	3
1.3 Scope and Method of the Study	3
1.4 Organization of the Study	4
<b>CHAPTER 2 THEORETICAL BACKGROUND</b>	
2.1 Concepts of Brand	5
2.2 Brand Experience	5
2.3 Brand Love	11
2.4 Brand Loyalty	13
2.5 Empirical Studies	14
2.6 Conceptual Framework of the Study	16
<b>CHAPTER 3 PROFILE OF ERKE AND BRAND EXPERIENCE OF ERKE SPORTSWEAR USERS</b>	
3.1 Profile of ERKE	18



3.2 ERKE in Myanmar	21
3.3 Profile of Respondents	21
3.4 Reliability Analysis	23
3.5 Brand Experience of ERKE Sportswear Users	24

**CHAPTER 4 ANALYSIS OF BRAND LOVE ON BRAND LOYALTY  
OF ERKE SPORTSWEAR USERS**

4.1 Brand Love of ERKE Brand Sportswear Users	31
4.2 Brand Loyalty of ERKE Brand Sportswear Users	32
4.3 Analysis on the Effect of Brand Experience on Brand Love of ERKE Sportswear Users	33
4.4 Analysis on the Effect of Brand Love on Brand Loyalty of ERKE Sportswear Users	35

**CHAPTER 5 CONCLUSION**

5.1 Findings and Discussions	37
5.2 Suggestions and Recommendations	38
5.3 Needs for further Research	40

**REFERENCES**

**APPENDICES**

## LIST OF TABLES

<b>Table No.</b>	<b>Description</b>	<b>Page</b>
Table 3.1	Profile of Respondents	22
Table 3.2	Reliability Analysis	24
Table 3.3	Sensory Experience	25
Table 3.4	Emotional Experience	26
Table 3.5	Creative Cognitive Experience	27
Table 3.6	Physical Experience	28
Table 3.7	Social Identity Experience	29
Table 3.8	Brand Experience	30
Table 4.1	Brand Love of	31
Table 4.2	Brand Loyalty	32
Table 4.3	The Effect of Brand Experience on Brand Love of ERKE Sportswear	33
Table 4.4	The Effect of Brand Love on Brand Loyalty of ERKE Sportswear	35

## LIST OF FIGURES

<b>Figure No.</b>	<b>Description</b>	<b>Page</b>
Figure 2.1	Experiential Marketing	9
Figure 2.2	Brand Experience and Brand Love Theory Correlation	15
Figure 2.3	Brand Experience, Brand Love and Brand Loyalty	16
Figure 2.4	Conceptual Framework of the Study	17

# **CHAPTER 1**

## **INTRODUCTION**

Branding is a strategic tool used by managers to differentiate their company's brand on the market and to separate it from other companies' brands (Kapferer J. , 1997). A brand represents the qualities of the product and it is supposed to encapsulate the complete experience that the customer would have with the product (Keller & Lehmann, 2006). Brand management is then said to be the combination of being able to create and maintain a brand using different marketing techniques. This is applied in order to increase brand equity. Brand equity is the value that can be earned from using a strong brand (Mallik, 2009).

In dynamic business environment, a good brand name become useful to its owner since a brand can be used to be a differentiation one's offering from the competition. Brand building and the brand management play a key role in areas of marketing because a brand can be a competitive advantage to its owner. Consumers evaluate brands in the selection processes in order to purchase goods on a daily basic.

International trade, globalization and liberalization have changed markets in almost all of the industries the competitions are not only composed by domestic brands but also international brands. The new global scenario generates new challenges for companies either in the way they trade their products or in the way they market them. As Myanmar's economy is opening and growing, all the foreign companies draw attention to enter Myanmar's market. This is the positive growth for Myanmar but on the other hand, it is being a negative one for work local business which cannot survive in intense competition.

In recent years, an increase in technological development within Myanmar have changed the new perspectives for Myanmar people. This makes people's knowledge pools to be widen and it also stimulates to change the daily life styles of people. For examples, people have aware to get daily physical movement like going gym daily or playing a certain kind of sports weekly, etc. Not only that, they also have aware in choosing a suitable sportswear for those activities to be comfortable and effective during this.

There are many foreign sportswear companies who have seen those changing and then they are also seeking the opportunities to enter Myanmar market. Now, there are many famous sportswear companies who have entered to Myanmar market with the ease of Foreign Direct Investment (FDI) regulations. They had entered in many different ways. Some are entered by sole distributor, some with franchising, some with chain stores, and some with official direct sale outlets. ERKE, one the famous sportswear brands in China, had entered as well and this study aims to examine the effect of brand experience of customers upon the brand love and which can also lead to brand loyalty of ERKE sportswear by using Schmitt's Experiential Strategic Modules.

### **1.1 Rationale of the Study**

Competition is the most fundamental factor that directly affects the brand emergence and growth. Today, the competition is fiercely in Myanmar sportswear industry due to the threat of new entrance and existing rivals. The competing brands in Myanmar markets are Adidas, Nike, Warrix, ERKE and some other local brands. The brand companies always try to outperform their competition to grab a great share of market share. Thus, all brand companies always try to develop the market share and try to maintain their current shares. To get a sustainable profit, companies need to keep current market and also need to recruit from different brands. Therefore, building brand loyalty from consumers plays an important role.

As described above, many international sportswear brands have entered in the market and their competitions become quite intense. Since ERKE is a regional brand, it has to struggle more to survive in this market comparing to other international brands. One of the advantages that ERKE has is that it was sold by official outlets in Myanmar while other famous international brands are sold by sole distributor. But it needs to have brand loyalty which is coming from interpersonal love of consumers since the brand success largely lies on brand royalty of consumers.

The rationale of this study lies in its unique conceptualization of brand experience. This study is relevance for understanding more brand love and its antecedents such brand experience in order to live days of intense love and passion with brands by using sensory experience, emotional experience, creative cognitive experience, physical experience and social identity experience.

This study also aims to establish a connection between brand experience and brand royalty for ERKE sportswear with brand love as a mediator in which interpersonal love between brand and consumers will be used. In sportswear industry, high brand royalty has higher revenues and long-term profitability. Therefore, the only one sportswear company with official outlets in Myanmar is worth to be examined brand royalty of its consumers.

## **1.2 Objectives of the Study**

The objectives of the study are -

1. To identify the effect of brand experience on brand love of ERKE sportswear users
2. To examine the effect of brand love on brand loyalty of ERKE sportswear users

## **1.3 Scope and Method of the Study**

This study focuses on the effect of brand experience on brand love and brand loyalty of ERKE sportswear users in Yangon. The analytical research method is used in this study. It is a quantitative study where the structured questionnaires are given out to the respondents. The size of the research is 120 respondents who are the users of ERKE sportswear in Yangon during the month from April to May of 2019 by using the systematic random sampling method. A regression analysis is also conducted to find out the effect of brand experience on brand love and the effect of brand love on brand loyalty of EREK sportswear users in Yangon.

This study includes two sources of data: primary and secondary data. Primary data are collected from the respondents and the company. The secondary data are gathered through international research papers, international theses, relevant textbooks, articles and interviews. Five-point Likert scale questions are used in this questionnaire to find out the effect of brand experience on brand love and brand loyalty. This study is limited only to ERKE sportswear users in Yangon.

#### **1.4 Organization of the Study**

This paper is organized into five chapters. Chapter one provides introduction section that comprises rationale of the study, objectives of the study, scope and method of the study, and organization of the study. Chapter two reports on the theoretical background concerned with brand experience, brand love and brand loyalty. Chapter three includes brand experience of ERKE sportswear users. The analysis of brand love on brand royalty of ERKE sportswear users will be discussed in Chapter four. Chapter five comprises of conclusion with findings and discussions, suggestions and recommendations and needs for further research.

## **CHAPTER 2**

### **THEORETICAL BACKGROUND**

This chapter includes the concepts of brand, brand experience, brand love brand royalty, the relationship between brand experience, brand love and brand loyalty and the conceptual framework of the study which is based on Schmitt's strategic experiential modules.

#### **2.1 Concepts of Brand**

The American Marketing Association defines brand as a name, term, sign, symbol, or design or design or combination of them, intended to identify the goods or service of one seller or group of sellers and to differentiate it in some way from other products or services designed to satisfy the same need. These differences may be functional, rational, or tangible-related to produce performance of the brand. They may also be more symbolic, emotional or intangible related to what the brand represents.

Branding has been around of centuries as a means to distinguish the goods of one producer from those of another. Brands today play a number of important roles that improve consumers' lives and enhance the financial value of firms.

#### **2.2 Brand Experience**

In this study, brand experience is based on Schmitt's strategic experience modules in which five variables are used to determine brand experience. In this section, definition of brand experience and measurements of brand experience are included.

##### **2.2.1 Definition of Brand Experience**

Experience is an observation or participation on an event, and involves the whole human being including their senses, feelings, and intellect (Hirschman & Holbrook, 1982). Brand experiences can occur whenever consumer interacts with a brand, during information search, during purchase and consumption. Brand experiences can also occur without existing relationship or emotional bond between consumer and the brand (Brakus, Schmitt, & Zarantonello, 2009).



Brand experience can be defined as the consumers' perception that builds a consumer universe where the brand lives, beyond the functional differentiation, also stimulating emotional differentiation, engaging consumers, encouraging longer-lasting and deeper relationships.

According to Brakus, Schmitt, and Zarantonello (2009), brand experience is a way to work consumers' commitment and engagement and not only the consumption experience, because consumption is directly associated with a product or service, dependent on its own life cycle. However, brands have their own lives and reinvent themselves from the communication, design, image that composes its identity.

Brand experience ranges from the strength and intensity to positive or negative direction, depending on the consumer values matrix, stimulating its deepest and sincere emotions.

### **2.2.2 Measuring Brand Experience**

Scholars started to understand the importance of customer experiences in the branding process in 1980's (Simon, 1993). Until then, marketing scholars had mainly focused on the rational path of building strong brands by focusing on benefit or value driven consumer. From then on, the idea that consumers are both rational and emotional and their purchase is not only dependent on product features and benefits but also about gaining memorable experiences started to gain interest (Imran & Mobin, 2017). Instead of treating consumers as price- or attribute driven information processors, "experiential branding requires that the world of products and services are perceived through customers' eyes, through their emotions and through their creative thinking." (Schmitt, 1997). However, the ship has not turned fast, and scholars still wrestle with the same balance between rational and emotional consumer decision making.

There are several scholars who leading the experience marketing research, starting with (Hirschman & Holbrook, 1982) who introduced the concept of consumer experience following (Schmitt, 1997) and (Brakus, Schmitt, & Zarantonello, 2009), These three scholars are by far the most cited scholars in the brand experience field.

Hirschman and Holbrook (1982) were the first to suggest the importance of consumer experience instead of just rational decision-making in their article 'The Experiential Aspects of Consumption: Consumer Fantasies, Feeling, and Fun'. This article is still mentioned in almost all studies related to brand experience, due to its high

importance of the modern-day marketing approach. Their concept of brand experience focuses on cognitive and emotive aspects of the consumption experience. As opposite to rational decision-making, experiences are influencing the pleasure consumer receives through their whole interaction with the brand. With this kind of view, consumers do not just seek for the best brand to match their product specific needs but also amusement, fantasy, enjoyment, sensory stimulation and arousal. According to Hirschman and Holbrook (1982) “consumption has begun to be seen as involving a steady flow of fantasies, feelings, and fun encompassed by what we call the "experiential view.” Experiential view gives more importance for the symbolic meanings of subjective characters of the product than the rational decision-making process. As an example, instead of just looking at the color and shape of a clothing, a consumer would think about how the clothes would make them feel (cheerful, confident, increase social status) (Batra & Ahuvia, 2012). According to Hirschman and Holbrook (1982), most of the experiences with a brand include many other clues than just verbal interaction. These cues can be smells, colors, shapes, sounds and feelings.

According to Hirschman and Holbrook (1982), brand experiences are built by three different factors: cognition, affection and behavior. Factors in cognition such as imagery, beliefs, protocols and thought generation affect emotions, preferences and feelings. This on the other hand influences the behavioral response like consumption experience and purchase intention. This leads to output consequences like enjoyment, pleasure, fun or purpose. These factors stimulated by brand experience lead to learning which in the long term can lead to reinforcement and continuity, satisfaction and associations. Moreover, they draw more importance on consumers’ personality, which influences the experiential consumption

Additionally, they mention that culture and subculture shape consumer personalities. “Research on individual differences in experiential consumption has already found contrasts among religions and nationalities in the types of entertainment preferred, hedonic motives for engaging in leisure activities, and resulting levels of enthusiasm expressed. These ethnic differences appear to depend on intervening variables such as use of imagery, sensation seeking, and the desire to escape reality” (Hirschman & Holbrook, 1982). Based on the before mentioned it can be said that experiences might be felt and experienced in different ways in different cultures. As an example, more imagery-influenced cultures might get stronger reactions on sensory stimuli. Moreover, culture

might have an influence on how consumers react on experience stimuli, for example, does stimuli lead to excitement and to what levels it is interpreted negatively or positively. Or how intensively it effects on consumes perception about the brand and therefore experiences seem to be market specific.

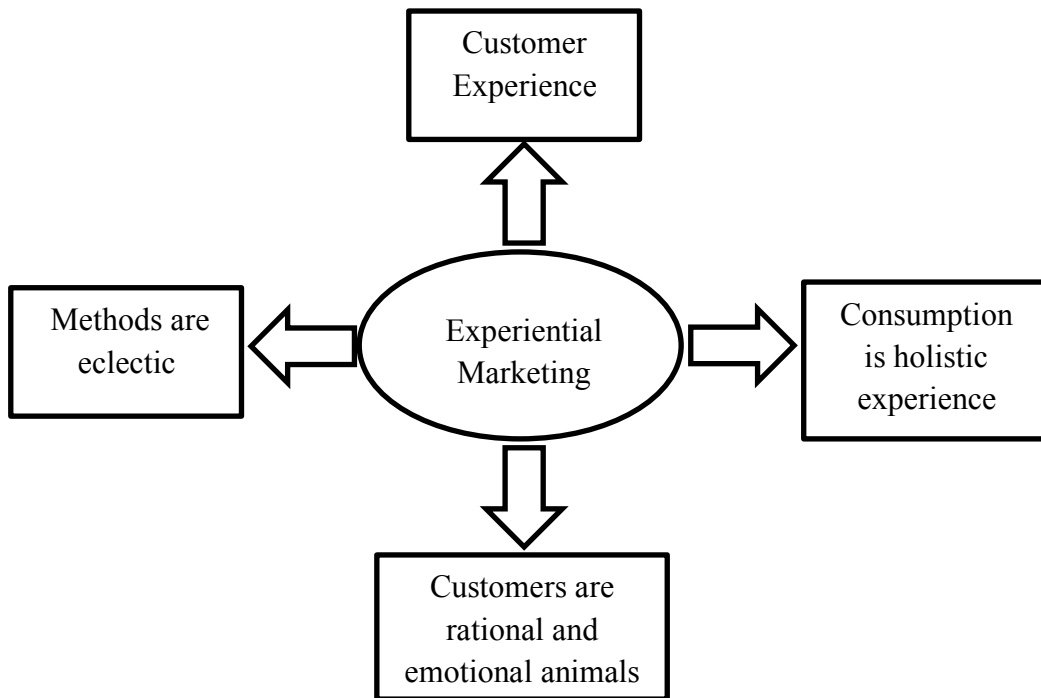
In 1999, Schmitt introduced an experimental marketing approach to continue to challenge the still dominant rational decision-making model. He stated that “today, customers take functional features and benefits, product quality and a positive brand image as a given. What they want is products, communications, and marketing campaigns that dazzle their senses, touch their hearts, and stimulate their minds” (Schmitt, 1999). According to him seeing consumers as rational decision makers “misses the very essence of a brand as a rich source of sensory, affective, and cognitive associations that result in memorable and rewarding brand experiences” (Schmitt, 1999).

According to Schmitt there are three environmental reasons rising the importance to move from product focus to experience-based brand building:

- 1) Information technology and omnipresence
- 2) The heightened importance of brand as consumers have more information available.
- 3) The merging of communication and entertainment trough tough brand competition.

Schmitt had foreseen the future and in 19 years, these environmental factors have only grown stronger. According to Schmitt’s approach, there are four key characteristics of experiential marketing. 1) Experiential marketing focuses on experiences instead on product features. Experiences provide sensory, emotional, cognitive, behavioral, and relational values that replace traditional functional values. 2) Experience marketing sees consumption as an experience that involves and engages the whole person. Products compete in this holistic level against the job they are doing not against only the products in their own category. For example: Milkshake does not compete just against other milkshakes but also other snacks and drinks that can deliver same function and experience, 3) Consumers think both rationally and emotionally. 4) Consumption is multi-faceted and needs to be researched with multiple methods to understand it completely.

**Figure (2.1) Experiential Marketing**



Source: Schmitt (1997)

Schmitt (1997) strategic experiential model consists five elements: 1) Sensory experiences, 2) affective experiences, 3) creative cognitive experiences, 4) physical experiences, behaviors and lifestyles and 5) social identity experiences. These are shortened to following identifications: 1) SENSE 2) FEEL 3) THINK 4) ACT 5) RELATE. Different modules can be used to create different experiences for consumers. It extends largely Hirschman and Holbrook (1982) model by bringing in the sensory experiences and physical experiences. Moreover, it introduces the part of social identity experiences, deepening the importance of consumers' self-actualization and social needs, which brings the framework closer to modern day consumer.

SENSE, sensory experience appeal to peoples' senses and creates experiences through stimuli appealing to senses like sight, sound, touch, taste and smell. These experiences are used to motivate customers, differentiate from competition or add value to the products. According to Schmitt (1999), the key to successful sensory marketing is consistency of the experience within the brand, meaning all channels presenting the same experience simultaneously. Sensory experiences need to be easy to distinguish to the brand and repeated continuously for long-lasting impact. Additionally, experiences need to vary to appear fresh and new to consumers (Schmitt, 1997). A good example of

sensory experience is Abercrombie & Fitch. The brand is known for its stores that are same from city to city or country to country and provide a very loaded experience on consumers' senses. Stores are visually impressive, clothes arranged in themes and colors. Interiors are filled with statement furniture and visual props like surfboards or whole stuffed bulls, depending on the ongoing theme. Even more distinguishing is the perfumes sprayed in the store and beating disco music making it possible to spot the store even two blocks away (Schlossberg, 2016).

FEEL, affective experience appeal to consumers' feelings and emotions. These feelings can vary from mild to strong. To be able to appeal to consumers' emotional side, marketers needs to be aware of the cultural market setting they operate in as "It is difficult to create successful FEEL campaigns on an international scale because both the emotion-inducing stimuli and the willingness to empathize in a given situation often differ from culture to culture" (Schmitt, 1999). Additionally, FEEL campaigns can increase consumers' engagement and sense of belonging, indicating possible positive impact on brand resonance. Differing from traditional emotional marketing campaigns, FEEL experiences appeal to consumers' emotions during any part a consumer's interaction with the brand, including consumption (Schmitt, 1999). Coca-Cola's share a coke campaign is a great example of feel experience. Additionally, to an emotionally loaded commercial videos and advertisements, Coca-Cola also transferred the same to their product, adding names to Coca-Cola bottles so consumers can share happiness with their loved ones (Moye, 2014).

THINK, creative cognitive experiences engage consumers intellectually by appealing them in a cognitive and creative way. These marketing activities appeal to target consumers through surprise, intrigue and provocation (Schmitt, 1999). Think campaigns are engaging as they often have collaborative elements like co-creating products or ideas together with the brand (Mohd-Ramly & Omar, 2017). Think campaigns are relatively largely used in technological products but they can be seen in fashion and retail as well. As an example, the Adidas NEO collection was created by consumers, where they could use their own creativity and ability to design and create clothes for the collection. Think experiences can also be less engaging. Benetton has produced series of controversial campaigns dealing with hot topics like race, sexuality, gender and AIDS. These all present and promote company's values and challenges consumers' thinking around the topics (Duffy, 2017).

ACT, physical experiences appeal to customers by targeting their physical experiences and showing them alternative ways of doing things by appealing to their lifestyles and interactions. Behavioral and lifestyle changes are motivated by emotions and inspiration. Using celebrities in marketing campaigns can stimulate the act experience. Nike's Just Do It, is a classic example of physical experiences. The slogan and whole brand are nowadays connected to an active lifestyle where everyone can be an average day athlete. Through this, the company has been able to encourage consumers for a more active lifestyle and has also made activewear part of many people's everyday wardrobe (Gianatasio, 2013).

RELATE, social identity experiences attract consumers desire for self-improvement. It appeals to consumers desire to become the best possible version of themselves, sometimes referred as self-actualization. It also appeals to the need to be positively perceived by others. It is a way to appeal to consumers' desire to fit into her social systems and belonging (subcultures, country, social group). A relate experience is often influenced by other experience constructs (Schmitt, 1999). A good example of modern day RELATE marketing is using influencers to promote company's products. People relate to the lifestyle of the influencer and want to copy it to their own life by buying the products they use. This is a widely used method in the beauty and fashion industry (Nickalls, 2018). According to Cleff, Linn, and Walter (2014), RELATE experiences are also important when building a community as it taps on people's feeling of belonging.

Schmitt (1999) emphasizes that experiences are often constructed from multiple experience modules. It is important to acknowledge that different markets might be influenced by different modules and that modules might have differentiating importance form market to market. This shows the importance for studies to be done in multiple industries and that different experience preferences might differ from market to market.

### **2.3 Brand Love**

Fournier (1998) proves that brand love is close and intimate relationships, similar to interpersonal relationships, within brand and person occurs. According to (Carroll & Ahuvia, 2006), the concept of brand love can be defined as the degree of emotional attachment and love that a satisfied consumer feels regarding brand.

Many studies have been conducted on the concept of brand love, and definitions of brand love differs between different researchers. One of the first studies on brand love incorporated the concept of love that can exist between people into the relation between a person and an object (Shimp & Madden, 1988). When doing so, they adopted the Sternberg's Triangular theory of Love (Shimp & Madden, 1988). Intimacy refers to the closeness and warmth that can be felt within a relationship (Sternberg, 1986). The component of passion refers to the physical drives that lead to arousal (Sternberg, 1986). The third component, decision/commitment, refers to the decision to be committed to a loving relationship (Sternberg, 1986). Based on Sternberg's Triangular theory of Love, (Shimp & Madden, 1988) developed a conceptual framework explaining the object-person relationship and they derived eight different kinds of love, ranging from non-liking to loyalty.

To further emphasize the increasing awareness regarding brand love, the practitioner Roberts (2004) talked about how important it is for brand managers to pay attention to brand love. A study performed by Carroll and Ahuvia (2006) resulted in advising managers to consider brand love as a strategic tool to gain desirable post purchase behavior from consumers. Their way of defining brand love is that it refers to the behavior of satisfied consumers after they have purchased the brand (Carroll & Ahuvia, 2006). Carroll and Ahuvia (2006) further developed this definition of brand love as the level of emotional attachment a satisfied consumer has with the brand. However, there are differing views as to whether or not it is appropriate to say that love, as an interpersonal construct, can be applied to brands and consumer behavior. As mentioned above, theories of interpersonal love have been applied and stated to have the ability to explain consumer-object relationships (Shimp & Madden, 1988) (Carroll & Ahuvia, 2006). Other researchers argue that love is a construct that is too complex to be applied to consumer behavior (Batra & Ahuvia, 2012). Batra and Ahuvia (2012) argued that brand love should firstly be based on the customer's experience and thereafter connections to interpersonal theory can be made. Further on, Batra and Ahuvia (2012) stated that previous research had begun with focus on one interpersonal theory. Based on that theory, researchers had then developed a scale of brand love instead of exploring the topic in an open-ended manner (Batra & Ahuvia, 2012). Despite of this, Batra and Ahuvia (2012) did not suggest that researchers should neglect interpersonal theory altogether when researching brand love. The advice was rather that researchers should be careful not to

include unnecessary elements from interpersonal theory when conducting brand love research.

## **2.4 Brand Loyalty**

Keller (1993) is the first who defines brand royalty as the consumer's willingness to repurchase from the same purchased brand. Most managers today view brand loyalty as the utmost significant factor in the survival of their business (Reichheld, Markey, & Hopton, 2000). Brand loyalty also leads to growing revenues and market share as the top customers repeatedly purchase products and give recommendations (Reichheld, Markey, & Hopton, 2000). By having loyal customers and not having to replace old ones, reduces the cost of acquiring and serving new customers (Ndubisi, 2006). To be able to improve and increase the number of loyal customers it is important that customers and retailers learn how to interact with one another (Brosdahl, 2013). A good interaction will also lead to decreased costs for both parties (Brosdahl, 2013) (Ndubisi, 2006).

Previous research shows upon antecedents contributing to loyalty (Li & Petrick, 2008). There are several factors that contribute to customer loyalty and developing trusted relationships between retailers and their customers have always been assumed to be essential in developing loyalty (Brosdahl, 2013). This notion is supported by research conducted by (Ndubisi, 2006) showing that before retailers can expect loyalty to be exhibited by customers, trustworthiness such as giving and keeping promises, showing respect and fulfilling obligations must be developed. Another variable that has been found to be important in developing brand loyalty is consumer satisfaction (Li & Petrick, 2008). Amine (1998) stated that antecedents of brand loyalty can be separated into two different types: indirect and direct sources. Achieving brand loyalty through mediating variables such as involvement and satisfaction are seen as caused by indirect antecedents, whilst perceived risk, brand attachment and perceived differences among alternatives are seen as direct sources which thoroughly affect brand loyalty (Amine, 1998). Based on previous research we believe that customer loyalty and brand loyalty are interchangeable terms based on how they both refer to customer attachments to products.

According to Rundle-Thiele and Bennett (2001), measuring brand loyalty is different for distinctive markets such as consumable, durable and service markets. This because of differences in market characteristics such as purchase frequency, involvement,



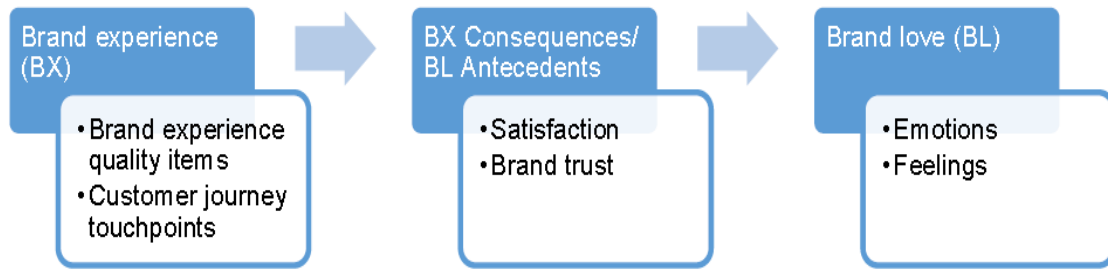
brand switching and habit (Rundle-Thiele & Bennett, 2001). Characteristics of loyalty being divided, is exhibited by the consumable markets and often referred to as multi-brand purchasing (Rundle-Thiele & Bennett, 2001). Switching brands in search of variety, lack of availability (Rundle-Thiele & Bennett, 2001), sales promotions (Chandon, 1995) are various reasons for multi-brand purchase in consumable goods. When purchasing durable goods such as furniture and motor vehicles consumers do not repeatedly switch back and forth between brands (Rundle-Thiele & Bennett, 2001), this due to being loyal to a brand for a given time period because of long replacement cycles (Che & Seetharaman, 2009). In a service market consumer could be considered completely loyal due to typically having 100 per cent share of category with a certain brand (Rundle-Thiele & Bennett, 2001). Risks are also perceived higher in services than in goods and consumers are therefore less likely to switch brands (Rundle-Thiele & Bennett, 2001).

## **2.5 Empirical Studies**

In this study, the aim of the study is to identify the effect of brand experience on brand love and brand loyalty of ERKE sportswear users in Yangon. Thus, some of previous research papers related with brand experience, brand love, and brand loyalty are needed to search for reference.

The underlying study not only strives to identify clues in practice which can be improved to enhance customer experience as well as brand love. It furthermore analyses different concepts that may function as connecting links between brand experience and brand love. These are outcomes of brand experience and antecedents of brand love. The ultimate goal of brand experience and brand love activities is to establish a loyal customer group.

**Figure (2.2) Brand Experience and Brand Love Theory Correlation**

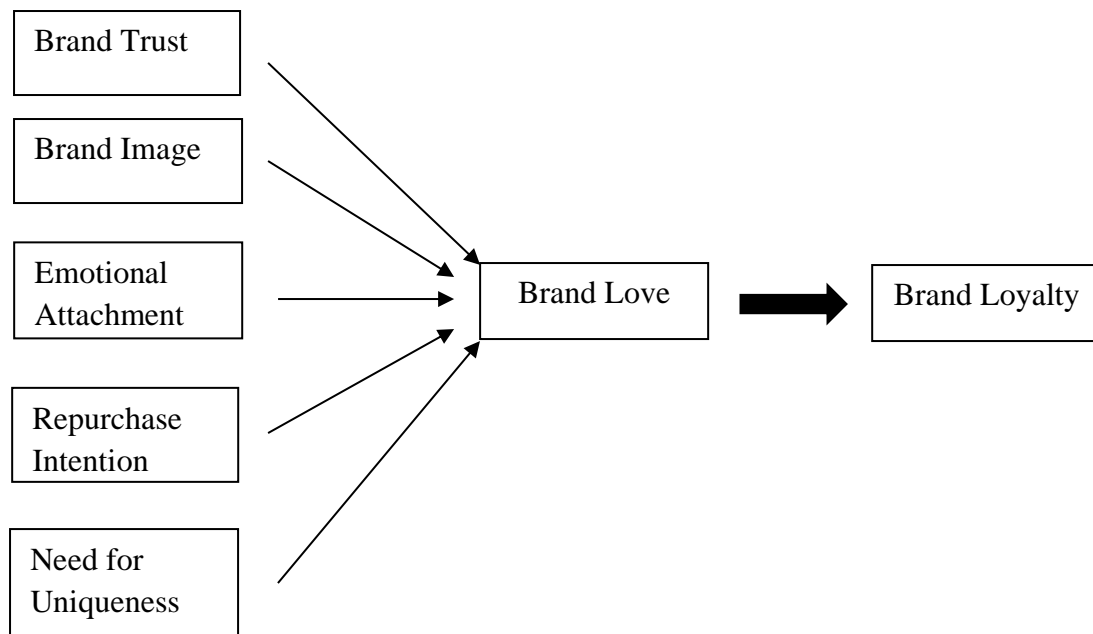


Source: Julia, 2017

Brakus, Schmitt, and Zarantonello (2009) stated that brand experiences support a pleasurable outcome and have a significant impact on loyalty intentions. Therefore, through accumulation of individual customer experiences with a certain brand, brand loyalty increases over time. Moreover, Brand experience is directly influencing brand loyalty through the constructs of satisfaction and brand trust. The direct effect of brand experience on customer satisfaction and brand trust is described as far stronger than the direct impact of brand experience on brand loyalty (Baser, Cintamur, & Arslan, 2017).

On the other hand, Thomas, MacInnis, and Park (2005) stated that the connection between a consumer and a brand may lead to emotional brand attachment. The development of brand attachment evolves over time and causes a strong relationship between the customer and the brand. If loyalty is not perceived by customers, they may easily switch between providers. Hence, the management of customer loyalty is an important fact to consider in the long run.

**Table (2.3) Brand Experience, Brand Love and Brand Loyalty**



Source: Acheampong, 2018

When a consumer begins to love a brand, then they actually become very emotional and passionate about the brand (Carroll & Ahuvia, 2006). Because of this strong emotional bonding, they are expected to consume the same brand repeatedly ignoring other competitive brands (Carroll & Ahuvia, 2006). Brand loyalty is a “deeply held commitment to re-buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviors (Oliver, 1999).

Therefore, brand loyalty is more closely determined as existing outcome of both, brand experience and brand love. Not only this, the correlations with brand experience and brand love are further analyzed in the entailed research of the study.

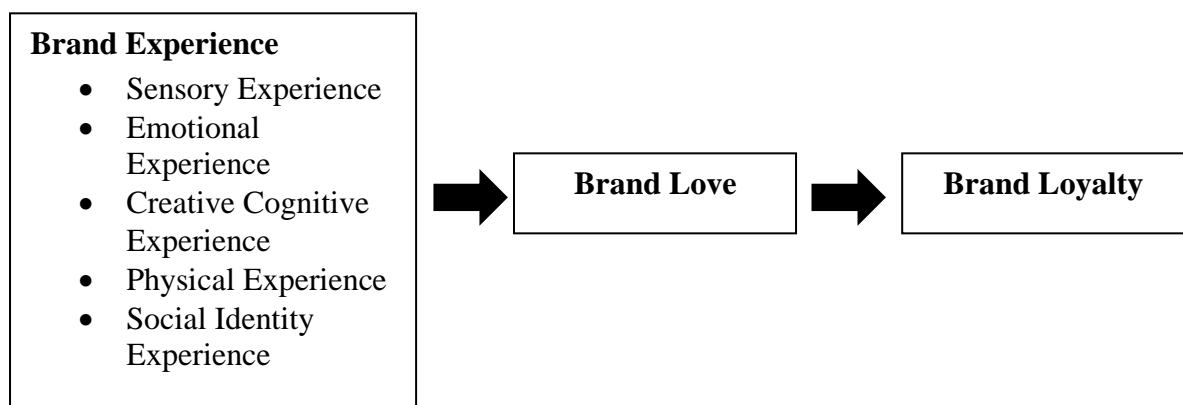
## **2.6 Conceptual Framework of the Study**

The underlying study evaluates the effect of brand experience on brand love and brand loyalty. Brand experience is a strategical marketing technique to trigger emotions on part of the customer through interaction with the product or service and to initiate a learning process that internally handles the memorable event. The experience with the brand may happen before, during or after consumption. Brand experience happens at

every single brand-related stimulus that triggers internal responses on part of the consumer. To evaluate brand experience, touchpoints need to be defined along the customer journey, according to where the satisfaction level can be rated. The improvement of touchpoints may enhance more emotional brand experience dimensions, more satisfied consumers, a better trust level towards the brand and increased loyalty. Those attributes in turn may enhance a passionate emotional attachment towards the brand like brand love. The concept evolved from personal attachment and interpersonal love to love towards objects, emotional attachment to brands and finally brand love. It is a concept where individuals repeatedly experience happiness and satisfaction towards a brand including a high level of feelings and positive emotions. Whereas brand experience happens at the first go, brand love can only happen after consumption through series of different single brand experiences. The goal of both concepts is to generate customers' brand loyalty.

Different brand love researchers developed different brand love scales including the assessment of emotional items that should be rated with regard to the brand. Marketers may involve strategical elements to generate a love brand community like innovations, values, high quality standards, shaped emotional advertisement and co-creation. The research of this study tests the effect of brand experience upon brand love and which can further lead to brand loyalty by using sensory, emotional, creative cognitive, physical and social identity experience as components of brand experience and brand love is measured by interpersonal love time items in this study.

**Figure (2.4) Conceptual Framework of the Study**



Source: Own Compilation, 2019

## **CHAPTER 3**

### **PROFILE OF ERKE AND BRAND EXPERIENCE OF ERKE SPORTSWEAR USERS**

This chapter presents background and profile of ERKE, the sportswear market situation in Myanmar. The profile of the respondents is also described by following the brand experience of ERKE sportswear users in Yangon.

#### **3.1 Profile of ERKE**

In this section, the background, achievements, Vision, Mission, Goal, Spirit and Slogan, milestones, marketing and success of ERKE in worldwide will be explained.

##### **3.1.1 Background of ERKE**

Established in 2000, ERKE is a sports and lifestyle brand that specializes in manufacturing, R&D, marketing and sales of shoes, apparels and accessories. With more than 6000 stores in China and 1000 sales points in more than 40 countries. To date, the brand has received prestigious recognitions such as Top 500 Valuable Brands in China. ERKE factory is the first in industry to receive the Environmentally Friendly Enterprise certificate issued by Chinese government. Within more than ten years, the ERKE Group has successfully developed the brand into one of the most renowned clothing brands in China. ERKE aims to be leading sports brand in the world.

The company name for ERKE brand is Fujian Hongxing ERKE Sports Goods Co., Ltd. They are manufacturing ERKE sportswear like shoes, apparels, bags and socks, etc. Its main markets are Middle East, Southeast Asia, Africa, South America, South Asia, Western Europe, Southern Europe, Eastern Europe and North America. ERKE brand sportswear are sold in over 30 countries in all over the world. Its factory is currently located in Jiannan Torch Development Area, Quanzhou, Fujian, China with area of over 100,000 square meters. Current employees at factory are about 1,000 people.

### **3.1.2 Achievements of ERKE**

The rapid growth of ERKE marketing network has been amazing diverse channel strategies have helped to give ERKE's products a global presence. The upping of network scale and network quality promises the further growth of ERKE's world of technological sports. ERKE has earned the following achievements:

- China Top 500 Valuable Brands
- China Ecolabelling Brand
- The Region's Top 200 Small and Midsize Companies of Forbes Asia.

### **3.1.3 Vision, Mission, Goal, Spirit and Slogan of ERKE**

ERKE Group will be more active in engaging in sports events, dedicating to promote and support the development of national sports. Meanwhile, we are exerting ourselves as the leading professional sports brand both home and abroad. The vision of ERKE is "To be one of the leading clothing brands in the world." The mission of ERKE is "To inspire a young, trendy and sunny lifestyle."

The goal for ERKE is to lead the field in the creation of a brand that is trendsetting and can improve sporting performances. It aims to create a win blue print for society, ERKE is unremitting in pursuit of this goal.

The spirit of ERKE is "To be No. 1, It is a target that we strive for. With this spirit, we will create a future that is unprecedented in its glory. It is also an upgrade from product culture to brand culture, Also a sublimation from enterprise spirit to brand spirit. To be No 1. Advocates the spirit of struggle & diligence, the determination and courage to be the first and to be No. 1. It is a spirit of unremitting pursuit and fighting. It is the desire and pursuit for success. It is the integrated spirit of exceed and stretch of Olympic.

The slogan of ERKE is "IN THE SUN."

### **3.1.4 Milestones of ERKE**

ERKE has three big milestones in its history. It grew with high speed and developed by innovation during 2000 and 2005. In 2006 to 2011, it could expand globally and become the industrial leader. From 2012 to present, its business model has been transformed into retail-based by developing its products simultaneously.

- a) High speed growth and innovation-driven development (2000 – 2005)
  - 2000 – Established
  - 2004 – Put forward “Technology Leading”
  - 2005 – China Top 500 Valuable Brands
- b) Global expansion and industry leader (2006 – 2011)
  - 2008 – First oversea store in Lebanon, sponsored Chinese athletes and DPR Korea Olympic Committee
  - 2009 – Begin to cooperate with world-class tennis events and endorsed with famous tennis personalities
  - 2011 – The partner of Iran, Uzbekistan and South Africa Olympic Committee; cooperated with Australian Open
- c) Upgrade product and retail, transform new business model (2012 - present)
  - 2012 – Official partner of WTA Tour Championships. over 2 billion USD.
  - 2013 – Continued cooperation with South Africa and newly sponsored Turkmenistan Olympic Committee

### **3.1.5 Marketing Activities of ERKE**

As being a sportswear brand, ERKE has given sponsorship to many sports contests especially as Olympic marketing and Tennis marketing. In 2008 Beijing Olympic, ERKE sponsored Chinese athletes and DPR of Korea. In 2012 London Olympic, ERKE sponsored South Africa, Iran and Uzbekistan Olympic Committee. In 2013, ERKE continued cooperation with South Africa and newly sponsored Turkmenistan Olympic Committee.

Moreover, EREK focuses on tennis as well as a part of tennis marketing. In 2009, EREK became China’s No.1 tennis brand by cooperating with high-profile world-class tennis events and endorsing with famous tennis personalities. Not only that, ERKE sponsored many oversea marketing and branding events in music, sports, festivals, charity and promotion by frequently exposure on mass media like CCTV, China TV, WeChat, Instagram, etc.

### **3.1.6 Success of ERKE**

The business model of ERKE can be divided into retail and wholesale. For retail, EREK opens many flagship stores or big stores, standard mono-brand store on the roadside, mono-brand store in shopping mall, multi-brand store and also even as corner.

For wholesale, ERKE produced customized strategic market unit (SMU) products. It also implements precise merchandise plan and create order placement.

By applying different strategies varied by regions or countries, ERKE can create many successful cases in all over the world. In Poland and Ukraine, ERKE becomes successful by widening multi-brand strategy – one flagship store with several scattered multi-brand stores in corner format and deepening multi-channels – seeking for new partners via local collection fair and self-owing clothes. In Greece, EREK got its success by precise merchandising plan with customized SMU.

### **3.2 ERKE in Myanmar**

ERKE entered Myanmar market in 2012. The same year, ERKE Myanmar welcome its grand opening of its first mono brand shop located in Mandalay high street. Owing to the excellent retail management capability, ERKE Myanmar opened 28+ ERKE shops during 5 years' times, running over 200 working staff.

In 2014, ERKE Myanmar official e-commerce platform was launched and providing convenient and prompt delivery to home. At the meantime, official Facebook page supports customers 24 hours, making ERKE products available online and off lines.

According to current data, there are exactly 31 ERKE brand shops in Myanmar. ERKE brand shops are located in Yangon, Mandalay, Taunggyi, Lashio, Myitkyina, Pyin Oo Lwin, Mawlamyine, Pyay, Pathein, Nay Pyi Taw, Kalay, Magway, Hpa-an, Bago, Kawthaung, Loikaw, Meiktila, Myawaddy, Tachileik, Mogok, Dawei and Monywa. Among these cities, Yangon has total 6 shops followed by Mandalay with 5 shops.

In this study, the survey was conducted only in Yangon shops which are located in Myanmar Plaza, Junction Mawtin, Junction City, Hledan Center, Hlaing Tharyar Ocean and Parkson Junction Square shops.

### **3.3 Profile of Respondents**

In this study, the sample size is 120 respondents who are currently using or have used ERKE sportswear limited in Yangon. Profile of respondents includes demographic factors such as gender, age, education level, income level and occupation. Each



characteristic has been analyzed in terms of absolute value and percentage, and the summary of the demographic characteristics of respondents. Table (3.1) shows the results of the analysis on the respondents' demographic profile, as follows.

**Table (3.1) Profile of Respondents**

<b>Variable</b>	<b>Demographic Factors</b>	<b>No. of Respondents</b>	<b>Percentage</b>
	<b>Total</b>	<b>120</b>	<b>100</b>
Gender	Male	65	54
	Female	55	46
Age	15 years and below	3	3
	16 – 20 years	31	26
	21 – 25 years	40	33
	26 – 30 years	35	29
	31 and above	11	9
Education	High School	3	3
	Under Graduate	48	40
	Graduate	50	42
	Post Graduate	19	16
Occupation	Student	36	30
	Employee	56	47
	Own Business	17	14
	Dependent	11	9
Monthly Income	Under 100,000 Kyats	7	6
	100,001- 300,000 Kyats	35	29
	300,001 - 500,000 Kyats	48	40
	500,001 Kyats and above	30	25

Source: Survey Data, 2019

The first analysis of the demographic characteristics of respondents is the gender analysis. The gender of the respondents is simply classified into males and females. According to Table (3.1), there are total 120 respondents: 65 male respondents and 55 female respondents. The respondents are almost at parity with male 54% and female 46% at total 120 respondents. It can be said that both males and females are interested to spend equally on sportswear in this study.

In this study, the most dominant age groups among respondents are between 21 to 25 years old with 40 percent, followed by 26 to 30 years old with 29 percent and 16 to 20 years old with 26 percent respectively according to the survey data. This mean that the age range between 16 years and 30 years is the largest proportion of the respondents and has knowledge and awareness of ERKE sportswear.

According the Table 4.1, all the respondents are educated persons. Firstly, most of the respondents are graduates, 50 respondents out of 120 (42%), followed by 48 respondents are undergraduates who represents 40 percent and 19 respondents are post graduates which represents 16 percent. It can be concluded that most graduates are using ERKE sportswear than other educated persons in this study.

In the analysis of occupation, the dominant group of the respondents is employees which accounts for 56 respondents (47%) of the total respondents. The second largest group is the students, 36 respondents which represent 30 percent of the total respondents. Occupations of the minority are respondents who are operating their own businesses and the rest are dependents, which account for 14 percent and 9 percent respectively. It can be concluded that employees who earn money are using ERKE sportswear more than other groups of respondents.

According to the survey data, over 40 percent of the total respondents are earning from 300,001 to 500,000 Ks. The second largest are the groups of the respondents who are earning from 100,001 to 300,000 Ks and who earning from 500,001 and above with the almost same ratio of the total respondents, 29 and 25 percent. The rest are who are earning under 100,000 Ks.

### **3.4 Reliability Analysis**

Reliability Analysis was undertaken in order to determine the internal consistency of the variables in the questionnaire. Cronbach's Alpha is a measure of internal

consistency, that is, how closely related to a set of items are as a group. According to Hari et al. 2006, this test is the most widely used to assess the consistency of the entire scale. Cronbach's Alpha was selected to conduct the reliability test as it is a common tool for internal consistency reliability coefficient in particular psychometric measurement. Cronbach's Alpha determines if multiple question Likert scale surveys are reliable. These question measure latent variables \_ hidden or unobservable variable like a person's conscientiousness, openness. Cronbach's Alpha will tell if the test is accurately measuring the variable of interests.

Table (3.2) showed that the Cronbach's Alphas of all the variables are more than 0.7. Therefore, it can be interpreted that the questions are reliable and valid.

**Table (3.2) Reliability Analysis**

<b>Category</b>	<b>Cronbach's Alpha</b>	<b>No. of Items</b>	<b>Interpretation</b>
Sensory Experience	0.823	6	Good
Emotional Experience	0.856	7	Good
Creative Cognitive Experience	0.894	6	Good
Physical Experience	0.884	6	Good
Social Identity Experience	0.900	6	Excellent
Brand Love	0.961	10	Excellent
Brand Loyalty	0.729	5	Acceptable

Source: Survey Data, 2019

### **3.5 Brand Experience of ERKE Sportswear Users**

In this study, linear regression is used. To gain the better understanding of which variables influence the consumers' brand love through brand experience of ERKE sportswear, each element of brand experience such as sensory, emotional, creative cognitive, physical and social identity are analyzed. This section also used to analyze the significance of some of the aspects in this section using descriptive statistics such as mean, standard deviation. The results are presented in the following tables.

### 3.5.1 Sensory Experience

Regarding to the analysis on the effect of sensory experience of ERKS sportswear, respondents are required to respond 6 statements including sensory elements and how they effect on the brand love of ERKE sportswear. The results are shown in Table (3.3) based on survey findings.

**Table (3.3) Sensory Experience**

No	Description	Mean	Std. Deviation
1	Impression upon brand	3.72	0.90
2	Influence of the store environments	3.53	0.93
3	Brand focuses upon experience through senses	3.46	0.97
4	Influence of the brand design and decoration	3.62	0.98
5	Attractiveness of brand in sensory way	3.76	0.94
6	Appeal of the brand through sense	3.76	0.94
	Overall Mean	3.64	

Source: Survey Data, 2019

As shown in Table (3.3), the overall mean value of sensory experience is 3.64 which is in the agree level. Furthermore, the attractiveness of brand in sensory way and appeal of the brand sense have the maximum mean value of 3.76 (with standard deviation of 0.94). But brand focus upon experience through sense has minimum mean value of 3.46 (with standard deviation of 0.97). This can be concluded that ERKE brand is attractive in sensory ways (touch and feel, quality, looks nice, visually warm, etc.) and its design, colors, visual presentation are main factors that the ERKE brand appeals to respondent.

### 3.5.2 Emotional Experience

Regarding to the analysis on the effect of emotional experience of ERKE brand, the respondents are supposed to answer 7 statements of how they feel upon EKRK brand. The results are shown in Table (3.4) based on survey findings.

**Table (3.4) Emotional Experience**

No	Description	Mean	Std. Deviation
1	Stores give emotions	3.56	0.91
2	Feel in certain way	3.38	0.93
3	Triggers positive moods	3.29	0.80
4	Brand appeals emotional level	3.31	0.77
5	Brand makes strong positive feelings	3.57	0.82
6	Brand focuses on experience through positive feelings	3.27	0.75
7	Inspired using this brand	3.57	0.82
	Overall Mean	3.42	

Source: Survey Data, 2019

According to the Table (3.4), the overall mean value of emotional experience is 3.42 which is in the agree level. Moreover, using ERKE brands makes inspiration to its user and wearing ERKE sportswear can feel positive feeling since their both mean scores are highest value of 3.57 (with standard deviation of 0.82) among those statements. But the brand cannot trigger positive feelings by experiencing the usage of brand since its mean score is lowest of 3.27 (with standard deviation of 0.75).

### **3.5.3 Creative Cognitive Experience**

Regarding to the analysis on the effect of creative cognitive experience to EKRS sportswear users, the respondents are required to response 6 statements whether the brand engaged a lot of thinking or not, whether its marketing activities create thinking or not, etc. The overall creative cognitive experience is analyzed, and the results are shown in the Table (3.5) according to the survey findings.

**Table (3.5) Creative Cognitive Experience**

No	Description	Mean	Std. Deviation
1	Engagement of thinking upon brand	3.73	0.88
2	Effectiveness of marketing activities and products	3.45	0.92
3	Stimulations to curiosity and problem solving	3.28	0.84
4	Fascination of brand	3.32	0.87
5	Stimulations of imagination	3.62	0.75
6	Stimulations of thinking	3.65	0.76
	Overall Mean	3.51	

Source: Survey Data, 2019

According to the Table (3.5), the overall mean score is 3.40 which means that most of the respondents agree with the statements. The highest mean score is 3.73 (with standard deviation of 0.88) which indicates the engagement in a lot of thinking when ERKE brand is encountered by the respondents. This means ERKE brand can create a lot of thinking upon creation of daily activities when the respondents are wearing that brand. The lowest mean score is 3.28 (with standard deviation of 0.84) which accounts for the stimulation of curiosity and problem solving. That can be assumed that respondents are less likely to agree that ERKE brand sportswear does not focus on curiosity and problem solving.

#### **3.5.4 Physical Experience**

Regarding to the analysis on the effect of physical experience of ERKE brand, the respondents are supposed to answer the following 6 statements of engagement in physical activities, representative of lifestyle, etc. The overall mean is analyzed, and the results are shown in Table (3.6) based on the survey findings.

**Table (3.6) Physical Experience**

<b>No</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1	Engagement of physical activities	3.87	0.84
2	Representative of lifestyle	3.78	0.94
3	Think of an alternative way of life	3.83	0.84
4	Activities reminder	3.49	1.05
5	Think about lifestyle	3.47	0.81
6	Brand focuses on experience through activities	3.51	0.78
	Overall Mean	3.66	

Source: Survey Data, 2019

According to the Table (3.6), most of the respondents agree with the statements because the overall mean score is 3.66 which indicate that most of the respondents agree the physical experience of ERKE brands. The highest mean score is 3.87 (with standard deviation of 0.84) which represents that respondents are mostly engaged ERKE brands from their outlets, stores, online channel, etc. Although 3.47 is the lowest mean score (with standard deviation of 0.81), the respondents slightly agree that ERKE brand can only think about lifestyle of respondents.

### **3.5.5 Social Identity Experience**

In this analysis on the effect of social identity experience of ERKE brand, there are 6 statements that the respondents are supposed to answer. To know the social identity experience, the factors such as whether the brand closer to my ideal self-image or not, whether it is part of my self-image or not are asked. The results are shown in Table (3.7) based on the survey findings.

**Table (3.7) Social Identity Experience**

<b>No</b>	<b>Description</b>	<b>Mean</b>	<b>Std. Deviation</b>
1	Relationships with others	3.73	0.82
2	Ideal self-image	3.78	0.70
3	Being part of self-image	3.78	0.98
4	Perception of other people	3.83	0.99
5	Engage with social activities	3.30	1.09
6	Part of my fashion choice	3.30	1.09
	Overall Mean	3.62	

Source: Survey Data, 2019

According to the Table (3.7), most of the respondents are agree to the statements because the overall mean score is 3.62 which indicate that social identity experience of ERKE brand is agreeable level. The highest mean score is 3.83 (with standard deviation of 0.99). The lowest mean score is 3.30 for both statements – “Engage with social activities” and “Part of my fashion choice” which can be concluded that the respondents are less likely to engage with ERKE brand social activities and being part of their fashion choice is less important for social identity experience.

### **3.5.6 Overall Brand Experience**

To determine brand experience of ERKS sportswear users, mean values of above five dimensions are used to calculate. Brand experience is referred as a type of experiential marketing that incorporates a holistic set of conditions created by a company to influence the feeling of a customer has about a particular product or company name. Brand experience arose from sensory experience, emotional experience, creative cognitive experience, physical experience and social identity experience. The mean value scores of brand experience are shown in Table (3.8)



**Table (3.8) Brand Experience**

<b>No</b>	<b>Description</b>	<b>Mean</b>
1	Sensory Experience	3.64
2	Emotional Experience	3.42
3	Creative Cognitive Experience	3.51
4	Physical Experience	3.66
5	Social Identity Experience	3.62
	Overall Mean	3.57

Source: Survey Data, 2019

According to Table 3.8, the physical experience is a key determinant of brand experience as its mean value is highest amongst other dimensions brand experience. The sensory experience and social identity experience for ERKE sportswear users are good enough. It reflects that the appearance of outlets, stores and impression of ERKE brand are persuading the users to buy and come. But the respondents have less emotional feeling upon ERKE brand since the mean score of emotional experience is smallest amongst the dimensions.

## CHAPTER 4

### ANALYSIS OF BRAND LOVE ON BRAND LOYALTY OF ERKE SPORTSWEAR USERS

In this study, the effect of brand experience on brand love and the effect of brand love on brand loyalty of ERKE sportswear users is analyzed. This chapter consists of the demographic profiles of respondents, the mean values brand love and brand loyalty.

#### 4.1 Brand Love of ERKE Brand Sportswear Users

In this analysis on the effect of brand love of the ERKE brand, the respondents are asked the following 10 statements of emotional attributes upon brand. The results are shown in Table (4.1) according to the survey findings.

**Table (4.1) Brand Love**

No	Description	Mean	Std. Deviation
1	Wonderful brand	3.58	0.93
2	Feeling better with this brand	3.36	1.04
3	Having awesomeness	3.50	0.86
4	Feeling upon brand	3.78	0.834
5	Wearing brand makes happy	3.80	0.78
6	Love this brand	3.50	0.83
7	Particular feeling upon this brand	3.73	0.84
8	Delightful brand	3.68	0.99
9	Passionate about this brand	3.58	0.93
10	Attractive about this brand	3.36	1.04
	Overall Mean	3.59	

Source: Survey Data, 2019

According to the Table (4.1), most of the respondents agree with the statements, for the overall mean score is 3.59 which accounts for that the respondents show they have significant love on the brand. The highest mean score is 3.80 (with standard deviation of

0.78) which means that the respondents love the brand because wearing ERKE brand can create happiness for the respondents. The respondents respond that they have a positive feeling upon ERKE brand and ERKE brand is a pure delight, resulting the mean scores 3.78 and 3.68 respectively. The lowest mean scores are 3.36 for both statement of feeling better with ERKE brand and attractiveness of ERKE brand which indicate that the respondents are not so sure in comfortableness of wearing ERKE brand sportswear and the design or color of ERKE sportswear are not major driver for loving that brand.

#### 4.2 Brand Loyalty of ERKE Brand Sportswear Users

This section analyzes the brand loyalty of ERKE sportswear user. Brand loyalty is considered as attitude or behavior, Brand loyalty represents customer's deep commitment to continue purchasing a product in future even if situation changes. The respondents are asked the following 5 statements to indicate their loyalty upon this brand. The results are shown in Table (4.2) according to the survey findings.

**Table (4.2) Brand Loyalty**

No	Description	Mean	Std. Deviation
1	Loyalty to ERKE brand	3.78	0.84
2	ERKE being first choice	3.33	1.01
3	Attractive sportswear supplier	3.13	1.16
4	Willingness to pay premium price	3.73	0.91
5	Choosing ERKE if it is available in market	3.17	1.09
	Overall Mean	3.43	

Source: Survey Data, 2019

According to the Table (4.2), the overall mean score is 3.50 which indicate that most of the respondents have attachment with ERKE brand but not a very strong one. Among them, the highest mean score is 3.78 which mean that the respondents are considered themselves as royal user to ERKE brand. The respondents are willing to pay at a premium price since its mean score, 3,73 (with standard deviation of 0.91) is second high among brand loyalty statements. Also, ERKE brand is being first choice for them, resulting the mean score 3.33 (with standard deviation of 1.01). Due the mean score 3.17

(with standard deviation of 1.09), the respondents are not sure that ERKE designs are attractive for them. For the lowest mean score 3.13 (with standard deviation of 1.16), the respondents have the potential to cause switching brand behaviors.

### 4.3 Analysis on the Effect of Brand Experience on Brand Love of ERKE Sportswear Users

To gain the better understanding of which variables influenced the brand love through brand experience, each of components of brand experience such as sensory, emotional, creative cognitive, physical and social identity experiences are analyzed. The results of this analysis are shown in Table (4.3).

**Table (4.3) The Effect of Brand Experience on Brand Love of ERKE Sportswear**

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	-.784	.211		-3.716	.000	
Sensory experience	.125*	.068	.110	1.840	.068	2.222
Emotional experience	.241***	.073	.187	3.301	.001	2.006
Creative cognitive experience	.192***	.070	.167	2.745	.007	2.302
Physical experience	.323***	.058	.288	5.610	.000	1.646
Social identity experience	.341***	.067	.340	5.100	.000	2.771
R	0.904					
R Square	0.817					
Adjusted R Square	0.809					
F Value	101.812***					
Durbin-Watson	1.972					

Source: Survey Data, 2019

Notes: \*\*\* Significant at 1% level, \*\* Significant at 5% level, \* Significant at 10% level

According to the results shown in Table (4.3), all five variables of brand experience have significant impact on brand love. As stated by regression analysis table, the power of the models used to explain the variables expected to affect brand love is considered strong as value of the R square and adjusted R square is at 81.7% and 80.9% respectively. The value of F-test, the overall significance of the models turned out highly significant at 1% level.

Moreover, there is no autocorrelation in sample because the Durbin-Watson value is 1.972. Concerning with the multicollinearity problems, variance inflation factors (VIF) was used to provide information about the correlation among independent variables. Since the VIF values are less than 10, it shows that there are no multicollinearity problems in this analysis. It is found that sensory experience of brand experience has significant impact on brand love at 10% significant level (90% confidence level interval). And the emotional, creative cognitive, physical and social identity experience have significant impact on brand love at 1% significant level (99% confidence level). It means that all variables except sensory experience are leading with high impact in driving towards brand love of EREK sportswear.

Correlation coefficient (R) measures linear relationship between two variables. As shown in Table (4.3), the correlation between independent and dependent variables (R) is 0.904 which lies between 0 and 1. The Standardized Coefficient (Beta) indicates that all five variable of brand experience have positive relationship with brand love of ERKE brand. Amongst them, social identity experience will be highest importance variable followed by physical, emotional, creative cognitive and sensory experience respectively. It means that a unit increase in social identity experience will make 0.340-unit increase in brand love of ERKE brand. Therefore, most of the respondents regards ERKE brand is deeply associated with their self-images and perception of others upon them which also tends to drive for brand love for ERKE brand. After social identity experience, physical experience is second most impactful variables for brand love because the involvement of EREK brand in their lifestyle or their daily activities is quite high which also performs as second most impactful driver for brand love

Overall evaluation shows that the model explains the influencing factors of the brand love well because the estimation produced the expected signs and significant

coefficients for all five variables of brand experience. This can be concluded that the variables of brand experience: sensory, emotional, creative cognitive, physical and social identity experience are positively influencing on brand love of ERKE sportswear. Amongst all these variables of brand experience, it can be said that social identity experience upon ERKE brand is the priority consideration when analyzing ERKE sportswear users' brand love on ERKE sportswear brand. Therefore, to improve the brand love of ERKE sportswear brand, the marketers should emphasize on maintaining the involvement of ERKE brand in respondents' daily activities and keep try to be considered as ERKE is part of their self-images.

#### 4.4 Analysis on the Effect of Brand Love on Brand Loyalty of ERKE Sportswear

Subsequently, the effect of brand love on the brand loyalty is analyzed by using the linear regression model to analyze the findings of the survey. The results generating from this model are as shown in Table (4.4).

**Table (4.4) The Effect of Brand Love on Brand Loyalty of ERKE Sportswear**

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	.828	.175		4.721	.000	
Brand Love	.724***	.048	.813	15.146	.000	1.000
R	0.813					
R Square	0.660					
Adjusted R Square	0.657					
F Value	229.410***					
Durbin-Watson	1.738					

Source: Survey Data, 2019

Notes: \*\*\* Significant at 1% level, \*\* Significant at 5% level, \* Significant at 10% level

According to the Table (4.4), the Standardized Coefficient (Beta) is 0.693 and the significant coefficient is 0.000 which indicates that the brand love is positively related on

the brand loyalty at 1% confidence interval level. Every one unit increase in brand trust will lead to the increase of brand loyalty by 0.813. According to the Table (4.4), the respondents will be loyal to ERKE brand if they love the brand.

Correlation coefficient R (the correlation between the independent and dependent variable) is 0.813 which lies between 0 and 1. Therefore, it indicates that brand loyalty of ERKE brand reported by the respondents and the effect of the brand love are correlated. In this study, the adjusted R square of the model is 66% and R square is 65.7%. This indicates that the linear regression model can explain 66% about the variance of the dependent variable (Brand Loyalty) with the independent variables (Brand Love). The value of F-test, the overall significance of the model, turned out highly significant at 1% level.

The Durbin-Watson value is 1.738 which is between two critical value of  $1.5 < d < 2.5$ . Therefore, it can be assumed that there is no first order linear auto correlation in sample. The VIF value is less than 10. It shows that there is no multicollinearity problem in this study. This means that there is no correlation among independent variables.

According to the analysis, they perceived that choosing the ERKE brand is the right decision because of their brand love on it. If they have a love on this brand once, they will recommend their preferred brand to others. They will also be willing to pay premium price because they love the brand which tends to brand loyalty. They also resist to change the brand unless ERKE is available in the market. As a conclusion, the respondents who love ERKE brand leads to have brand loyalty up this brand which can result they will be willing to premium price, they will resist to switch brands even if ERKE is not available in market and they will assume ERKE brand as first choice for them.

## **CHAPTER 5**

### **CONCLUSION**

The conclusion part of this study is widely based on chapter 3 and chapter 4 which analyzed the effect of brand experience on brand love and brand loyalty of ERKE sportswear. Distinctive facts from the previous chapters are abstracted and suggestions are made to improve forthcoming marketing activities. Findings, recommendations and needs for further research from this chapter will help to see the whole picture of the thesis.

#### **5.1 Findings and Discussions**

This study gathered the primary data by distributing questionnaires to 120 respondents who visited ERKE stores in Yangon. According to this survey, respondents are mostly youths age between 16 to 30 years old and they are educated at least they passed high school. They are mostly using ERKE sportswear because people at this age are trying to improve their self-image and personality by using sportswear or casual wear on daily basis. Therefore, they carefully choose those wears which are high quality, comfortable in wearing and affordable price. Among those sportswear brand, ERKE is currently leading the market because its price is significantly low comparing to the other foreign brands like Adidas or Nike. Most of the respondents assume that ERKE is entry level sportswear brand with acceptable quality and affordable price. Most of the respondents are graduates and they can be considered they are currently working. They can earn more between 300,001 and 500,000 Ks. With this range of monthly income, they can certainly buy ERKE sportswear often.

This study was guided by two research objectives: the influence of brand experience on the brand love and the effect of brand love on brand loyalty of ERKE sportswear users in Yangon. The finding revealed that all five dimensions of brand experience drive brand love. Among them, social identity and physical experience are strongest variables of brand experience that impact upon brand love.



Since social identity experience have strongest impact among five variables, respondents think that EREK brand as part of their lifestyles and self-images. Some of the respondents said wearing ERKE brand sportswear can be impressed by others. Respondents describe that EREK sportswear can think of their relationship with others. That can be assumed that EREK brand is familiar deeply with respondents' daily social life. That is why social identity experience can drive brand love of ERKE sportswear users.

Regarding to the physical experience, respondents consider that EREK brand represents their daily lifestyles. That means that ERKE sportswear involves their daily activities like running, doing workout, etc. This also tends to brand love of ERKE brand. Moreover, respondents said that ERKE brand reminds them to do daily activities. That is why respondents are associated with ERKE brands in their daily activities. Regarding to design, most of the majority consider the suitability of the designs whether they are fashionable, trendy. Providing wide variety of designs, there is high agreement that consumers are influenced by the designs to some extent.

The second objective of this study is to examine the effect of brand love on brand loyalty of ERKE sportswear users. The result finds out that the majority of respondents have loved the brand and confidence on this because they have experienced ERKE brand in many kinds of ways. There is an agreement that the love feeling makes the respondents enjoy of introducing the brand to others. It also finds out that the respondents are willing to pay price premium. They have enough resistance to switch brand even if they have other options to choose. In any kind of situation, ERKE brand will be first choice for them since they love the brand. Feeling of love makes the respondents feel proud of choosing ERKE brand. Moreover, they are willing to buy more ERKE sportswear and recommend to others as well.

## **5.2 Suggestions and Recommendations**

Building a successful brand requires using creative marketing and branding strategies. Although this study is only account for ERKE brand, the findings from this study would represents to other brands in same industry. Thus, the marketers should build brand loyalty of their consumers. Brand managers are responsible for

implementing strategies for building up brand loyalty of consumers without damaging the brand's reputation or long-term profitability. Brand is a differentiating factor that can lead to success of an organization in the highly competitive business environment. Also, the marketing tools are very important to the marketers to make their brand differentiated in growing market like Myanmar. Once successful in building good image or good reputation, the consumers will have a trust on the brand and they will make a purchase regardless of the price or promotion. Since Myanmar is a developing country and many foreign companies have been searching for markets.

Having the knowledge of effect of brand experience upon brand love towards the formation of brand loyalty of consumers is strategically useful for companies and marketers who want to expand their shares in Myanmar market. Based on the result of the study, it is found that social identity experience is the strongest variables followed by physical, emotional, creative cognitive and sensory experience in rank.

According to regression analysis, social identity experience is the strongest variable to determine brand experience on brand love. Their current income and education are at considerable level and they are aware of having a healthy lifestyle and want to improve themselves. Therefore, they become main user group for ERKE and the price range of ERKE are quite suitable for them. To attain this strong point, ERKE's marketer should consider to advertise its products by using social influencer which is very popular and cost-effective method. The benefit of this kind of marketing is that people relate to the lifestyle of the influencer and want to carbon-copy it to their own life by buying the products they use.

Similar to the second strongest variable, the physical experience, the ERKE's marketers should appeal to customer by targeting their physical experience and showing them alternative way of doing things by emotions and inspiration to change behaviors and lifestyles changes. The best way to maintain this point is using a suitable celebrity in to stimulate the physical experience. And the company should encourage to users for a more active lifestyle and make activewear part of many people's daily activities.

Regarding to sensory experience, it is the least strong variable of brand experience. To strengthen it, ERKE end should be maintain the store decoration to be same for every outlet. What I observed during the fieldwork is that the ERKE outlets' decoration and products display are varying depending on the outlet's location, especially

the difference is in Hlaing Thar Yar outlet and Junction City's outlet. By eliminating that difference, ERKE outlets should be same decoration and display under the uniform theme to appeal the customers and make them feel the same sensory experience even the location is different.

Since overall brand love of ERKE brand is good and customer show a feeling of love and loyal, the marketers should maintain the current loyal customer, on the other hands, attract new customers with their guarantee. Consumers point out that they love this brand because of its product quality. Therefore, the marketers should focus on the quality management system. Once a consumer has got love on this brand, he or she can become a loyal customer and would like to introduce the brand to other, which can be an indirect marketing through word-of-mouth.

### **5.3 Needs for Further Research**

This study is carried out in a small number of respondents and only for the outlets within Yangon Division therefore the target population is limited. The further study may use larger sample including users in other divisions as the findings from Yangon residents cannot be generalized to the whole Myanmar. Moreover, this study is done only on EREK and the further study can also do other local and foreign sportswear brands. Moreover, the study was conducted upon the respondents who only come and buy at ERKE outlets or stores directly and excluded users who buy via online. Therefore, the further study should be conduct including online buyers. In this study, brand love is assumed as interpersonal love between users and brand. Therefore, for further study, brand love prototype should be built by using other elements like willingness to invest, length of use, frequent thought and use and intrinsic value, etc. This study focuses only towards brand loyalty but further study can be extended up to brand equity. This study concentrates only on ERKE and further researchers should focus on other brands which can help other marketers in the sportswear industry to make reference.

Another limitation is that this study does not cover the performance measurement and financial performance of the brand studies. Such analysis could further strengthen the present study. Therefore, further studies should consider those two measures for better analysis output. The last one is that this study neglected the promotions of EREK brands

while the survey was conducting. Hence, further studies should consider promotions for compact and better analysis result.

## REFERENCES

- Aaker, D. A. (1992). The Value of Brand Equity. *Journal of Business Strategy*, 22(6), 27-32.
- Aaker, D. A. (1996). Measuring Brand Equity Across Products and Markets. *California Management Review*, 102-120.
- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 43(2), 258-266.
- Albert, N., Merunka, D., & Valette-Florence, P. (2009). The Feeling of Love toward a Brand: Concept and Measurement. *Advances in Consumer Research*, 300-307.
- Amine, A. (1998). Consumers' true brand royalty: the central role of commitment. *Journal of Strategic Management*, 21(8), 305-319.
- Baser, I., Cintamur, I., & Arslan, F. (2017). Examining the effect of brand experience on consumer satisfaction, brand trust and brand loyalty. *Marmara University Journal of Economic & Administration Sciences*, 101-128.
- Batra, R., & Ahuvia, A. &. (2012). Brand Love. *Journal of Marketing*, 63(3), 1-16.
- Bergkvist, L., & Bech-Larsen, T. (2010). Two studies of consequences and actionable antecedents of brand love. *Journal of Brand Management*, 73(2), 504-518.
- Brakus, J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What is it? How is it measured? Does it affect royalty? *Journal of Marketing*, 60(1), 52-68.
- Brosdahl, D. (2013). Every man for himself! A review of shopping loyalty differences between men and women. In L. M. Moore, *Psychology of Loyalty*, 109-121. New York: Nova Science Publishers.
- Carroll, B., & Ahuvia, A. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, 79-89.
- Chandon, P. (1995). Consumer research on sales promotions: A state of the art literature review. *Journal of Marketing Management*, 53(7), 419-441.
- Che, H., & Seetharaman, P. (2009). "Speed of Replacement": Modeling Brand Royalty Using Last-Move Data. *Journal of Marketing Research*, 43(4), 494-504.
- Cleff, T., Linn, C., & Walter, N. (2014). Can You Feel It? - The effect of brand experience on brand equity. *Journal of Brand Management*, 23(7), 7-27.
- Duffy, E. N. (2017). *Vogue: Benetton's Most Controversial Campaigns*. Retrieved from Vogue: <https://www.vogue.co.uk/gallery/benettons-best-advertising-campaigns>
- Fournier, S. (1998). Consumers and their brands: developing relationship theory in consumer research. *Journal of consumer research*, 43(5), 343-375.

- Gianatasio, D. (2013). *Adweek: Nike's Just Do It*. Retrieved from Adweek: <https://www.adweek.com/creativity/happy-25th-birthday-nikes-just-do-it-last-great-advertising-slogan-150947/>
- Hatfield, E. (1988). *Passionate and Compassionate Love*. New Haven: Yale University Press.
- Hendrick, C., & Hendrick, S. (1986). A Theory and Method of Love. *Journal of Personality and Social Psychology*, 27(9), 392-402.
- Hirschman, E. C., & Holbrook, M. B. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feeling and Fun. *Journal of Consumer Research*, 19(2), 132-140.
- Imran, K., & Mobin, F. (2017). Antecedents and outcomes of brand experience: an empirical study. *Journal of Brand Management*, 40(8), 439-452.
- Kapferer, J. (1997). Managing Luxury Brand. *Journal Brand Management*, 33(6), 251-290.
- Kapferer, J. (1997). *Strategic Brand Management*. London: Kogan Page.
- Keller, K. (2003). Brand Synthesis: The Multidimensionality of Brand Knowledge. *Journal of Consumer Research*, 77(8), 595-600.
- Keller, K. L. (1993). Conceptualizing, Measuring and Managing Customer-based Brand Equity. *Journal of Marketing*, 64(5), 1-22.
- Keller, K., & Lehmann, D. (2006). Brands and Branding: Research Findings and Future Priorities. *Marketing Science*, 740-759.
- Kumar, V., & Shah, D. (2004). Building and sustaining profitable customer loyalty for the 21st century. *Journal of Retailing*, 32(4), 317-329.
- Li, X., & Petrick, J. (2008). Examining the Antecedents of Brand Loyalty from an Investment Model Perspective. *Journal of Travel Research*, 113(7), 25-34.
- Liu-Thompkins, Y., & L., T. (2013). Not all repeat customers are the same: Designing effective cross-selling promotion on the basis of attitudinal loyalty and habit. *Journal of Marketing*, 21-36.
- Mallik, S. (2009). *Brand Management*. Jaipur, India: Book Enclave.
- Mohd-Ramly, S., & Omar, N. A. (2017). Exploring the influence of store attributes on customer experience and customer engagement. *International Journal of Retail & Distribution Management*, 33 (6), 1138-1158.
- Moussa, S. (2015). I may be a twin but I'm one of a kind. *Qualitative Market Research: An International Journal*, 63(4),69-85.
- Moye, J. (2014). *Coca Cola: Share a Coke:How the Groundbreaking Campaign Got Its Start Down Under*. Retrieved from Coca Cola: <https://www.coca-colacompany.com/stories/share-a-coke-how-the-groundbreaking-campaign-got-its-start-down-under>

- Ndubisi, N. (2006). Effect of gender on customer loyalty: a relationship marketing approach. *Marketing Intelligence & Planning*, 48-61.
- Nickalls, S. (2018). *Infographic: Influencers Are Bigger Than Ever and They're Just Getting Started*. Retrieved from Adweek: <https://www.adweek.com/brand-marketing/infographic-the-future-of-influencer-marketing/>
- Oliver, R. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 33(6), 33-44.
- Reichheld, F., Markey, R., & Hopton, C. (2000). The loyalty effect - the relationship between loyalty and profits. *European Business Journal*, 5(1), 134-139.
- Roberts, K. (2004). *Lovemarks: The future beyonds brands*. New York: Power House Books.
- Romaniuk, J. (2013). What's (brand) love got to do with it? *International Journal of Market Research*, 13(2), 185-186.
- Rubin, Z. (1970). Measurement of Romantic Love. *Journal of Personality and Social Psychology*, 7(9), 265-273.
- Rundle-Thiele, S., & Bennett, R. (2001). A brand for all seasons? A discussion of brand royalty approaches and their applicability for different markets. *Journal of Products & Brand Management*, 25(5), 35-37.
- Schlossberg, M. (2016). *Business Insider: The bizarre history of 016 Abercrombie & Fitch and how the retailer is transforming yet again*. Retrieved from Business Insider: <http://www.businessinsider.com/abercrombie-fitch-crazy-history-2011-4?r=US&IR=T&IR=T>
- Schmitt, B. (1997). The branding of customer experiences. *The Journal of Brand Management*, 9(2), 92-98.
- Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing*, 33(6), 53-67.
- Shimp, T., & Madden, T. (1988). Consumer-Object Relations: A Conceptual Framework Based Analogously on Sternberg's Triangular Theory of Love. *Advances in Consumer Research*, 163-168.
- Simon, H. A. (1993). Decision Making: Rational, Non rational, and Irrational. *Educational Administration*, 392-411.
- Sternberg, R. (1986). A Triangular Theory of Love. *Psychological Review*, 11(4), 119-135.
- Thomas, M., MacInnis, D., & Park, W. (2005). The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. *Journal of Consumer Psychology*, 21(7), 77-91.
- Wiedmann, K., Hennigs, N., & Siebles, A. (2009). Value-based Segmentation of Luxury Consumption Behaviours. *Psychology & Marketing*, 625-651.
- Zarantonello, L., & Schmitt, B. H. (2010). Using the Brand Experience Scale to Profile Consumers and Predict Consumer Behaviour. *Brand Management*, 532-540.

# APPENDIX 1

## Survey Questionnaire

This survey is intended for my MBA degree in Yangon University of Economics (YUE). The questionnaire is aim for The Effect of Brand Experience on Brand Love and Brand Loyalty of ERKE Sportswear Users in Yangon. The information provided by you will be kept highly confidential and will be used strictly for an analysis only.

### Section A – Demographic Profiles of Respondents

#### Gender

- Male
- Female

#### Age

- 15 years and below
- 16 – 20 years
- 21 – 25 years
- 26 – 30 years
- 31 and above

#### Education Level

- High School
- Undergraduate
- Graduate
- Post graduate



### Occupation

- Student
- Employee
- Own business
- Dependent

### Monthly Income

- 200,000 MMK and below
- 200,001 – 300,000
- 300,001 – 400,000
- 400,001 – 500,000
- 500,001 MMK and above

### How many times did you purchase ERKE products?

- None
- 1 time
- 2 times
- 3 times
- 4 times and above

## Section B – Questionnaire about Brand Experience, Brand Love and Brand Loyalty

**Instruction:** Please choose one of the following numbers on each line according to the index.

**1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree**

**Please indicate the extent to which you agree to the following statements by ticking ( ✓ ) the appropriate response.**

<b>Brand Experience</b>						
<b>No.</b>	<b>Description</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Sensory Experience</b>						
1	ERKE brand makes a strong impression on my visual senses or other senses in terms of product and experience. (colors, design, visual presentation, sound, touch and smell)					
2	ERKE brand engages my senses when I am visiting their stores, online channels or encountering their marketing activities.					
3	ERKE brand focuses on experience through senses. (colors, design, visual presentation, sound, touch and smell)					
4	I like the design and decoration of ERKE brand. (regarding store, online channels or other design features noticeable to this brand)					
5	I find ERKE brand interesting in sensory way. (its touch and feel, quality, looks nice, visually warm, etc.)					
6	ERKE brand appeals to my senses (colors, design,					

	visual presentation, sound, touch and smell)					
<b>Emotional Experience</b>						
7	When visiting ERKE stores or online channels, I experience emotions. (for example: excitement, happiness, calmness, serenity)					
8	ERKE brand makes me feel in a certain way.					
9	ERKE brand triggers positive moods. (excitement, joy, pride)					
10	ERKE brand appeals to me at an emotional level. (excitement, happiness, calmness, serenity)					
11	I have strong positive feelings about ERKE brand. (excitement, joy, pride)					
12	ERKE brand focuses on experience through positive feelings.					
13	ERKE brand appeals to my feelings and sentiments. (I feel refreshed, inspired using this brand)					
<b>Creative cognitive Experience</b>						
14	I engage in a lot of thinking when I encounter ERKE brand.					
15	ERKE brand makes me think when I encounter their products or marketing activities.					
16	ERKE brand stimulates my curiosity and problem solving.					
17	ERKE brand intrigues me. (arouse the curiosity or interest of; fascinate.)					
18	ERKE brand stimulates my imagination.					
19	ERKE brand stimulates my thinking.					
<b>Physical Experience</b>						
20	I engage in physical activities and behaviors when I encounter ERKE brand (within store, online or when using the brand)					
21	ERKE brand represents my lifestyle.					
22	ERKE brand makes me think of an alternative way					

	of life.					
23	ERKE brand reminds me of activities I can do.					
24	ERKE brand makes me think about lifestyle.					
25	ERKE brand focuses on experience through activities. (within store, online or when using the brand).					
<b>Social identity Experience</b>						
26	ERKE brand makes me think about my relationships with others.					
27	Using ERKE brand takes me closer to my ideal self-image.					
28	ERKE is part of my self-image.					
29	ERKE brand positively affects how other people perceive me.					
30	ERKE brand engages me with social activities.					
31	ERKE brand is a part of my social circle's fashion choices.					

<b>Brand Love</b>						
<b>No.</b>	<b>Description</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	ERKE is a wonderful brand.					
2	ERKE brand makes me feel good.					
3	ERKE brand is totally awesome.					
4	I have neutral feelings about EKRE brand.					
5	ERKE brand makes me very happy.					
6	I love EKRE brand.					
7	I have no particular feelings about ERKE brand.					
8	ERKE brand is a pure delight.					
9	I am passionate about EKRE brand.					
10	I am very attached to ERKE brand.					

<b>Brand Loyalty</b>						
<b>No.</b>	<b>Description</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	I consider myself to be loyal to ERKE brand.					
2	ERKE brand would be my first choice.					
3	I think ERKE is an attractive sportswear.					
4	Compared to other brand that similar features, I am will to pay a price premium (higher price) for ERKE brand.					
5	I will not buy another brand of sportswear if ERKE brand is available in the market.					

Thank you for your answer!

## APPENDIX 2

### SPSS Regression Calculation Results

#### Effect of Brand Experience on Brand Love

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.904 <sup>a</sup>	.817	.809	.342	1.972

a. Predictors: (Constant), Sensory Experience mean, Emotional Experience mean, Creative Cognitive Experience mean, Physical Experience mean, Social Identity Experience mean

b. Dependent Variable: Brand Love mean

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.550	5	11.910	101.812	.000 <sup>b</sup>
	Residual	13.336	114	.117		
	Total	72.886	119			

a. Dependent Variable: Brand Love mean

b. Predictors: (Constant), Sensory Experience mean, Emotional Experience mean, Creative Cognitive Experience mean, Physical Experience mean, Social Identity Experience mean

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.784	.211		-3.716	.000		
	Sensory Experience mean	.125	.068	.110	1.840	.068	.450	2.222
	Emotional Experience mean	.241	.073	.187	3.301	.001	.499	2.006
	Creative Cognitive Experience mean	.192	.070	.167	2.745	.007	.434	2.302
	Physical Experience mean	.323	.058	.288	5.610	.000	.607	1.646
	Social Identity Experience mean	.341	.067	.340	5.100	.000	.361	2.771

a. Dependent Variable: Brand Love mean

## Effect of Brand Love on Brand Loyalty

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.813 <sup>a</sup>	.660	.657	.408	1.738

a. Predictors: (Constant), Brand Love mean

b. Dependent Variable: Brand Loyalty mean

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.224	1	38.224	229.410	.000 <sup>b</sup>
	Residual	19.661	118	.167		
	Total	57.885	119			

a. Dependent Variable: Brand Loyalty mean

b. Predictors: (Constant), Brand Love mean

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.828	.175		4.721	.000		
	Brand Love mean	.724	.048	.813	15.146	.000	1.000	1.000

a. Dependent Variable: Brand Loyalty mean