UNIVERSITY OF JYVÄSKYLÄ
School of Business and Economics

CUSTOMER BRAND ENGAGEMENT: AFFECTION TO BRAND USAGE INTENT AND MODERATING EFFECT OF BRAND EXPERIENCE

Master's Thesis, Marketing

Author: Anni Hintikka

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Supervisors: Heikki Karjaluoto
Juha Munnukka

ABSTRACT

Author	
Anni Hintikka	
Title	
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Abstract

Customer engagement is a relatively new area in the marketing literature and academic research has only shortly studied the nature of customer engagement. Despite the slight research numerous work have recognized the growing attention of customer brand engagement and consequently Marketing Science Institute has listed it as one of its key research priorities. Another important research interest which highly affects to customers satisfaction and loyalty, is brand experience. The indirect effect of brand experience to the relationships between customer brand engagement and its consequences are insufficiently examined and therefore in this study brand experience is used as a moderator factor.

This study further experiments the customer brand engagement (CBE) scale developed by Hollebeek, Glynn and Brodie (2014). The study aims to find connections between customer involvement, customer brand engagement, and possible consequences of CBE. Furthermore by using brand experience as a moderator this study gets more specific understanding of customer brand engagement toward Arabia brand. Structural equations modeling is used to examine the causal relationships between different constructs.

Results confirmed the positive relationships between customer brand engagement and brand usage intent as well as customer brand engagement and self-brand connection. Moreover it was found that brand experience have a negative effect to the relationship between customer brand engagement and brand usage intent. From managerial perspective this study gained more information of customer –brand relationship and therefore gives tools to firm's to attain and consolidate their competitive advantage.

This study enhance the understanding of customer brand engagement and gives more validation to the CBE scale. And by computing new variable to this scale this study develops a perspective by combining the theories of customer engagement and brand experience.

Keywords	
Customer engagement, Customer brand engagement, Brand experience, Brand usage intent, brand	
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1 INTRODUCTION

1.1 The context of the study

In recent years the business environment increasing attention has emerged in how companies can retain their long-term sustainable competitive advantage. Most often the success is tied to a firm's ability to retain and nurture its customer base. In order to do this, firms need to look beyond the repurchase behavior alone. Based on these changes there have been a growing interest to measure organizational performance by customer- based metrics including trust and commitment, service and quality perceptions, brand experience, brand – consumer connections and so forth (van Doorn, Lemon, Mittal, Nass, Pick, Pirner & Verhoef 2010.) There have also been suggestions that the conventional marketing constructs, such as perceived value and customer satisfaction, become less significant as loyalty begins to set through other mechanism. According to Hollebeek (2011) the emerging concept of customer brand engagement may be a superior predictor of customer loyalty toward the brand relative to more traditional marketing construct.

Referring to this the term 'customer engagement' (CE) has emerged in the field of marketing. Customer engagement is seen as "a behavioral construct that goes beyond purchase behavior alone" (van Doorn et al. 2010, 253). Based on this definition besides the actual purchase situation customer engagement includes also pre- and/or post-purchase actions. Today's interactive and dynamic business environments customers engagement is used as a strategic implement to enhance corporate performance comprehending profitability and sales growth. Furthermore it acts a key role in viral marketing by producing recommendations and referrals in products, services and brands. (Brodie, Hollebeek, Juric & Ilic 2011.)

Within academic marketing and service literature the term 'consumer engagement' has been more commonly used since 2005. Before it was used frequently in a variety of academic disciplines including political science, sociology, psychology and organizational behavior. (Brodie et al. 2011.) Within this broader context customer engagement which also includes consumers' interactive brand related dynamics is gaining more and more traction in the literature (Brodie et al. 2011; van Doorn et al. 2010; Hollebeek 2011). In the marketing literature customer engagement is fitted in the broader theoretical perspectives like consumer cultural theory (Arnould & Thompson 2005), service-dominant logic (Vargo & Lusch 2004) and relationship marketing (Vivek, Beatty & Morgan 2012). Marketing Science Institute have listed CE as a key research priority in the period 2010-2012 owing to the growing use and interest in the CE concept by the marketing academics in the beginning of 2000s (Marketing Science Institute 2010). After that customer engagement (CE) has become a enlargement

subject of many researches in the field of marketing. Furthermore the powerful research stream has emerged which highlights the nature and dynamics considering the specific consumer-brand relationships (Hollebeek et al. 2014).

Whereas Brodie et al. (2011, 258) defines customer engagement as "a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object", Hollebeek et al. (2014) emphasize the relationship between customer and brand referring that brand would be the focal object. Customers engagement towards brands (e.g customer brand engagement) is expected to be attainment of better organizational performance outcomes, such as sales growth, brand referrals, cost reductions, enhanced co-creative experiences and finally superior profitability (Bijmont, Leeflang, Block, Eisenbeiss, Hardie, Lemmens & Saffert 2010; Prahalad 2004: Sawhney Verona & Prandelli 2005). Consequently customer brand engagement (CBE) is viewed to represent a new metric for ganging brand performance (Bowden 2009; Kumar Aksoy, Donkers, Venkatesan, Wiesel & Tillmanns 2010; Marketing Science Institute 2010). The previous research justifies that customer brand engagement is a new way to measure firms' success and brand performance and therefore is a significant research subject. There are still only few studies focused on CBE and its' development and measurement. This study will use a relatively new CBE scale (Hollebeek et al. 2014) to measure customer brand engagement and in order to give some new perspective this study takes into account the effect of brand experience. Furthermore this study examines does customer brand engagement result centralised purchase behavior.

1.2 Arabia

This research will be implemented to the Arabia brand. Originally Arabia is a Finnish ceramics company specialized in kitchenware and tableware. It was founded by Swedish ceramics factory Rörstrand in 1873 and is currently owned by Fiskars Group. Arabia factory started its production in 1874 and since that it has been working under different owners including Wärtsilä and Designor, which change it name to Iittala Oy Ab. And finally the current owner Fiskars Group bought Iittala Group in 2007.(Arabia Story 2014.) Nowadays Arabia is one of the leading regional brands from Fiskars. (Fiskars Annual Report 2013)

Arabia is one of the Finland's well-known and highly regarded brand. It is a pioneer of Finnish design expressing quality, practicality and timeless design. For over 140 years Arabia is held a strong position in Finnish households by committing strong, consumer-oriented design. According to Arabias official netpages their *"key competences consist of design, long-term brand development and Finnishness. The objective is to ensure that the brand has a strong position and market leadership in place setting. Arabia's tableware brings people together to enjoy good food and good company."* (Arabia Story 2014.)

1.3 Research problem and objectives

The aim of this study is to study customer brand engagement toward Arabia brand and to gain insight into the dimensions of customer brand engagement. The main objectives of this study are to further examine the customer brand engagement (CBE) scale developed by Hollebeek, Glynn and Brodie (2014). This is executed by researching customer brand engagement toward Arabia brand with the given CBE scale. Customer's involvement will be measured, determined in which dimension customer's engagement is based on and finally research what are the consequences of customer's brand engagement. Moreover this study aims to find connections between customer involvement, customer brand engagement, and possible consequences of CBE.

And furthermore by computing certain variables to CBE scale this study gets more specific understanding of customer brand engagement toward Arabia brand. Brand experience is added to the CBE scale as a moderating factor. It is found in Hollebeek et al. (2014) study in which they proposed this as a future research interest. Previous brand experience research justifies the use of brand experience as a moderating factor (Morgan-Thomas & Veloutsou 2013; HongYoul & Perks 2005; Zarantonello & Schmitt 2010).

When expressing these aims into a research question the main research question is:

- *Does customer brand engagement result brand use?*

- *How does brand experience affect the relationship between customer brand engagement and brand usage intent?*

- *Does customer brand engagement affect to self-brand connection?*

- *How does brand experience affect the relationship between customer brand engagement and self-brand connection?*

The research methodology is dictated by the used CBE scale. CBE scale developed by Hollebeek, Glynn and Brodie (2014) will be experiment and use as a base of this study. Therefore the quantitative research method is used. This study will be conducted as an online survey through Arabia's official Facebook site and two other Facebook site hosted by Arabia's customers. For data collection this research uses predefined questionnaire developed by Hollebeek et

al. (2014). In addition to that the questionnaire will include a few new questions which are formed based on related theory.

1.4 Structure

The second and third chapter gives a literature review of the relevant fields and builds a theoretical framework for this research. It includes defining of customer engagement and through that leads to deeper studying of specificities of customer brand engagement. In the third chapter CBE is observed as a part of a nomological network. Customer brand engagement is examined through the used CBE scale by studying given antecedent and consequences of customer brand engagement. The chapter ends with development of hypotheses and model used in this study.

The fourth chapter is the methodology in which the implemented empirical research and analysis of the data are described. It includes description of the used questionnaire, data collection and used analysis methods. The fifth chapter reports the result of this study and finally the sixth chapter draws a conclusion from the result, presents the limitations of the study and proposes possible future research interests.
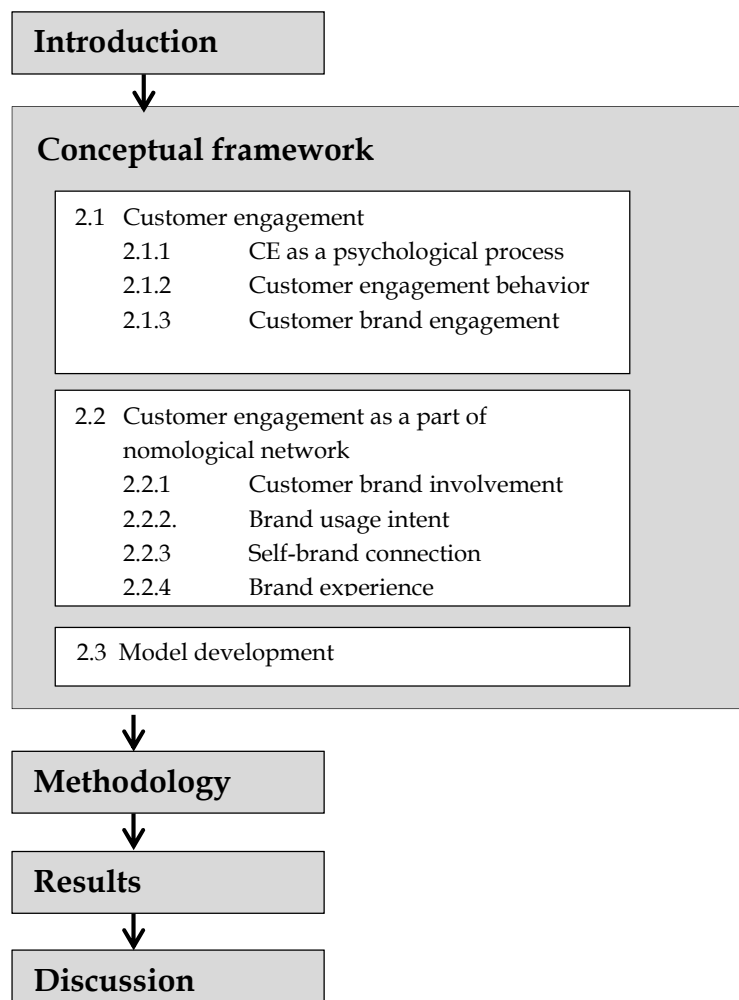

Figure 1 Structure

2 CONCEPTUAL FRAMEWORK

2.1 Customer engagement

Usually when starting to define customer engagement the word 'engagement' needs to be defined first. When viewing the management and psychology literature and studies concerning personal /employee engagement the most common name cited is Kahn (1990) (i.e. Pattersson, Yu & de Ruyter 2006; Rothbard 2001; Harter Smith & Hayes 2002). According to Kahn (1990) personal engagement is:

> *"The simultaneous employment and expression of a person's preferred*
> *self in task behaviors that promote connection to work and to others,*
> *personal presence (physical, cognitive, and emotional), and active, full*
> *role performance".*

This definition states that engaged person is more likely to present his/hers preferred self in which the personal presence refers to. In order to be fully engaged person's 'preferred self' need to include simultaneously cognitive, physical and emotional presence. (Kahn 1990.) Whereas management and psychology literature emphasize engagement as a person's own psychological presence, advertisement and marketing literature sees engagement as a measure of customer loyalty. In advertisement literature engagement is used to measure the strength of a firm's customer relationship. (McEwans 2004.) And among marketing practitioners interpretations in engagement are often related to interactions between customer and firm. (van Doorn et al. 2010; Brodie, Hollebeek, Juri & Ilic 2011.) Based on that assumption customer has formed emotional and rational bonds with a brand (McEwans 2004.)

Study conducted by Brodie, Hollebeek, Juric and Ilic (2011) proposes extensive conceptualization and definition to the CE concept. Brodie et al. (2011) studied customer engagement in the aspect of service- dominant logic. In order to define customer engagement conceptual domain and provide a broader and more rigorous theoretical analysis of CE they contributed literature review examining the marketing, social science and management disciplines. After this they asked 16 academic experts in the area of CE to evaluate their findings. Through these actions they developed five fundamental propositions used to arrive at the general definition of CE:

> FP1: CE reflects a psychological state, which occurs by virtue of
> *interactive customer experiences* with a *focal agent/object* within

specific service relationships.

FP2: CE states occur within a *dynamic, iterative process* of service relationships that *cocreates value.*

FP3: CE plays *central role* within a nomological network of service relationships.

FP4: CE is a *multidimensional concept* subject to a context- and/or stakeholder-specific expression of relevant cognitive, emotional, and behavioral dimensions.

FP5: CE occurs within a specific set of situational conditions generating differing CE *levels.*

Presented propositions are justified through previous conceptual researches (Brodie et al. 2011). According to the first proposition customer engagement occurs between customer and a focal object in certain service relationships and it requires direct experience (Hollebeek 2011). Addition to that van Doorn et al. (2010) affirmed that certain CE behaviors can extend beyond individual transaction and as such comprise specific customers' pre- and post-purchase phenomenological experience.

Interactive experience such as products/service available, user messages or interpersonal interactions, are imperative components of a customer's distinct engaged level. The second proposition highlights the importance of certain interactions that cocreates value relating favorably perceives customer communications or service delivery dialogue which can subscribe customer loyalty outcomes. Article also states that CE process can be viewed as a various states resulting that it may fluctuate from short-term to long-term and from comparatively stable to strongly variable which can influence to CE intensity and complexity over time. The third proposition clarify the role of CE, it does not work in isolation but participate in a larger network of service relationships. Study specifies certain antecedents and consequences included in nomological network such as involvement and participation as antecedents and trust, self-brand connection and emotional brand attachment as consequences. The multidimensional concept of CE refers to cognitive, emotional and behavioral aspects which are dependent on context. The final proposition stresses customer engagement as an individual context- related concept with varying intensity and complexity. (Brodie et al. 2011.)

As a conclusion with these presented propositions the study developed a general customer engagement definition:

"Customer engagement (CE) is a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships. It occurs under a specific set of context- dependent conditions generating differing CE levels; and exists as a dynamic, iterative process within service relationships that co-create

value. CE plays a central role in a nomological network governing service relationships in which other relational concepts (e.g., involvement, loyalty) are antecedents and/or consequences in iterative CE processes. It is a multidimensional concept subject to a context- and/or stakeholder-specific expression of relevant cognitive, emotional and/or behavioral dimensions."

This general definition includes all the initial elements of customer engagement (e.g. interactive co-creation, context-related, part of a nomological network, multidimensional) and is therefore comprehensive. The definition is developed in the perspective of service-dominant logic and relationship marketing. Finally as it is said in the article, further research is needed in order to gain more information for instance how customer engagement occur in different context or with different kind of engagement objects. (Brodie et al. 2014.)

2.1.1 Customer engagement as a psychological process

Customer engagement can be seen as a psychological process (Patterson, Yu & de Ruyter 2006; Bowden 2009). Patterson et al. (2006) examined customer engagement in service perspective and rested the conceptualization in management and psychology literature. According to their study customer engagement describes customer's various presences, including physical, emotional and cognitive presence, within relationship between customer and organization. The article states that customer engagement comprehends four components which are constructing in high order. These components are vigor, dedication, absorption and interaction. (Patterson et al. 2006.)

Vigor describes customer's level of energy and mental adjustability while interaction. It is also used when referring to the customer's willingness to invest time and effort into a relationship. Dedication refers to the "customer's sense of belonging as a customer". In other words the customer is proud to play their role with the interaction and they are inspired by the firm/brand. Absorption means that the customer is truly concentrated, happy and deeply involved while playing his/her role. In this case detaching from the brand might be difficult. Finally the interaction refers to all kind of interaction and connections between customer and firm or customer and brand. (Patterson et al. 2006.)

Similarly to Patterson et al. (2006) Bowden (2009) has studied customer engagement as a psychological process toward a specific service brand. He conducted the study in the context of hospitality industry and certain brands within the restaurant dining sector and the aim was to compare development of customer loyalty forms between new customer and a customer who do repeat purchases. The article formed a model which describes the progress of customer loyalty forms. As a result the study proposed that customer engagement is a process that starts from combination of calculative commitment and through

development of trust and involvement eventually involves to affective commitment and engagement (Figure 2). According to Bowden (2009) the idea of this process is to describe how customer loyalty can be developed and maintained between two different groups; new customer and repeat purchase customer. New customers' have undeveloped knowledge structure toward the specific service and therefore they use calculative commitment when old customers know the service better and they have already developed trust and affective commitment toward the service.
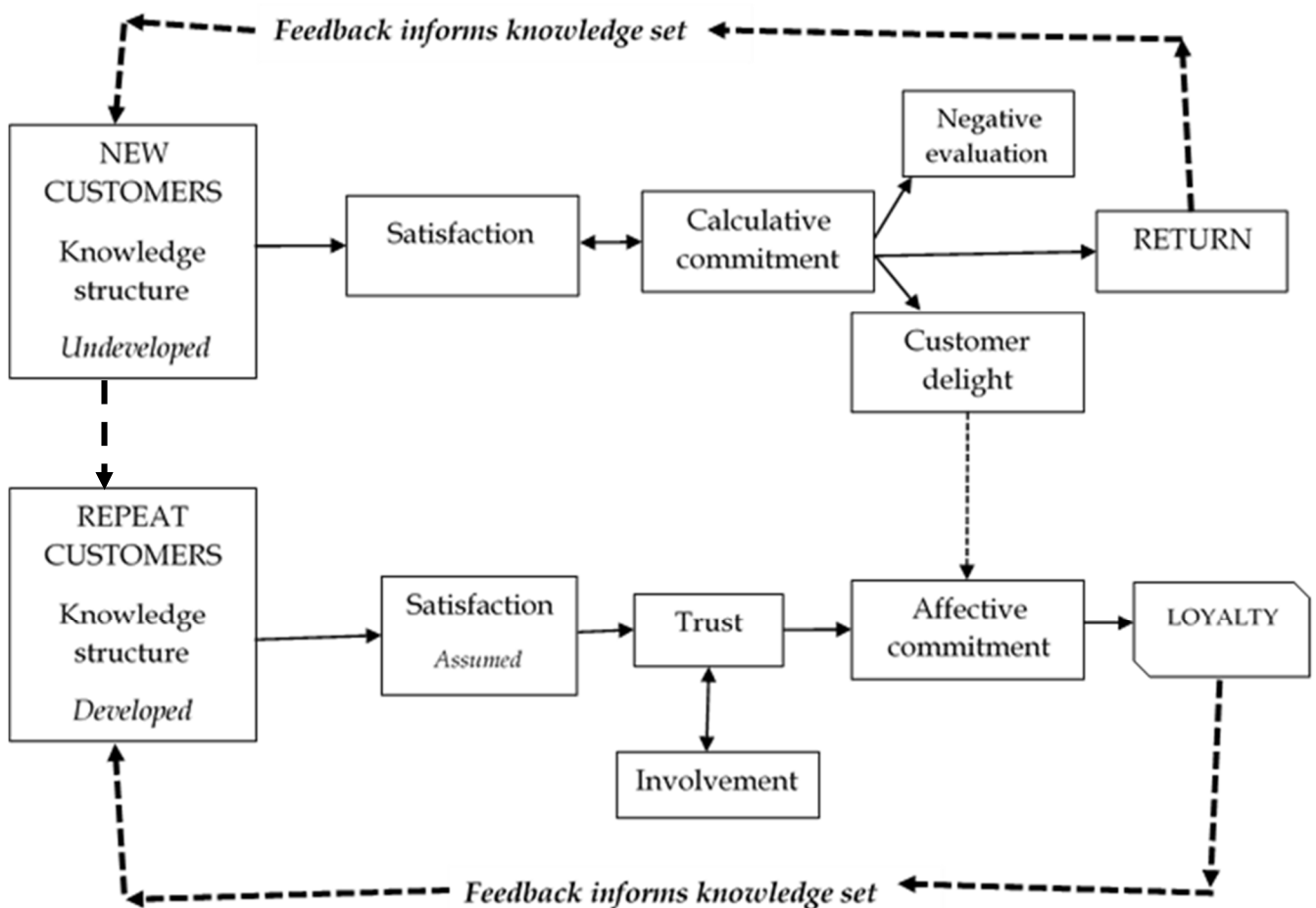
Figure 2 A conceptual framework for the process of engagement (Bowden 2009).

2.1.2   Customer engagement behavior

Addition to the multidimensional nature of customer engagement it can be seen from behavioral perspective. van Doorn et al. (2010) and Pham and Avnet (2009) highlight the specific CE behaviors by defining focal engagement activities. van Doorn et al. (2010, 254) defines CE as "customer's behavioral manifestation toward a brand/firm, beyond purchase, resulting from motivational drivers". In van Doorn's research these focal engagement activities are word-of-mouth (WOM), legal actions, recommendations & referrals, reviews, blogging and helping other customers. Both studies encompass the interactive and motivational nature of customer engagement. (van Doorn et al. 2010; Pham & Avnet 2009.) van Doorn et al. (2010) presents five dimensions of CEB: valence, form of modality, scope, nature of impact and customer goals. The article views valence from a firm's perspective and classifies it either positive or negative. For instance positive customer engagement includes actions that result positive consequence to the firm. Modality refers to the different ways how customer can express customer engagement. That can be done through in-role, extra-role or elective role. "In-role behaviors such as complaint behavior typically occur within parameters defined by an organization. Extra-role behaviors are discretionary activities that customer may choose to engage in…" (van Doorn et al. 2010, 255) and finally "Elective behaviors are those that consumer engages in to achieve their consumption goals…" (van Doorn et al. 2010, 255). The third dimension is scope which is temporal and geographic. According to van Doorn et al. (2010) CEB focus can be temporary, momentary or ongoing and based on that firm can either develop processes to monitor and address CEB, or in some cases asses the likely outcomes and act accordingly. The geographical scope of CEB describes whether customer engagement is local or global. The impact of CEBs can be measured by immediacy, intensity, breadth and longevity of impact. For example how fast CEB affects to the target audience, level of change affected within the target audience and the reach of people affected. The final dimension: customer goals, advices firms to consider the purposes behind the customers' engagement. (van Doorn et al. 2010.)

2.1.3 Customer brand engagement

As theory shows, customer engagement is a quite largely studied concept. The concept of customer engagement is research in perspective of relationship and marketing concept, in service perspective through management and psychology literature and finally studied as a behavioral aspect. Addition to previous customer engagement research Hollebeek et al. (2014) studied customer engagement towards a specific object: the brand. The research primarily focuses on how to measure consumer engagement using social media as a context. The article remarks that in the last few decades the interactive relationship between

consumer and focal brand is been highlighted and addition to that previous studies in customer engagement lack empirical research. This research attempts to fill this gap by developing a consumer brand engagement scale which includes antecedents and consequences of CBE as well as three CBE dimensions. (Hollebeek et al. 2014.) Based on the prior literature the article defines CBE as:

> *"A consumer's positively valenced brand-related cognitive, emotional and behavioral activity during or related to focal customer/brand interactions."*

In this definition the customer is viewed as the focal engagement subject and brand as the engagement object. Like Brodie's et al. (2011) and van Doorn's et al. (2010) definitions, this also emphasize multidimensionality of CE. However, in the model developed by this research these dimensions are entitled as follows: cognitive-processing, affection and activation. Cognitive-processing refers to brand-related thoughts which consumer process in exact consumer/brand interaction whereas affection is used to describe the degree of positive brand related affect in certain consumer/brand interactions. And finally activation indicates energy, time and effort which are spent on a brand in certain consumer/brand interaction. (Hollebeek et al. 2014.)

The article proposes a model which includes the above-mentioned CBE dimensions, consumer involvement as antecedent and self-brand connection and brand usage intent as consequences. This model was designed based on two preliminary studies conducted in this article and validated and confirmed in additional two studies all implemented in Social Media brands (Facebook, LinkedIn & Twitter). As a result of the first study researchers had recognized 39 CBE items, 12 items for cognitive processing, 15 items for affection and 12 items for activation. The second study implemented as a questionnaire for 194 undergraduate students toward Facebook.com brand resulted the selections of final 10 items. At the third study brand Twitter.com was selected due to its growing popularity and the sample comprised 554 consumers. This study confirmed CBE scales validity and reliability as measurement instrument. The final study of the article was designed to examine CBE as a part of a nomological net of consumer/brand-based relationships (Figure 3). The sample of this study was 556 consumers who were using LinkedIn.com brand. Similarly to previous studies this gave more certainty to scales validity and reliability and besides that discovered positive indirect and direct effects between the CBE relationships. (Hollebeek et al.2014.)

As a result Hollebeek et al. (2014) developed the 10-item consumer brand engagement scale intended to measure consumer's engagement toward a certain brand. And by identifying specific antecedent and consequences provided "initial insights into the role of CBE within a net of focal nomological online relationships, including consumer brand 'involvement', 'self-brand connection'

and consumer-perceived 'bran usage intent'." If observed the results in managerial point of view, generated conceptualizations can be adopted to a larger CBE- or relationship marketing focused strategies and developed scale can offer managerial benefit by adopting it to certain brand-related settings. (Hollebeek et al. 2014.)

2.2 Customer engagement as a part of nomological network

As the previous theory shows, customer brand engagement does not work in isolation. It is seen as a part of nomological network including antecedents and consequences of CBE. This section includes deeper review concerning this nomological network and relationships between the different constructs.

Similarly to Brodie et al. (2011) the conceptual model of customer engagement behavior composed by van Doorn et al. (2010) displays antecedents and consequences of CBE. They argue that antecedents directly affect the CE or through interaction either enhance or inhibit the effect to a specific focal factor on the CBE. In contrast to Brodie et al. (2011) van Doorn et al. (2010) categorizes customer brand engagement's antecedents and consequences in customer-, firm- and societal-bases and by that provides on the other hand broader conceptualization to consumer engagement behavior than Brodie et al. (2011).

The article determines antecedents including attitudinal antecedents (customer satisfaction, brand commitment, brand attachment etc.) as well as customer goals, consumer resources, support processes to customer actions, information environment, media attention and competitive marketing actions. As consequences is identified financial consequences for both customers and firm, consumption pattern which can reinforce by CBE and finally general increase in customer welfare. (van Doorn et al. 2010.) Alternatively to van Doorn et al. (2010) and Brodie et al. (2011) which both emphasize CE conceptualization in order to provide more comprehensive and fundamental approach to CE concept Hollebeek et al.(2014) primarily focuses on how to measure consumer engagement using social media as a context. This research develops a consumer brand engagement (CBE) scale which includes antecedents and consequences of CBE as well as three CBE dimensions (Figure 3). (Hollebeek et al. 2014.)
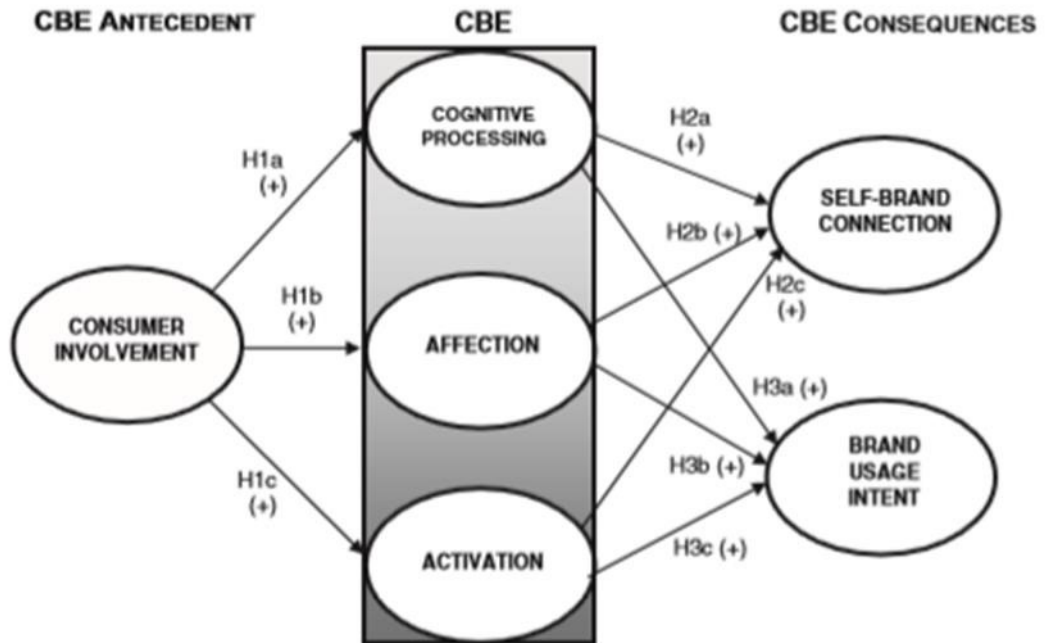
Figure 3 CBE nomological network (Hollebeek et al. 2014).

As previous chapters present customer brand engagement does not work in isolation but it is a part of nomological networks. This means that it have a certain antecedent which affect and lead to actual CBE. According to a customer engagement research there have been defined various antecedent including antecedent with different bases (Brodie et al 2011) and attitudinal antecedents (van Doorn et al. 2010). However this study is designed to experiment Hollebeek et al. (2014) CBE model and hence use customer involvement as an only antecedent.

2.2.1 Customer brand involvement

Customer involvement can be toward advertisement (Krugman 1962, 1965, 1967.), purchase decision (Clarke & Belk 1978; Belk 1982.) or product (Hupfer & Gardner 1971; Kassarjian 1981). Zaichkowsky (1985) defines customer brand involvement as

> "A person's perceived relevance of the object based on inherent needs, values, and interest."

This is a general definition which can be applied to advertisement, purchase decision and mostly to product.

When discussing customer brand engagement it is based on customer's involvement with product. Zaichkowsky (1985) states that involvement with product is preceded two factors: personal characteristics and the differentiation of alternatives. According to Howard and Seth (1969) involvement with products can lead to perception of greater product importance and greater commitment to brand choice. In their studies they used term "product class involvement" which is used interchangeably with the term "importance of purchase". According to their definition involvement is defined product-class specific and it includes certain criteria which is used to range different product-classes in terms of buyer's needs.

The literature shows that there are different areas that can affect customer's involvement level. These areas are classified into three categories (Bloch & Richins 1983; Houston & Rothchild 1978):

1. Personal – inherent interests, values, or needs that motivate one toward the object.
2. Physical – characteristics of the object that cause differentiation and increase interest.
3. Situational – something that temporarily increases relevance or interest toward the object.

Firstly Houston and Rothchild (1978) defined framework which suggest that altered people and situations can lead to various levels of involvement. They integrated physical characteristics of the product as part of situational factors. Alternatively to them, Bloch and Richins (1983) separated physical characteristics from situational factors. And through that, allowed the same physical object to be subjected to different levels of involvement by given situation.

Depending on the object of involvement customers can be manipulated for instance by making the ad relevant. This means that the advertisement will personally affect the receiver. In purchase decision the relevance comes from customer's motivation. And finally in products class the concern is the relevance of the product to the needs and values of the customers. According to Greenwald's and Leavitt's (1984) research, in general high involvement means personal relevance. And based on this information Zaichkowsky (1985) emphasize the personal relevance of customer involvement.

Hollebeek's et al. (2014) 10 item CBE scale uses Personal Involvement Inventory scale (PII scale) (Zaichkowsky 1985, 1994) to measure customer's involvement. Zaichkowsky (1985, 1994) created this scale initially to measure the construct of involvement. The original PII scale consist of twenty bipolar items each measured on a seven-point rating scale. Hollebeek et al. (2014) integrated 10 of these items into their CBE scale in order to measure customer's involvement toward the brand.

As stated previously, customer brand engagement is part of a nomological network which also includes CBE consequences. Consequences are actions that result from customer brand engagement. They can affect for instance in different stakeholders and other constituents (van Doorn at al. 2010). In Hollebeeks' et al. (2014) CBE scale is defined two consequences: self-brand connection and brand usage intent. This study uses CBE scale as it is but brand experience is added as a moderating factor. This added variable is presented in this chapter after CBE consequences.

2.2.2 Brand usage intent

In this chapter brand usage intent is defined and examined. Numerous research discuss about customers' purchase intention. In this research brand usage intent is seen as customer's intention to buy the brand so usage intent can be seen same as purchase intent.

The relationship between involvement and purchase intention is largely research as well as the moderating effect of involvement. Addition to involvement the relationship between satisfaction and behavioral intention is largely studied (Mittal, Kumar & Tsiros 1999; Anderson & Sullivan 1993; Mazursky & Geva 1989). Mittal et al. (1999) studied customer's satisfaction toward product and services and authenticated the relationship between satisfaction and behavioral intention. They justified their hypothesis with learning theory (Bagozzi 1981) suggesting that repeated encounters with product reinforce the behavioral intentions. The learning theory as well as the relationship between satisfaction and behavioral intention can be transferred to this research. Previous research and conceptualization of customer brand engagement refers that engaged customers interact with the brand and are satisfied with it. Consequently it can be assumed that customer brand engagement results behavioral intention.

Furthermore, the study conducted by Hollebeek et al. (2014) hypothesized that CBE dimensions have a positive effect on consumer-perceived brand usage intent. They examined the indirect effects of consumer brand involvement on brand usage intent with the CBE mediators. This results a significant indirect effect of consumer involvement on brand usage intent. The study conducted by Yoo and Donothu (2001) results that purchase intention is used as a surrogate for brand equity. In their study they developed and validated multidimensional consumer-based brand equity scale. They used Aaker's and Keller's conceptualizations of brand equity as a basis and draw their own multidimensional consumer-based brand equity scale. For validity purposes Yoo and Donothu (2001) compared the MBE with purchase intention and the results showed high correlation between brand equity and purchase intention. The scale includes four-item unidimensional measure of brand equity which measures overall brand equity (OBE). This four-item OBE is used in CBE scale to measure brand usage intent.

2.2.3   Self –brand connection

In today's society it is generally acceptable that people build and represent their desired self-image through brands. That is one occasion for consumer's valuation to psychological and symbolic brand benefits. With the help of these brand benefits consumers can construct their self-identity and present themselves to others. Consumer research in this topic results that possessions can be used to satisfy psychological needs like reinforcing and expressing self-identity, actively creating one's self-concept, assert one's individuality by allowing one to differentiate oneself, and finally connecting one's self to significant other (e.g. Ball & Tasaki 1992; Belk 1988; Kleine, Kleine & Allen 1995; Wallendorf & Arnould 1988).

Furthermore, in some research these possession findings have been extended to brands (Escalas & Bettman 2003; Escalas 2004). According to Escalas and Bettman (2003) consumers build their self-identity through brand choices which is based on the congruency between self-image associations and brand users associations. Moreover Escalas (2004, 170) proposes that "the connection between a brand and an individual's aspect of self can be made in a variety of ways, as consumer's appropriate brand associations to meet self-motivated goals." Using this given perspective Escalas (2004) approaches self-brand concept in terms of narrative processing. They consider customers as creative story builders who construct their personal narratives by mixing in individual and cultural expectations. People interpret their world and create meanings, including meaning for brand, through these narratives. The study explores narrative processing as a process by which brands can become connected to consumers' self-concept.

Shank and Abelson (1995) have presented that people match incoming narrative information to the information which their already have in memory. This matching process includes the following key story elements, which are scanned: goals, actions, and outcomes. To eventually understand the received story there are three possibilities. The first one suggests that new story matches a story already in memory and reinforce one's beliefs about that story. The second possibility is that the aspects received in the new story are used to update the missing aspects of the most closely matched story. And the third one is that the new story can offer further evidence for stories that are understood only preparatory. As a conclusion they present that narrative processing maps incoming stories onto stories in memory.

Based on Shank's and Abelson's (1995) theory Escalas (2004) proposes that when this incoming information is processed as a story they will map that information into their existing story memory in which the majority includes the self. Furthermore in some cases consumer can use stories to relate the brand's

image to their personal experience and sense of self and through this create a self-brand connection (SBC). The study hypothesizes that "consumers actively construct their self-identities using brand associations that arise through narrative processing, and this process results in SBCs."

The research was implemented in two hundred fifteen introductory marketing students in two parts. In the first part of the study participants filled out a questionnaire which measured prior brand attitude toward the brand. In the second part they used storyboard advertisements which are series of sketches used to present a well-developed story. Two real-world television ads were modified and scenes arranged to create one story-like structure and one 'nonstoried', vignette structure for each two brand. These storyboard advertisements were showed to the participant and after viewing these they were asked to write down what they were thinking while watching the storyboard advertisement. The results showed that viewing a story-like advertisement results in significantly higher SBC that viewing the same scenes in vignette order. As a conclusion Escalas (2004) proposes that narrative processing improves SBC and that self-brand connections are associated with greater attitudes towards the brand and higher likelihood of purchase.

2.2.4 Brand experience

In this research brand experience is used as a moderator. Previous research proves that experience can be a key predictor to buying behavior (Brakus, Schmitt & Zarantello 2009; Venkatesh, Thong & Xu 2012) thus justifying the use of brand experience as a moderator. Next the concept of brand experience is explored and connected to the research model.

Consumer and marketing literature and research have showed that experiences can occur when consumers search for product, when they shop products and receive service, and when they consume them. (Brakus, Schmitt & Zhang 2008, 174; Holbrook 2000.) Experiences can be classified in four different categories: product experience (Hoch 2000), shopping and service experience (Hui & Bateson 1991), consumption experience (Holbrook & Hirschman 1982), and finally brand experience (Brakus et al. 2009; Morgan-Thomas & Veloutsou 2013; Hong-Youl & Perks 2005).

In general experience has been defined as "displaying a relatively high degree of familiarity with a certain subject or area, which is obtained through some type of exposure" (Braunsberger & Munch 1998). Moreover consumers' brand experience is seen to refer consumers' knowledge and familiarity with a brand or brand category (Alba & Hutchison 1987). Brakus et al. (2009) define brand experience as:

> "Sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments."

According to this definition when searching, shopping or consuming brand customers are exposed to various specific brand-related stimuli which are for instance brand-identifying colors and shapes, background design elements, slogans and mascots. These brand-related stimuli are part of brand design and identity (e.g. name, logo), packaging and marketing communications (e.g. advertisement and Web site) and environment where the brand is marketed or sold (e.g. stores). Brakus et al. (2009) states that these stimuli compose the main source of subjective, internal consumer responses which they prefer to as 'brand experience'.

Brakus et al. (2009) conceptualize different variations and dimensions of brand experience. Their study supposes that brand experience vary in strength and intensity as well as in valence. Some experiences are stronger and more intensive than others and some brand experiences can be more positive than others or contradictory even negative. There are also variations in duration; some brand experiences are short-lived occurring spontaneously without reflection when some occur more deliberately and last longer.

As dimensions the study defines: sensory, affective, intellectual, behavioral and social, which all are emerged in literature review collected in philosophy, cognitive science and experiences in marketing and management literature. The sensory dimension refers to visual, tactile, gustative and auditory stimulations provided by a brand. The affection dimension is used to describe the emotional bond between a brand and consumer including feelings generated by a brand. Intellectual dimensions include brands ability to engage consumer's convergent and divergent thinking. And finally behavioral dimension refer to bodily experiences, lifestyles and interactions with the brand. Brakus et al. (2009) underline, that there is no one-to-one correspondence between certain stimulus and dimension. For example even though colors, shapes and design usually result in sensory experience they may also result in emotions (e.g. red for Coca-Cola) or intellectual experiences (e.g. complex patterns used in design).

In their research Brakus et al. (2009) developed the brand experience scale through six different studies. The first study was literature review in which initial items were selected along with the five dimensions. In the second study consumers were asked to rate 21 different brands on the remaining items in the first study. Dimensionality and validity of the scale was tested by confirmatory factor analysis. The third study used a shorter scale which was tested with new consumers and brands and the result were tested with exploratory and confirmatory factor analysis. In the fourth and fifth studies they examined the dimensionality and discriminant validity of scale which resulted that the scale is reliable over time. And finally in the last study they used brand experience to predict consumer behavior.

In addition to the developed brand experience scale the research resulted that brand experience affects both satisfaction and loyalty directly and indirectly through brand personality. Moreover the results showed that brand experience seems to be a stronger predictor to actual buying behavior than brand

personality. To conclude, the study proposes further examination of whether the scale can predict specific behavioral outcomes as a future research interest. According to their theorizing they expect that the sensory dimension of brand experience would predict future usages.

The relationship between brand experience and customer satisfaction has been studied and moreover the possible results in behavioral intentions. HongYoul and Perks (2005) studied brand experience on the web environment and the link between brand experience and familiarity, satisfaction and trust. Their research showed that brand experience result satisfaction with the brand and a strong intentions for future purchasing. Similarly to Hong-Youl and Perks (2005) Morgan-Thomas and Veloutsou (2013) recently studied brand experience in online context. They used technology acceptance as a perspective and find out that positive online brand experience results in satisfaction and behavioral intentions.

Furthermore Zarantonello and Schmitt (2010) used the developed brand experience scale (Brakus et al. 2009) to profile consumers and predict consumer behavior. They examined the relationship between brand attitude and purchase intention and by developing this typology of consumers they inspected the moderating effect of experimental types toward that relationship. They profiled consumer along brand experience dimension defined by Brakus et al. (2009) and identified different types of experienced-focus consumers. They characterized five types of consumers: hedonistic consumers, action-oriented consumers, holistic consumers, inner-directed consumers and utilitarian consumers. Through two questionnaires, one using the mentioned brand experience scale and the other concerning brand attitude and purchase intention, the study resulted that there are relationship between brand attitude and purchase intention which is moderated by experiential type.

Venkatesh has largely examined individuals' behavioral intention and usage behavior in perspective of acceptance and use of technology (Venkatesh, Morris, Davis & Davis 2003; Venkatesh, Davis & Morris 2007; Venkatesh & Davis 2000; Venkatesh & Morris 2000). In their recent studies they have challenged the role of behavioral intention as the key predictor of technology use and introduced that individuals experience and habit as a new critical predictor of technology use (Davis & Venkatesh 2004). In this research they have established the unified theory of acceptance and use of technology (UTAUT). UTAUT captures the critical factors which are related to the prediction of behavioral intention to use a technology mainly focused on organizational contexts. In 2012 Venkatesh, Thong and Xu (2012) examined the UTAUT more accurately and transferred it to a consumer use context by creating UTAUT2. In the article they presented UTAUT model with habit as predictor of technology use. They assumed and finally proved that consumer's experience and especially habit weakens the relationship between behavioral intention and actual use of technology. Moreover, based on studies in psychology they studied impact of behavioral intention moderated by experience. According to literature research on previous theories and studies it

is verified that with increasing experience routine behavior becomes automatic (i.e. habit) resulting that the effect of behavioral intention on actual use will decrease as experience increases (Kim & Malhotra 2005; Kim, Malhotra & Narasimhan 2005; Jasperson, Carter & Zmud 2005; Venkatesh et al. 2012).

2.3 Model development

The model for this study is developed based on Hollebeek et al. (2014) CBE – scale. As mentioned in the introduction and furthermore presented in the theory the final model is construct in CBE-scale and added variable, brand experience as a moderating factor. The first three hypotheses for this study are founded in customer brand engagement theory which observes consumer involvement as a antecedent of CBE and following that presents self –brand connection and brand usage intent as CBE conclusions (Hollebeek et al 2014; Zaichkowsky 1985, 1994; Yoo and Donthu 2001). In accordance with these findings we hypothesize that

> *H1:Consumer involvement has a positive effect on customer brand engagement*

> *H2: Customer brand engagement has a positive effect on self-brand connection*

> *H3: Customer brand engagement has a positive effect on brand usage intent*

As presented in the theory, previous marketing research shows that brand experience does affect customer satisfaction and through that consumer's behavioral intentions. (Morgan-Thomas & Veloutsou 2013; Hong-Youl & Perks 2005; Zarantonello & Schmitt 2010). In addition it is proved that experience can moderate the relationship between behavioral intention and usage behavior (Kim & Malhotra 2005; Kim, Malhotra & Narasimhan 2005; Jasperson, Carter & Zmud 2005; Venkatesh et al. 2012). Furthermore Escalass' (2004) research states that brand experience have effect on formation of self –brand connection and based on this finding it can also be assumed that the relationship between customer brand engagement and self –brand connection is moderated by brand experience. The following hypotheses are derived from the brand experience theory:

> *H4: The relationship between customer brand engagement and brand usage intent is moderated by brand experience, such that with much experience, the relationship between brand engagement and brand usage intent is stronger.*

> *H5: The relationship between customer brand engagement and self -brand connection is moderated by brand experience, such that with much*

experience, the relationship between brand engagement and self-brand connection is stronger.
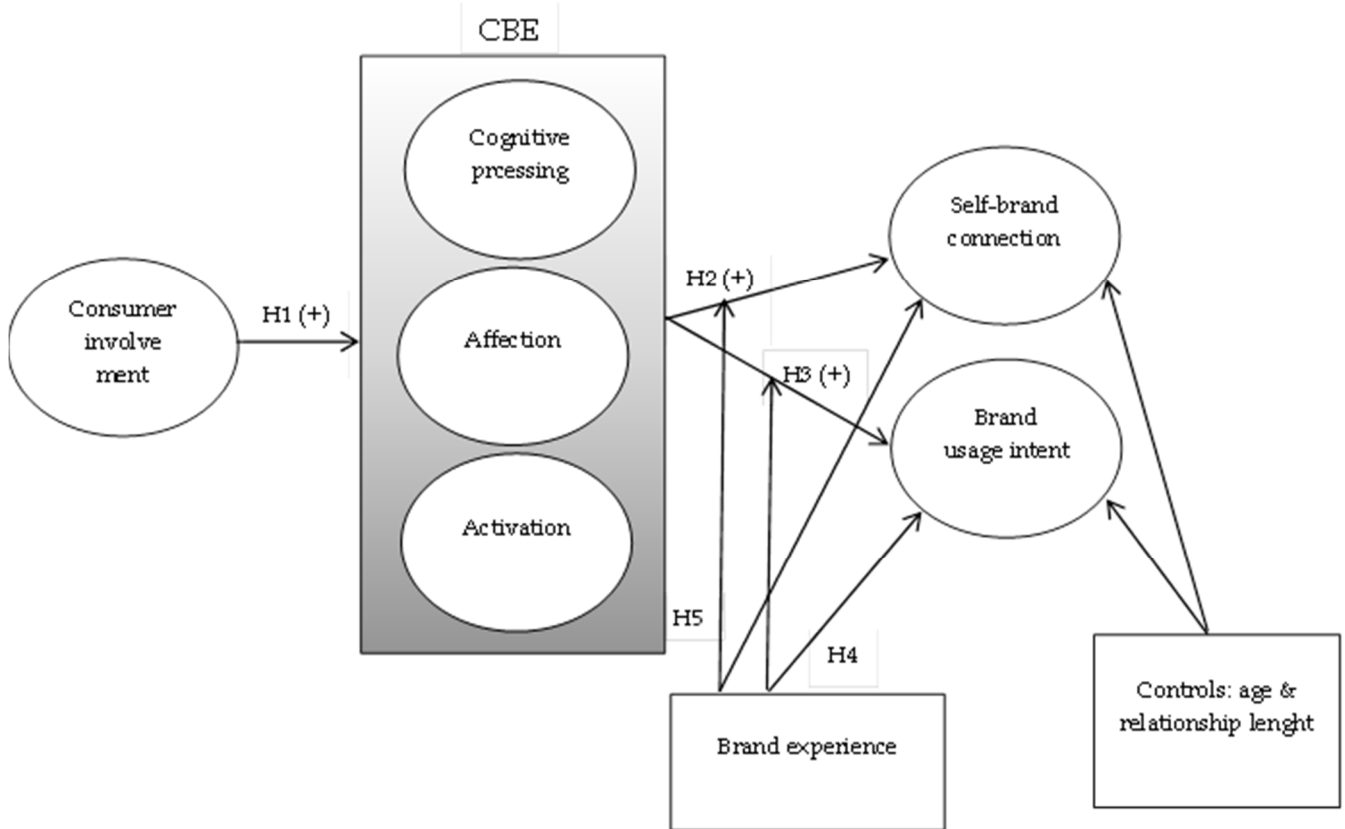
Figure 4 Developed model

3 METHODOLOGY

This study attempts to examine the given model by investigating the relationship between involvement and brand usage intent. And to furthermore explore the possible moderating effect of brand experience. In causality the main concept is not only represent how things are but the interesting part is why things are the way they are. Survey research refers to the data collection method in which questionnaire or a structured interview is used for collecting data from more than one object. (Bryman & Bell 2007.) The used CBE model which works as a base of this research dictates the use of quantitative method.

3.1 Quantitative research

In quantitative research the relationship between theory and research has a deductive approach meaning that it is common to suggest that the hypotheses are deduced from the theory and then tested. The quantitative research examines the social reality as an external, objective reality. (Bryman & Bell 2007, 155). Alkula, Pöntinen and Ylöstalo (1995, 20-22) argues that often the main objective of quantitative study is to attain comprehensive comparable information from large target group. Quantitative research is used to represent the structure of the researched phenomenon including factors nomination, what kind of relationships and interdependencies there is between different factors and if there is any adjustments in the phenomenon (Alkula et al. 1995, 20-22).

In quantitative research conclusions are made based on statistical analysis. (Hirsjärvi 2009) First the hypotheses are deducted from the earlier studies and theory after which the research design is selected and data is collected. Next the collected data is processed and analyzed. Finally the connection between findings and implications are discussed. The findings of quantitative research should be able to generalize in various contexts which will for one's part prove the validity of the findings. (Bryman & Bell, 2007, 155-156.)

3.2 Data collection

In this research model, is used data collection in a form of an online survey as it is a relevant approach to reach the target audience. Survey data are normally collected through a questionnaire or structured interview of several subjects (Bryman & Bell 2007). In standard research survey questions are formulated in

exactly same way for each respondent. An online questionnaire is fast and cost-effective way to gather a large research data. Moreover online environment enables the sharing of questionnaire to large number of respondents at the same time. (Hirsjärvi et al. 2009.) Bryman & Bell (2007) state that questionnaire which can be independently filled allow respondents to complete the form in accordance of their schedules and is therefore a practical tool to gather data.

3.2.1 Questionnaire

The questionnaire used in this research is constructed from a questionnaire of two main researches referred in this study. The CBE antecedent, actual CBE and CBE consequences are measured by using the scale of Hollebeek at al. (2014) and for the measurement of brand experience is used the question from Brakus et al. (2005) research. From the used CBE scale the questions measuring customer involvement (INV) are derived from Zaichkowsky's (1994) research. The given items are: unimportant–important, boring–interesting, irrelevant–relevant, unexciting–exciting, means nothing–means a lot to me, unappealing–appealing, mundane–fascinating, worthless–valuable, uninvolving–involving, not needed–needed.

For CBE dimensions Hollebeek et al. (2014) developed own questions. Cognitive processing (COG.PROC.) is measured through three questions ('Using the brand gets me to think about the brand', 'I think about the brand a lot when I'm using it' and 'Using the brand stimulates my interest to learn more about the brand'). Affection dimension of CBE is measured with four questions ('I feel very positive when I use the brand', 'Using the brand makes me happy', 'I feel good when I use the brand' and 'I'm proud to use the brand'). And finally activation dimension of CBE is measured through tree questions ('I spend a lot of time using the brand compared to other---', 'Whenever I'm using --- I usually use the brand' and 'The brand is one of the brands I usually use when I use ---).

In the CBE scale (Hollebeek et al. 2014) CBE consequences are both measured through questions derived from earlier studies. Questions measuring self-brand connection (SBC) are taken from Escalass' (2004) research. Those seven questions are: 'The brand reflects who I am', 'I can identify with the brand', 'I feel a personal connection to the brand', 'I use the brand to communicate who I am to other people', ' I think the brand (could) help(s) me become the type of person I want to be', 'I consider the brand com to be 'me' (It reflects who I consider myself to be or the way that I want to present myself to other(s))' and 'The brand suits me well'. For brand usage intent (BUI) the measuring four questions are adopted from Yoo and Donthu's (2001) research ('It makes sense to use the brand instead of any other brand, even if they are the same', 'Even if another brand has the same features as the brand, I would prefer to use the brand', 'If there is another brand as good as the brand, I prefer to use the brand' and 'If another brand is not different from the brand in anyway, it seems smarter to use the

brand'). All the questions are measured in 7-point Likert scale (1= 'strongly disagree' and 7= 'strongly agree').

Finally the added moderating factor brand experience is measured from brand experience scale adapted in Brakus et al. (2009) research. The scale measures all four brand experience dimensions with three questions. Sensory dimension consist questions: 'This brand makes a strong impression on my visual sense or other senses', 'I find this brand interesting in a sensory way' and 'This brand does not appeal to my senses'. Affective dimension is measured with following questions: 'This brand induces feelings and sentiments', 'I do not have strong emotions for this brand' and 'This brand is an emotional brand'. For the measurement of behavioral dimension is used: 'I engage in physical actions and behaviors when I use this brand', 'This brand results in bodily experiences.' and 'This brand is not action oriented'. And the last intellectual dimension is measured with questions: 'I engage in a lot of thinking when I encounter this brand', 'This brand does not make me think' and 'This brand stimulates my curiosity and problem solving'. Similarly to the CBE scale these 12 items are also measured on 7-point Likert scale in which 1='strongly disagree' and 7= 'strongly agree'.

3.2.2 Practical implementation

The survey was conducted in Webropol 2.0 network environment, in where the direct link was posted in Facebook in certain groups which include Arabia's client and also in Arabia's official Facebook page in order to reach Arabia's customers. The aim was to recruit customers with relatively new relationship with Arabia as well as older customers.

The motivation text was attached in the same Facebook post as the link giving the background information and informed the possibility to participate in the raffle. Addition to that a short information and instruction text was placed in the beginning of the questionnaire in order to help respondents and get all the answers. Respondent were instructed to think a moment when they have used some Arabia's product and based on that answer the questions with the first feel without overthinking all questions.

The study was implemented in January 2015 between the dates of 13th and 18th. Respondents were encouraged to the survey by raffling Arabia's products, these included 10 pieces of Arabia "Tuokio" coffee mugs. Filling the questionnaire took approximately 5-10 minutes and every respondent was able to take it once.

3.3 Data analysis

The collected data were gathered in Webropol 2.0 and then transferred to the IBM SPSS statistics 2.0 program. Using the SPSS Statistics the raw data was prepared and the tests for preconditions of confirmatory factor analysis were made. The raw data were processed to identify missing values and insufficient answers. Since all questions were mandatory there were neither missing values nor insufficient values. In this stage the variable were also labeled complying with the factors based on the theory adopted in this study. Finally the confirmatory factor analysis was made by using PLS 3.0 software.

In this study exploratory factor analysis was used only to pre-analyze the data. In Hollebeek et al. (2014) research, in which the examined model is adapted, these exploratory factor analysis are made and founded accurate. In the further analysis structural equation modeling (SEM) was used to implement the confirmatory factor analysis. Structural equation modeling is used when researcher has on understanding of the factor structure based on theory. It is apposite for analyzing the relationships between defined constructs and determined whether the relationship follow hypotheses. (Metsämuuronen 2005, 634.) Structural equation modeling allows the simultaneous testing of the relationships in the model and therefore enables researchers to study multidimensional and complex constructs (Tabachnick & Fidell 2007). In this study the confirmatory factor analysis was executed with PLS-SEM using SmartPLS-3.0.

4 RESULTS

The following chapter presents the results found by using the method mentioned in the previous chapters. First the demographics and background information data is present following the confirmatory factor analysis results and hypothesis testing and finally the moderation effect results are presented.

4.1 Demographic and background information

Totally 1390 respondents took part in the survey in which 95,3 % (1325) were female and 4,7 % (65) were male. Most of the respondent (24,6 %) were aged 26-35 years. Almost the same size age group (23,2 %) was 46-55 years old following the group of 36-45 years old (21,4 %). Only 5,1 % of the respondents were over 65 or under 18 years old. (Table 1.)

Major of the respondents (40,8 %) had been Arabia's customer over 20 years and 26,0 % (362) had been customer 10-20 years. Customers with the relationship duration of 5-10 years were the second 21,1 % and duration of under 6 months to 2-4 years were only 12,1 % of the respondents. (Table 1.)

Table 1 Demographic and background information

	N	%
Gender		
Male	65	4,7
Female	1325	95,3
Total	**1390**	**100,0**
Age		
Under 18	5	0,4
18-25	176	12,7
26-35	342	24,6
36-45	297	21,4
46-55	323	23,2
56-65	182	13,1
Over 65	65	4,7
Total	**1390**	**100,0**

Duration of the customer's relationship		
Under 6 months	29	2,1
6 months - 1 year	33	2,4
2-4 years	106	7,6
5-10 years	293	21,1
10-20 years	362	26,0
Over 20 years	567	40,8
Total	**1390**	**100,0**

4.2 Pre-analysis

Before factor analysis is carried out, researchers should ensure that the gathered data satisfy preconditions. According to Karjaluoto (2007) the minimum sample size is 70- 90 samples but in order to get reliable and functional analysis the size should be over 100 samples. Tabachnik and Fidell (2013) also emphasize the significance of sample size to the success of factor analysis. According to them a sample size of 300 is generally good and if communality levels are high sample size under 100 is satisfactory. The sample size of this study hence provides an excellent basis for further analysis.

In this study the perquisites for the confirmatory factor analysis were tested in SPSS Statistics. Kaiser-Meyer Olkin's (KMO) test was used to measure the sampling adequacy of the items. The limiting values of KMO test are 0.6 and 0.9. Value under 0.6 indicates that conditions to continue are poor and on the other hand if the value is over 0.9 the condition to continue are excellent. The KMO value of 0.887 indicates good preconditions. Null hypotheses were tested using Bartlett's test which measures the correlation between the variables. A significance value under 0.01 indicates good preconditions to further factoring. In this study Bartlett's test result was 0.00. Additions to these communality measures were conducted. A communality that exceeds 0.30 indicates sufficient correlation to form a relevant factor (Karjaluoto 2007). All items had communality value over 0.30 so they were kept for the further analysis. In this study the chosen measurement model defined the factors used in the confirmatory factor analysis. Based on these tests results perquisite of the confirmatory factor analysis were fulfilled.

4.3 Measurement model

The confirmatory factor analysis was conducted in partial least squares structural equation modeling (PLS-SEM) with SmartPLS 3.0 (Ringle, Wende & Becker 2015). SEM analysis is used to examine models that are already improved and confirm if gathered data supports the given model (Metsämuuronen 2005, 632). In this study the confirmatory factor analysis is based on previous studies concerning customer brand engagement and brand experience (Hollebeek et al. 2014; Brakus et al. 2009).

In the first stage of SEM analysis the proposed relationships between items and variables are specified (Tapachnick & Fidell 2013, 734). In this stage four of the items were removed from the model on account of too low factor loadings. The complete factor structure was completed in SmartPLS 3.0 including five factors in which two were second order factors. The factors were named accordingly: 1) involvement (INV1, INV2, INV3, INV4, INV5, INV6, INV7, INV8, INV9, INV10), 2) customer brand engagement (CBE) included three factors: a) cognitive processing (CP1, CP2, CP3), b) affection (AFFEC1, AFFEC2, AFFEC3, AFFEC4) and c) activation (ACTIV1, ACTIV2, ACTIV3), 3) brand experience additionally including four factors: a) affective (BEA1, BEA3) b) behavioral (BEB1, BEB2), c) intellectual (BEI1, BEI3) and d) sensory (BES1, BES2), 4) brand usage intent (BUI1, BUI2, BUI3, BUI4) and 5) self-brand connection (SBC1, SBC2, SBC3, SBC4). All the factors were formed as formative factors where a latent construct is formed and determined through its indicators.

Factor loadings and Cronbach's alpha was used to measure the internal reliability of the measurement model. Factor loadings express the strength of correspondence between latent variables and their indicators. Factor loading reach satisfy level when the value is higher than 0.60. (Bagozzi & Yi, 2012.) In this study all the factor loadings exceeded this level. Statistical significance of the loadings is measured through t-values. Values greater than 1.96 are considered statistically significance. Cronbach's alpha is commonly used to test internal reliability by calculating the average of all possible spilt-half reliability coefficients. Acceptable level of Cronbach's alpha is 0.8 thought it is argued that 0.7 or even slightly lower value are accepted. (Bryman & Bell 2007, 164; Metsämuuronen 2006, 515.) Factor loadings, Cronbach's alpha and t-values are presented in Table 2. The results indicate good reliability of measurement.

Table 2 Factor loadings, Cronbach's alpha and t-values.

FACTOR	ALPHA	ITEM	ITEM DESCRIPTION	STANDARDIZED LOADINGS	t-VALUES
Involvement	0,932	INV1	unimportant–important	0.747	45.112
		INV2	boring–interesting	0.756	37.091

		ITEM	ITEM DESCRIPTION	STANDARDIZED LOADINGS	t-VALUES
		INV3	irrelevant–relevant	0.763	48.381
		INV4	unexciting–exciting	0.816	57.369
		INV5	means nothing–means a lot to me	0.820	66.173
		INV6	unappealing–appealing	0.788	56.242
		INV7	mundane–fascinating	0.693	39.798
		INV8	worthless–valuable	0.733	35.835
		INV9	uninvolving–involving	0.711	46.555
		INV10	not needed–needed	0.761	53.112

FACTOR	ALPHA	ITEM	ITEM DESCRIPTION	STANDARDIZED LOADINGS	t-VALUES
Customer Brand Engagement	0,908				
Activation	0,928	ACTIV1	I spend a lot of time using the brand compared to other---	0.929	158.057
		ACTIV2	Whenever I'm using --- I usually use the brand	0.935	171.122
		ACTIV3	The brand is one of the brands I usually use when I use ---	0.942	190.323
Affection	0,885	AFFEC1	I feel positive when I use the brand	0.872	115.509
		AFFEC2	Using the brand makes me happy	0.864	76.817
		AFFEC3	I feel good when I use the brand	0.857	86.453
		AFFEC4	I'm proud to use the brand	0.856	91.765
Cognitive processing	0,856	CP1	Using the brand gets me to think about the brand	0.904	171.526
		CP2	I think about the brand a lot when I'm using it	0.902	155.108
		CP3	Using the brand stimulates my interest to learn more about the brand'	0.836	85.703
Self-brand connection	0,862	SBC1	The brand reflects who I am	0.896	128.351
		SBC2	I can identify with the brand	0.913	170.705
		SBC3	I feel a personal connection to the brand	0.712	33.452
		SBC4	The brand suits me well	0.842	86.714
Brand usage intent	0,942	BUI1	It makes sense to use the brand instead of any other brand, even if they are the same	0.865	78.677

FACTOR	ALPHA	ITEM	ITEM DESCRIPTION	STANDARDIZED LOADINGS	t-VALUES
Brand experience	0,864	BUI2	Even if another brand has the same features as the brand, I would prefer to use the brand	0.943	223.323
		BUI3	If there is another brand as good as the brand, I prefer to use the brand	0.941	184.585
		BUI4	If another brand is not different from the brand in anyway, it seems smarter to use the brand	0.942	205.025
		BEA1	This brand induces feelings and sentiments	0.850	67.921
		BEA3	This brand is an emotional brand	0.879	127.728
		BEB1	I engage in physical actions and behaviors when I use this brand	0.843	74.455

FACTOR	ALPHA	ITEM	ITEM DESCRIPTION	STANDARDIZED LOADINGS	t-VALUES
		BEB2	This brand results in bodily experiences	0.905	195.378
		BEI1	I engage in a lot of thinking when I encounter this brand	0.885	163.358
		BEI3	This brand stimulates my curiosity and problem solving	0.830	62.925
		BES1	This brand makes a strong impression on my visual sense or other senses	0.844	75.528
		BES2	I find this brand interesting in a sensory way	0.889	155.691

Convergent validity of a measurement model was measured with average variance extracted (AVE) value. AVE value presents how much indicator explains the given factor. The value should be above 0.5 in which case less than a half of the variance is caused by error. In addition discriminant validity is evaluated. Fornell and Larcker (1981) state that in order to determine if the factors are independent from another the square root of AVE should exceed the value of correlation between factors. The results achieved the acceptable levels thus confirming the convergent and discriminant validity of the model. (Table 3.)

Table 3 AVE values, squeare root of AVE's, means and standard deviations.

	AVE	CR	1	2	3	4	5	6	7
Involvement (1)	0,58	0,93	**0,76**						
CBE (2)	0,55	0,92	0,54	**0,74**					
Self-brand connection (3)	0,71	0,91	0,52	0,66	**0,84**				
Brand usage intent (4)	0,85	0,96	0,48	0,65	0,62	**0,92**			
Brand experience (5)	0,52	0,85	0,54	0,63	0,65	0,55	**0,69**		
Age (6)	n/a	n/a	0,06	0,08	0,02	0,11	0,08	**n/a**	
Duration (7)	n/a	n/a	0,09	0,14	0,07	0,14	0,07	0,54	**n/a**
Mean			5,72	5,37	4,85	5,38	4,78	n/a	n/a
S.d			1,09	1,37	1,36	1,44	1,25	n/a	n/a

4.4 The structural model

The hypotheses developed in chapter 2.3 were tested in a structural model evaluation which describes the relationship between the latent variables. The evaluation of the structural model was made by assessing the coefficients between the latent variables and examining size and significance of the path coefficients. (Hair Hult, Ringle & Sarstedt 2013, 111.)

4.4.1 Direct effect

First the direct effects were examined. Path-weighting scheme with maximum iteration set to 500 was used to estimate relationships between the latent variables Path coefficients represent the relationship between the latent variable in the structural model. Coefficients close to 1 indicate a positive relationship between variables whereas values close to -1 indicate negative relationship. The closer the value is to 0 the weaker the relationship. To estimate the significance of each estimated relationships standard bootstrapping procedure with 5,000 re-samples was utilized. (Hair et al. 2013.)

R^2 values were used to measure the model's predictive accuracy. The values indicate whether a certain independent latent variable has an essential effect on a given dependent latent variable. The closer the R^2 value is to 1, the better the construct is explained by the latent variable. (Hair et al. 2013.) In this research customer involvement explained 29,2% of the variance of customer brand engagement (R^2= 0,292). Together customer involvement, customer brand engagement and brand experience explained 46% (R^2= 0,460) of the variance of brand usage intent and 52,9% (R^2= 0,529) of the variance of self-brand connection. Commonly R^2 value is interpreted as follow: 0,75 is substantial, 0,50 is moderate and 0,25 is weak predictive accuracy (Hair et al. 2013). Considering these limiting values customer involvement has a weak predictive accuracy to customer brand engagement and together involvement, customer brand engagement and brand

experience has moderate predictive accuracy to self-brand connection and brand usage intent. (Table 4.)

Table 4 Direct effects model result

Hypothesis	β	f2
H1: Involvement -> CBE	0,541 ***	0,413
H2: CBE -> SBC	0,414 ***	0,208
H3: CBE -> BUI	0,475 ***	0,273
H4: BE -> BUI	0,227 ***	0,059
H5: BE -> SBC	0,391 ***	0,205
Age -> SBC	-0,060 **	0,005
Duration -> SBC	0,019 ns	0,001
Age -> BUI	0,027 ns	0,001
Duration -> BUI	0,040 ns	0,002
	R^2	
CBE	0,292	
Brand usage intent	0,460	
Self-brand connection	0,529	

*Notes: *** p < 0.01; ** p < 0.05; ns - not significant*

As shown in Table 4 customer involvement associate strongly with customer brand engagement getting the strongest path coefficient (β= 0,541, f²= 0,413). The relationship was found to be significant (p< 0.01, t-value 15,539) thereby, supporting the first hypothesis (H1) following that the first hypothesis is accepted. The next two hypotheses:

H2: Customer brand engagement has positive effect on self-brand connection.

H3: Customer brand engagement has positive effect on brand usage intent.

They are also supported. The path coefficient between customer brand engagement and self-brand connection (β=0,414, p< 0.01) as well as the effect size (f²= 0,208) showed strong support for the second hypothesis. In addition the t-value was 10,580 indicating good statistical significance. Moreover, the positive relationship between customer brand engagement and brand usage intent was

proved by strong and significant path coefficient (β=0,475, f^2= 0,273, p< 0.01, t-value 12,533).

The results from structural model evaluation showed significant direct effect between brand experience and brand usage intent (H3) (β=0,227, p< 0.01, t-value 5,574). Furthermore, the relationship between brand experience and self-brand connection (H4) was supported with considerably path coefficient (β=0,391, f^2= 0,205) and statistical significance (p< 0.01, t-value 11,145). In this research model customer's age and duration of the relationship was observed as control variables. Customer's age and duration of the relationship did not impact on brand usage intent; both showed non-significant paths. Similarly the results showed that duration of the relationship had no impact on customer's self-brand connection. Alternatively the path between age and self-brand connection was found to be significant (β= -0,060 p< 0.05, t-value 2,408). Figure 5 represent the empirical model with path coefficients as well as the t-values in parenthesis.
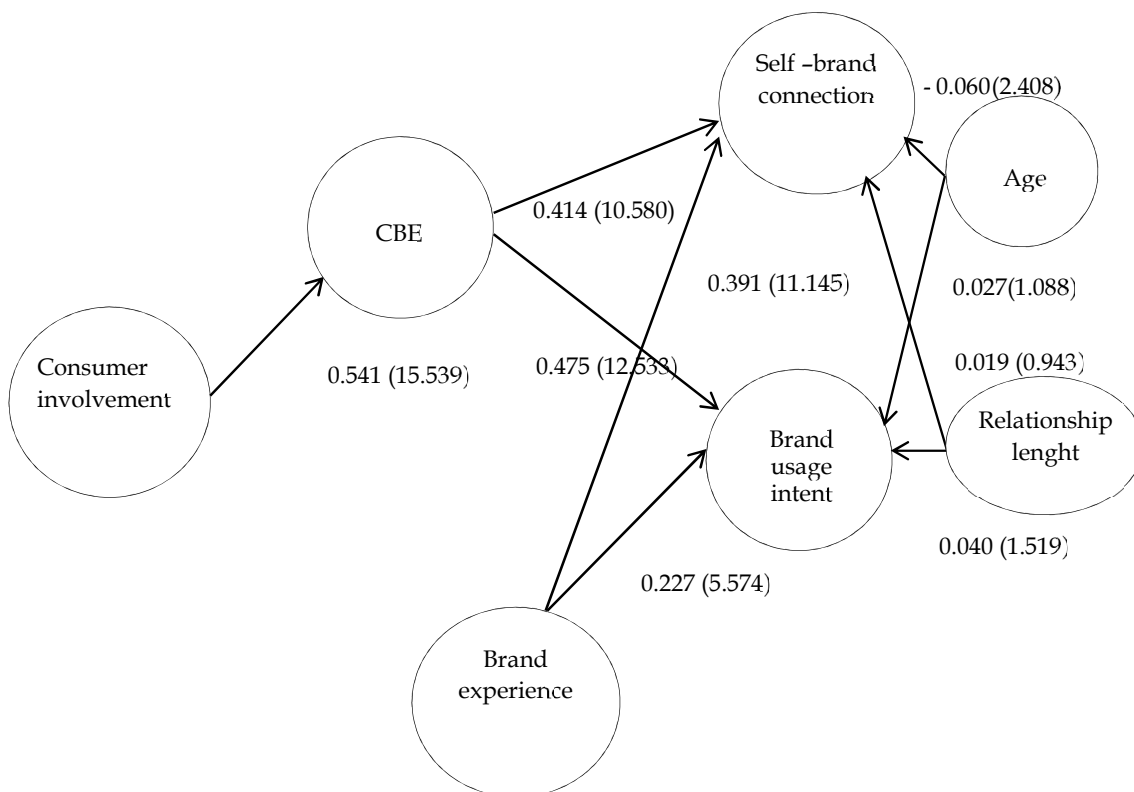

Figure 5 Empirical model

4.4.2 Indirect effect

Moderation is an indirect effect that can be used to test concepts that explain the relationships between two constructs. Moderation effect occurs when the relationship between two latent variables is affected by another variable that moderates the relationship. (Hair et al. 2013.) In this research brand experience was used as a moderator. The results on moderating effect can be seen in Table 5.

Table 5 Moderating effect

	Moderating effect
Brand experience*CBE-> BUI	-0,067 ***
Brand experience*CBE -> SBC	0,002 ns

*Notes: ** p < 0.01; ** p < 0.05; ns - not significant*

The results of moderation effect showed that there is statistically significant moderation effect -0,067 (p< 0.01, t-value 3,139) between customer brand engagement and brand usage intent. That indicates that the relationship between customer brand engagement and brand usage intent is moderated by brand experience. Thus, the fourth hypothesis is accepted. Since the moderation effect is negatively it is interpreted that brand experience weakens the relationship between CBE and brand usage intent. The moderation effect to the relationship between customer brand engagement and self-brand connection was found to be non-significant. Thereby the fifth hypothesis is not supported.

4.4.3 Total effect

The sum of indirect and direct effect is referred as the total effect. Total effect can reveal the effects of different constructs on dependent variable. (Hair et al. 2013.) Table 6 presents total effects to self -brand connection and brand usage intent.

Table 6 Total effect

	SBC	BUI
Involvement	0,220 ***	0,270 ***

CBE	0,406 ***	0,499 ***
BE	0,401 ***	0,230 ***

*Notes: ** p < 0.01; ** p < 0.05; ns - not significant*

The result show that customer brand engagement has the biggest total effect on brand usage intent (0.499, p< 0,01) and furthermore customer brand engagement and brand experience had almost the same total effect on self-brand connection. Customer involvement had the smallest total effect on self-brand connection (0,220, p< 0,01) as well as brand experience had the smallest total effect on brand usage intent (0,230, p< 0,01).

5 DISCUSSION

The final chapter concludes the discussion of empirical findings and draws the theoretical contribution and managerial implications in relation to the theoretical background of the study. Research questions are examined individually and answered. Moreover the purpose of this chapter is to evaluate reliability and validity of this research. Finally limitations of the research are introduced as well as the possibilities for future research.

5.1 Theoretical contributions

The importance of new customer engagement studies is emphasized in many fields. One of the MSI research priorities in 2014-2016 is to understand customers and the customer experience including questions of how should engagement be conceptualized, defined and measured (MSI Research Priorities 2014-2016). Recent studies concerning customer engagement have focused on defining and conceptualizing (e.g. Brodie et al. 2011; Patterson et al. 2006; Hollebeek et al. 2014). Addition Hollebeek et al. (2014) have developed a scale to measure customer engagement toward brands and furthermore in their research emphasize to examine the concept more carefully and add more variables to the nomological network. This research aims to gain more information about customer brand engagement by using the CBE scale and further explore the measurement of customer brand engagement. Moreover, objectives of this research is to detect the nature of the relationships between customer brand engagement and brand usage intent as well as the relationship between customer brand engagement and self-brand connection. Finally this study explore the moderating effect of brand experience on the relationship between customer brand engagement and brand usage intent and the relationship between customer brand engagement and self-brand connection. From these perspectives the following research questions were identified:

- *Does customer brand engagement affect brand usage intent?*

- *How does brand experience affect the relationship between customer brand engagement and brand usage intent?*

- *Does customer brand engagement affect to self-brand connection?*

- *How does brand experience affect the relationship between customer brand engagement and self-brand connection?*

In Hollebeek et al. (2014) research brand usage intent was identified as one consequence of customer brand engagement. Similarly this study proves that there is a positive relationship between customer brand engagement and brand usage intent implying that customers who are engaged to the brand more likely by the brand than customers who are not engaged. In Van Doorn's et al. (2010) customer engagement behavior research the relationship between customer engagement and usage behavior is proved. According to them customers' engaged to specific brand bring financial consequences to the firm by creating a consumption patterns and frequently buying the brand. According to the result customer brand engagement affects positively to brand usage intent. These findings are in line with the previous theory which identifies brand usage intent as a CBE consequence (Hollebeek et al. 2014).

The effect of brand experience toward customer brand engagement is a rarely studied subject. In this research brand experience was found to be a future research interest in Hollebeek et al. (2014) study and hence included to the research model as moderator. When examining the moderating effect of brand experience it was discovered that the moderating effect to the relationship between customer brand engagement and brand usage intent was negative. The result suggests that to customers who have stronger experience on brand the engagement explains less of their intention to use the brand. This endorses the previous research concerning behavioral intentions and experience (Kim & Malhotra 2005; Kim, Malhotra & Narasimhan 2005; Jasperson, Carter & Zmud 2005; Venkatesh et al. 2012). The previous research about consumers' behavioral intention and usage behavior is a highlighted habit as a key predictor of usage behavior. When customers have much experience on a certain brand their behavior towards the brand becomes automatic (e.g. habit). In Venkatesh et al. (2012) article it was found that habit weakens the relationship between behavioral intention and usage behavior.

Self-brand connection is the other identified customer brand engagement consequence in Hollebeek et al. (2014) CBE scale. As hypothesized customer brand engagement has a positive effect to self-brand connection. According to Escalas's research (Escalas & Bettman 2003; Escalas 2004) customers build their self-identity through brand choices and moreover these connections between a brand and an individual's aspect of self can be made by narrative processing. Consumers create self-brand connections by relating the brands image to their personal experience and sense of self. Hollebeek et al (2014) proved that there is a positive effect between customer brand engagement and self-brand connection and similarly this study resulted same outcome hence improving the CBE scale.

Customers who are engaged to the brand through affection, activation and cognitive processing are likely to construct their self-identities using brand associations which results self-brand connections.

When examining the moderating effect of brand experience to the relationship between customer brand engagement and self-brand connection no significant moderating effect was found. The results indicate that customer's experience of the brand does not affect the relationship between customer's brand engagement and self-brand connection. Referring to Escalas's (2004) research brand experience can affect the formation of self-brand connections but according to this study brand experience does not have effect of the relationship between CBE and self-brand connection.

In this research age and duration of customers' relationship with the brand were used as control variables. Age and relationship length have no significant effect on brand usage intent. When examining the effect of control variables on customer's self-brand connection duration of relationship have no significant effect on self-brand connection, whereas age exerts a small negative effect on self-brand connection.

5.2   Managerial implications

In addition to theoretical contributions this study aims to present managerial implications. In terms of management the purpose of this study was to enhance the knowledge of managers concerning customer brand engagement and its affection to brand usage intent as well as self-brand connection. The second purpose was to give insight to brand experience and examine whether it moderates the relationship between customer brand engagement and given CBE consequences. In recent years firms' success is measured based on their ability to maintain and nurture their customer base. The recent research suggests that customer's perceived value and satisfaction become less significant as loyalty increases (van Doorn et al. 2010). Furthermore Hollebeek (2011) has proposed that customer brand engagement can be a superior predictor of customer loyalty. Customers engagement towards brands (e.g customer brand engagement) is also regarded to be attainment of better organizational performance outcomes, such as sales growth, brand referrals, cost reductions, enhanced co-creative experiences and finally superior profitability (Bijmont, Leeflang, Block, Eisenbeiss, Hardie, Lemmens & Saffert 2010; Prahalad 2004: Sawhney Verona & Prandelli 2005; Brodie et al. 2011). Based on this research it can be stated that gaining more information about customer brand engagement managers can enhance their understanding about customer's loyalty and usage behavior and through that sustain competitive advantage.

This study gives more validation to CBE scale developed by Hollebeek et al. (2014) and hence provides managers a tool to measure customer's engagement towards a brand. It offers possibilities to identify different brand engagement dimension which help managers to observe where their customers' loyalty is based on. Furthermore, this study offers information about customers' behavioral intention towards the brand. Findings showed that customer brand engagement affects positively to brand usage intent indicating that when customers are involved with the brand in different levels (emotional, behavioral, cognitive) they engaged and are more likely to buy the brand. In addition results reinforced the Hollebeek et al. (2014) findings by presenting positive relationship between customer brand engagement and self-brand connection. From the management perspective this helps managers to recognize their customers' engagement in order to offer suitable brand associations and images to customers to construct their self-identities. Consequently these findings improve the theory that engaged customers are profitable and in the long-term offer competitive advantage to the firm.

The second important managerial implication concerns the effect of brand experience to consumer brand engagement and brand usage intent. Research resulted that brand experience negatively moderates the relationship between CBE and brand usage intent, hence improving the theory that habit can weaken the relationship between behavioral intention and usage behavior (Venkatesh et al. 2012). It is important for managers to recognize that when customers brand experience increases and become automatic (e.g. habit) the effect of customer brand engagement toward usage intention decreases. This indicates that new customers are likely to buy brand based on their emotions and affections whereas customers with a longer relationship toward the brand buy the brand because it has become a habit.

5.3 Evaluation of the research

In able to examine the quality of this research, reliability and validity are observed. First the reliability of the research is examined after which the validity is discussed more closely. Reliability and validity of the measurement model were analyzed by using Smart PLS 3.0.

In the field of social sciences the most common methodology for empirical research is testing the quality through reliability, external validity, internal validity, and construct validity. Reliability concerns the issues of consistency of measures and its involved when considering whether a measure is reliable (Bryman & Bell 2007, 162-163). Validity generally comprises examinations of measure accuracy. External validity is used to measure the generalization of the research whereas internal validity refers to the issues whether or not a measure of the concept really measures the concept. (Cook & Campbell 1979; Bryman &

Bell 2007, 164.) Construct validity is central when measuring abstract theoretical concepts. It focuses on the range to which a measure performs in accordance with theoretical expectations. Measure is construct valid when the results of the measure are consistent with theoretical context. (Carmines & Zeller 1979, 22-27.)

In this study the reliability was confirmed by using measures that were designed to fit the theoretical context and were used in previous researches and peer reviewed journals. Moreover, all the phases of the research and overall process were consistently documented and explained enabling the repetition in exactly the same manner. The research was conducted in Finland and therefore the survey was translated from Finnish to English. In this phase the more carefully executed translation might have increased the reliability of this research. The conducted survey is presented in an appendix in order for other researchers to replicate it in a similar way. The reliability was measured in several indicators which are presented in section 4.3 Tables 2 and 3. Internal reliability was measured with factor loadings and Cronbach's alpha. The reliability of the measurement model was found to be good since all the factor loadings exceed the suggested limit (>0.60). In addition Cronbach's alpha values range from 0,856 (Cognitive processing) to 0,942 (Brand usage intent), thus exceeding the preferable value 0.7. (Bryman & Bell 2007, 164.)

Concerning the validity of this research, external validity in this case generalization was limited to concern Arabia's customers in Finland. The limitation of generalization is further discussed in the next section. All in, all the validity was enhanced by achieving as many respondents that possible. All together 1390 respondents participated in the survey which can be considered as an excellent sample size. The internal validity was analyzed by using the average variance expected (AVE) values and their square roots which are commonly used when determining validity (Fornell & Larcker 1981). All the AVE values were above the suggested limit value 0.5, hence indicating good model validity. Furthermore, all the square roots of AVE values exceeded those of the factor correlation indicating a discriminant validity of the model.

5.4 Limitations of the research

In quantitative research one of the main purposes is that the findings should enable generalization beyond the precincts of the particular context in which the research is conducted. In order to achieve generalization, the representative sample needs to be created. (Bryman & Bell 2007, 169.) In this study the survey was implemented to Arabia's customers through three different Facebook pages; Arabia's official Facebook page and two pages established and used by Arabia's customers. The respondents were motivated to take part of the questionnaire by raffling ten Arabia's "Tuokio" coffee mugs between all the respondents. As the sample was gathered using Internet survey released in Facebook it can be assumed

that the sample included only certain type of respondents and hence generalization to all Arabia's Finnish customer's is not possible. However besides the chosen distribution channel the sample size was very good (N= 1390) and based on the respondent background information the sample included respondents with diverse history both with Arabia brand as well as people with different ages. The average respondent was female aged between 26-35 years which quite accurately describes a usual Arabia's customer. The second biggest age group was 46-55 years and only 4,7 % of the respondent were males. In case the survey would have implemented through different channels these two descriptive might have been different.

The second limitation concerns the questionnaire language. The original scale was in English and it was translated to Finnish. Careful translation as well as checking was made and the questionnaire was tested before release in order to achieve accurate translation. Translation typically involves problems. Thus the main ideas of each item were explicitly translated these presented issues should be taken into consideration when observing the results of this research.

Furthermore, whenever using electronic surveys it is impossible to know how seriously the participants have responded and have they understood all the questions correctly. In addition the limitations involved by behavioral intention and actual behavior are normally observed in this kind of studies. For example this study measured customer's brand usage intention as subjective measure and it may not accurately correspond the actual real world behavior. Differences may occur between respondent's intentions and actual behavior and these kinds of questions can even affect to respondent future behavior.

5.5   Future research

The subject of this study, customer brand engagement is a relatively new research topic and hence timely and topical. More empirical studies concerning the nature of overall customer engagement as well as customer brand engagement is needed (Brodie et al. 2011; Hollebeek et al. 2014) This study gives more rigorous understanding about customer brand engagement and more validation to the used CBE-scale but still several possible directions for future research did rose during the research.

The CBE-scale used in this research could be tested and evaluated in different context for example, to different brands in various cultures and industries. A relevant option for the future is to implement the research through altered distribution channels in order to reach more fertile respondents. Furthermore, whenever researching consumer's intention and behavior the combination of qualitative and quantitative methods is recommended. In this study the CBE-scale was implemented as it was originally designed. In future

research, different CBE consequences should be explored to determine different outcomes for customer brand engagement. For example, the relationships between customer brand engagement and share of wallet and customer brand engagement and word of mouth could be interesting to study and through that measure what are the concrete advantages to firms'. Brand experience was used as moderator in this research for upcoming research different moderating effect should be explored to determine more moderating items that affect to the relationships between customer brand engagement and brand usage intent along with the relationship between customer brand engagement and self-brand connection. A final recommendation for future studies is to expand this research and implement it as a longitudinal research.

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APPENDIX

APPENDIX 1. SURVEY QUESTIONNAIRE

Tervetuloa vastaamaan lyhyeen kyselyyn ARABIA brändistä.

Tämän kyselyn tarkoituksena on selvittää kuluttajien kiinnostuneisuutta sekä sitoutumista Arabia brändiin. Pyrimme mittaamaan näitä asioita tiedollisen toiminnan, tunteiden sekä käyttäytymisen kautta. Koska asiakkaan kiinnostuneisuus ja sitoutuminen brändiin on hyvin henkilökohtainen, osa kysymyksistä saattaa vaikuttaa abstrakteilta ja vaikeilta käsittää. Pyydämme teitä kuvittelemaan hetken jolloin olette käyttäneet jotain Arabian tuotetta ja tämän pohjalta vastaamaan kysymyksiin totuudenmukaisesti sekä ensimmäisenä tulevan tuntemuksen mukaan.

Vastauksesi on arvokas!

1. Ikä? *

○ Alle 18 ○ 18-25 ○ 26-35 ○ 36-45 ○ 46-55 ○ 56-65 ○ Yli 65

2. Sukupuoli? *

○ Mies ○ Nainen

3. Kuinka kauan olet ollut Arabian asiakas? *

○ Alle 6kk ○ 6kk - 1vuosi ○ 2-4 vuotta ○ 5-10 vuotta ○ 10-20 vuotta ○ Yli 20 vuotta

4. Arvioi kuinka suuren % -osuuden kodin astiastoon/sisustukseen käyttämästäsi rahamäärästä kulutat Arabian tuotteisiin? *

○ 0 ○ 10 ○ 20 ○ 30 ○ 40 ○ 50 ○ 60 ○ 70 ○ 80 ○ 90

○ 100

5. Arvioi Arabia brändiä seuraavien väittämien avulla. Arabia brändi on mielestäni... *

	1	2	3	4	5	6	7	
Yhdentekevä	○	○	○	○	○	○	○	Tärkeä
Tylsä	○	○	○	○	○	○	○	Mielenkiintoinen
Epäolennainen	○	○	○	○	○	○	○	Olennainen
Pitkästyttävä	○	○	○	○	○	○	○	Innostava
Merkityksetön	○	○	○	○	○	○	○	Merkityksellinen
Luotaantyöntävä	○	○	○	○	○	○	○	Houkutteleva
Tavanomainen	○	○	○	○	○	○	○	Poikkeuksellinen
Arvoton	○	○	○	○	○	○	○	Arvokas
Ei -osallistava	○	○	○	○	○	○	○	Osallistava
Tarpeeton	○	○	○	○	○	○	○	Tarpeellinen

6. Arvioi seuraavien väittämien avulla kiinnostustasi Arabia brändiä kohtaan *

	Täysin eri mieltä	Melko eri mieltä	Hieman eri mieltä	Ei eri eikä samaa mieltä	Hieman samaa mieltä	Melko samaa mieltä	Täysin samaa mieltä
Kun käytän astiastoja, käytän yleensä Arabiaa	○	○	○	○	○	○	○
Minusta tuntuu hyvältä, kun käytän Arabian tuotteita	○	○	○	○	○	○	○
Arabian tuotteiden käyttö kannustaa minua etsimään lisätietoa Arabia brändistä	○	○	○	○	○	○	○
Olen hyvin positiivinen, kun käytän Arabian tuotteita	○	○	○	○	○	○	○
Astiastoja käyttäessäni, käytän Arabian tuotteita	○	○	○	○	○	○	○
Arabian tuotteiden käyttö saa minut ajattelemaan Arabia brändiä	○	○	○	○	○	○	○
Olen ylpeä Arabian tuotteiden käytöstä	○	○	○	○	○	○	○
Käytän Arabian astiastoja enemmän kuin muiden merkkien astiastoja	○	○	○	○	○	○	○
Ajattelen paljon Arabia brändiä kun käytän heidän tuotteitaan	○	○	○	○	○	○	○
Arabian tuotteiden käyttäminen saa minut iloiseksi	○	○	○	○	○	○	○

7. Onko Arabia juuri sinunlaisesi brändi? Vastaa seuraaviin väittämiin *

	Täysin eri mieltä	Melko eri mieltä	Hieman eri mieltä	Ei eri eikä samaa mieltä	Hieman samaa mieltä	Melko samaa mieltä	Täysin samaa mieltä
Arabia brändi kuvastaa minua	○	○	○	○	○	○	○
Samaistun Arabia brändiin	○	○	○	○	○	○	○
Minulla on henkilökohtainen yhteys Arabia brändiin	○	○	○	○	○	○	○
Arabia brändi sopii minulle	○	○	○	○	○	○	○

8. Aiotko jatkaa Arabia brändin käyttöä tulevaisuudessa? Vastaa seuraaviin väittämiin *

	Täysin eri mieltä	Melko eri mieltä	Hieman eri mieltä	Ei eri eikä samaa mieltä	Hieman samaa mieltä	Melko samaa mieltä	Täysin samaa mieltä
On järkevää käyttää Arabian tuotteita muiden vastaavien sijasta	○	○	○	○	○	○	○
Vaikka muilla astiastoilla olisi samoja ominaisuuksia kuin Arabialla, käyttäisin silti Arabiaa	○	○	○	○	○	○	○
Vaikka jokin muu astiasto ei eroaisi Arabiasta millään tavalla, käyttäisin silti Arabiaa	○	○	○	○	○	○	○
Vaikka jokin muu astiasto olisi yhtä hyvä kuin Arabia, käyttäisin silti Arabiaa	○	○	○	○	○	○	○

9. Millaiseksi koet Arabia brändin käytön? Arvioi brändikokemustasi seuraavien väittämien avulla *

	Täysin eri mieltä	Melko eri mieltä	Hieman eri mieltä	Ei eri eikä samaa mieltä	Hieman samaa mieltä	Melko samaa mieltä	Täysin samaa mieltä
Arabia brändi tekee vaikutuksen visuaalisesti sekä myös muiden aistien kautta	○	○	○	○	○	○	○
Arabia brändi ei ole toimintaa ohjaava brändi	○	○	○	○	○	○	○
Arabia brändi ei vaikuta aisteihini	○	○	○	○	○	○	○
Arabia brändi herättää tunteita ja mielipiteitä	○	○	○	○	○	○	○
Arabia brändi ei saa minua ajattelemaan	○	○	○	○	○	○	○
Arabia brändi on tunteellinen brändi	○	○	○	○	○	○	○
Arabia brändin käyttö saa aikaan fyysisiä toimintoja ja käyttäytymistä	○	○	○	○	○	○	○
Arabia brändi saa aikaan henkilökohtaisia kokemuksia	○	○	○	○	○	○	○
Arabia brändi on aistikas	○	○	○	○	○	○	○
Arabia brändin kohtaaminen herättää minussa ajatuksia	○	○	○	○	○	○	○
Minulla ei ole vahvoja tunteita Arabia brändiä kohtaan	○	○	○	○	○	○	○
Arabia brändi herättää mielenkiintoani sekä ongelmanratkaisukykyäni	○	○	○	○	○	○	○

Kiitos vastauksistasi!

10. Mikäli haluat osallistua Arabia Tuokio -mukien arvontaan (0,34l) täytä alla oleva yhteystietolomake

Vastauksiasi ei yhdistetä yhteystietoihin.

Etunimi	_____
Sukunimi	_____
Matkapuhelin	_____
Sähköposti	_____
Osoite	_____
Postinumero	_____
Postitoimipaikka	_____
Maa	_____