

İSTANBUL BİLGİ UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES
MARKETING MASTER'S DEGREE PROGRAM

EXPERIENTIAL MARKETING AS A CONSUMPTION OF FEELINGS, FANTASIES
AND FUN

OZAN SONUŐEN

114689019

DR.ÖĐR.ÜYESİ NEŐENUR ALTINIĐNE EKİCİ

İSTANBUL

2022

EXPERIENTIAL MARKETING AS A CONSUMPTION OF FEELINGS, FANTASIES AND FUN
HİSLERİN, FANTAZİLERİN VE EĞLENCENİN TÜKETİMİ OLARAK DENEYİMSEL PAZARLAMA

Ozan SONUŞEN

114689019

Tez Danışmanı: Dr. Öğr. Üyesi Neşenur Altınığne Ekici (imza)

İstanbul Bilgi Üniversitesi

Jüri Üyeleri: Dr. Öğr. Üyesi Esra Arıkan (imza).....

İstanbul Bilgi Üniversitesi

Prof. Dr. Beril Durmuş (imza).....

Marmara Üniversitesi

Tezin Onaylandığı Tarih : 11/02/2022

Toplam Sayfa Sayısı: 100

Anahtar Kelimeler (Türkçe)

- 1) Lüks Kozmetik Marka Deneyimi
- 2) Müşteri Memnuniyeti
- 3) Müşteri Sadakati
- 4) Marka Güveni
- 5) Marka Kişiliği

Anahtar Kelimeler (İngilizce)

- 1) Luxury Cosmetic Brand Experience
- 2) Customer Satisfaction
- 3) Customer Loyalty
- 4) Brand Trust
- 5) Brand Personality

ACKNOWLEDGEMENT

It was a long and difficult journey to finish this dissertation. It would have been almost impossible without support of many precious people in my life.

First of all, I would like to express my sincere gratitude to the deceased, beloved Prof.Selime Sezgin. Her contributions and support in my difficult times are countless.

I would like to thank to Prof.Beril Durmuş for her assistance and encouraging me during my thesis process.

I would like to thank to my advisor, Dr. Neşenur Altınığne Ekici for her assistance and support during this long process.

I would like to express my deepest gratitude and love to my wonderful parents, my mother İnci Sonuşen and my deceased father Ertuğrul Sonuşen for helping me to make my own way, reaching out to me whenever I am lost and for their endless love and support. I am so lucky to have you as my parents.

Lastly, I would like to express my deepest gratitude and love to my lovely wife Dr. Şermin Dinç Sonuşen for her endless support and encouraging, motivating me in every hard time we faced. It would have been impossible for me to finish this thesis without her endless support and patience. I am so lucky to be with you.

I also would like to express my gratitude to people who I do not express their names but supporting me in this process.

Also heartfelt thanks to all having such special people in my life...

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ABSTRACT

Considering the high growth numbers in luxury cosmetic sector, the main objective of this study is to comprehend the factors behind Luxury Cosmetics Brand Experience (LCBE) in Turkey. Proposed model not only investigates the factors that constitute LCBE. It also investigates the direct and indirect effects on consumer satisfaction, brand trust, brand personality and loyalty discussed earlier in the brand experience literature.

To collect data for the model, survey is conducted among consumers who consider their favorite brand. 202 women using luxury cosmetic brands responded to the survey.

The findings showed that LCBE have a direct impact on brand trust, brand personality, satisfaction and loyalty and also have an indirect impact on loyalty as well.

Keywords: LCBE, satisfaction, loyalty, brand trust, brand personality

ÖZET

Lüks kozmetik sektöründeki yüksek büyüme rakamları düşünüldüğünde, bu çalışmanın amacı Türkiye'deki lüks kozmetik marka deneyiminin arkasında yatan faktörleri anlamaktır. Önerilen model, daha önceden marka deneyimi literatüründe tartışılmış olan lüks kozmetik marka deneyimini oluşturan faktörleri incelemenin yanında, marka deneyiminin marka kişiliği, memnuniyet, marka güveni ve sadakatle direkt ve indirekt etkisini de incelemektedir.

Önerilen modeli test etmek amacıyla, katılımcılara favori lüks kozmetik markalarını düşünerek cevap vermeleri istendi. Çalışma verileri lüks kozmetik marka tüketicisi 202 kadından elde edildi.

Çalışmanın sonucunda lüks kozmetik marka deneyiminin marka kişiliği, marka güveni, memnuniyet ve sadakat üstünde pozitif direkt ve de sadakat üstünde pozitif indirekt etkisi olduğu gösterildi.

Anahtar Kelimeler: Lüks Kozmetik Marka Deneyimi, memnuniyet, sadakat, marka güveni, marka kişiliği

SECTION ONE: INTRODUCTION

1.1 SCOPE AND SIGNIFICANCE OF THE STUDY

Experience economy term is emerged in the 20th century after mass production is increased (Pine and Gilmore, 1998). Competition among many brands has been an incredible level and hence differentiating from other competitors become the main issue. Experiential marketing, namely touching consumers emotions, instead of traditional marketing has evolved with these competitive challenges (Schmitt, 1999a). Holbrook and Hirschman (1982) stated that consumers do not rationally make their choices in their consumption behavior, rather consume fantasies, feelings and fun. This experiential point of view gives companies many insights for their advantage in the competition. Thus, brand management and creating brand experiences is the main essential issue to understand deeply.

Although experience term is used in marketing area for many years, brand experience term is still a new concept to comprehend in detail. Salam (2020) in the article “Brand Experience: A Review of 39 Years of Research Development” shows that there is a growing interest in the brand experience topic especially for the last ten years. It also shows that there are many parts of brand experience to be enlightened and take the shadows off.

A scale for brand experience is developed by Brakus et al. (2009). It shows us that brand experience has many dimensions like sensory, affective, intellectual, behavioral and social-related. Also, it highlighted that brand experience has effect on brand constructs such as loyalty, satisfaction brand trust and brand personality.

Nueno and Quelch (1998) gave the definition of luxury brands as exclusively marketed work of art which are generally high price. Luxury cosmetic sector is also high-price, work of art namely a very well-known subsector of luxury world. Although the prices are really high, growth numbers of the luxury cosmetic sector are very high globally and locally and continue to grow rapidly. Hence, it is important to understand the consumption habits of luxury cosmetic brands (LCB) in terms of the brand experience concept. Given the fact that there is nearly no study

about luxury cosmetic consumption habits of Turkish consumers, it is highly beneficial to comprehend brand experience's impact on luxury cosmetic sector in Turkey.

In this study, it is aimed to understand the Turkish consumers' perceptions about luxury cosmetic brand experience (LCBE) and the factors behind it, also to comprehend the factors that affect brand personality, brand trust, satisfaction and loyalty directly and indirectly.

1.2 ORGANIZATION OF THE DISSERTATION

There are six sections in the thesis. Section One presents a brief background on the thesis subject and choice of the context. In Section Two, academic literature on the brand experience phenomenon is given. In Section Three, proposed model for evaluating the factors of LCBE is presented. Then the hypotheses are stated. In Section Four, methodology of the research is indicated. Also design of the study is given. In Section Five, numeric outcomes of the study after data analysis are showed. In Section Six, the outcomes of the study are discussed. Managerial implications for marketing managers are proposed. Limitations of the study is argued. Lastly recommendations for future studies is given.

SECTION TWO: LITERATURE REVIEW

2.1 THE EXPERIENCE CONCEPT

The experience concept takes place in many areas in the literature. Many scholars tried to understand the concept according to their own professions. Throughout the history, the concept is searched, considered and investigated in many different disciplines besides marketing (Caru and Cova, 2003). Therefore, many different and related definitions have been emerged in different areas as shown in the Table. The definition of the concept “experience” in the Oxford Dictionary is given as 1) “the knowledge and skill that you have gained through doing something for a period of time; the process of gaining this”, 2) “the things that have happened to you that influence the way you think and behave”, 3) “an event or activity that affects you in some way”, 4) “what it is like for somebody to use a service, do an activity, attend an event, etc.” and/or 5) “events or knowledge shared by all the members of a particular group in society, that influences the way they think and behave”. Based upon these definitions of the term, it can be concluded that it is generally considered as a type of knowledge which is gained through various activities and from/with this knowledge, eventually, it has impacts on the subjects in their future behavior in every moment of the life.

Table 1: Experience Definitons in Various Disciplines (Caru and Cova, 2003)

Area	Definition
Science	“An experience is similar to an experiment based on objective facts and data that can be generalized. It is important to recognize a distinction between experience in general and a scientific experience. A common experience provides the individual with particular knowledge, a scientific experience provides universal knowledge valid for all.” (Agamben, 1989)
Philosophy	“An experience is a personal, accumulated knowledge. This is singular and not universal, subjective to the individual.” (Dilthey, 1976)
Sociology & Psychology	“An experience is a subjective and cognitive activity which allows the subject to develop. Experience is defined as a cognitive activity, a test, a means to construct reality and, above all, to verify it.” (Dubet, 1994: 93) “There is an intrinsic connection between experience, whether natural or social, and aesthetic form.” (Dewey, 1934)
Anthropology & Ethnology	“An experience is the way in which individuals live their own culture and how events are received by consciousness” (Bruner, 1986). “It is also distinguished from the concept of event, as the latter is something general which happens to others, to society, to the world. Experience is something singular which happens to the individual” (Abrahams, 1986)
Management Science	“An experience is above all a personal occurrence, often with important emotional significance, founded on the interaction with stimuli which are the products or services consumed” (Holbrook and Hirschman, 1982)

From the perspective of Holbrook and Hirschman, the first time in the literature, the notion of experience has become the subject and investigation area in management sciences and hence marketing. In their article “The Experiential Aspects of Consumption: Consumer Fantasies, Feelings and Fun”, it is argued that consumption behavior is based on the consumers’ subjective state of consciousness with symbolic meanings gathered, hedonic responses in the consumption process and esthetic criteria about the thing to be consumed (Holbrook and Hirschman, 1982). This perspective based upon the idea that consumer choice is irrational rather than rational. Hence, Pine and Gilmore (1998) asserted that due to the proliferation of the goods and services or products, consumers tend to purchase or consume experiences offered by companies rather than their functional usage. Experience economy term is therefore emerged in the economy and management science. Subsequently, experience term started to be investigated among many scholars in marketing field in different contexts, such as product experience, consumption experience, shopping experience, service experience and brand experience (Brakus et al., 2009; Zarantonello and Schmitt, 2010) in order to comprehend the notion and apply it in the marketing applications. Therefore, there has been arise many other definitions stemmed from those studies in the marketing area shown in below table.

Table 2: Definitions of Experience in Marketing

Source	Experience Definition
Ray (2008)	“Experiences interrupt people from their lives and expectations to provide something of interest that demands attention; experiences themselves are incredibly involving.”
Lashley (2008)	“Discusses tourism experiences from the perspective of creating hospitable relationships between the host and guest; these experiences engage emotions, which is essential to creating a memory.”
Titz (2007)	“No single model of experiential consumption has emerged; experiential consumption is central to a comprehensive understanding of consumer behavior in the hospitality and tourism context.”
Mossberg (2007)	“A blend of many elements coming together and involve the consumer emotionally, physically, intellectually and spiritually.”
Oh et al. (2007)	“From a consumer perspective experiences are enjoyable, engaging, memorable encounters for those consuming these events.”
Andersson (2007)	“The tourist experience is proposed as the moment when tourism consumption and tourism production meet.”
Uriely (2005)	“The tourist experience is currently depicted as an obscure and diverse phenomenon, which is mostly constituted by the individual consumer.”
Berry et al. (2002)	“The means of orchestrating all the clues that people detect in the buying process.”
Lewis and Chambers (2000)	“The total outcome to the customer from the combination of environment, goods, and services purchased.”
McLellan (2000)	“The goal of experience design is to orchestrate experiences that are functional, purposeful, engaging, compelling, and memorable.”
Schmitt (1999)	“Experiences are private events that are not self-generated but rather occur in response to some staged situation and involve the entire being.”
Gupta and Vajic (1999)	“An experience occurs when a customer has any sensation or knowledge acquisition resulting from some level of interaction with different elements of a context created by a service provider.”
Pine and Gilmore (1998, 1999)	“A distinct economic offering that are as different from services as services are from goods; successful experiences are those that the customer finds unique, memorable and sustainable over time, would want to repeat and build upon, and enthusiastically promotes via word of mouth”

O'Sullivan and Spangler (1998)	"Involves the participation and involvement of the individual in the consumption and the state of being physically, mentally, emotionally, socially, or spiritually engaged found that experience."
Carlson (1997)	"An experience can be defined as a constant flow of thoughts and feelings that occur during moments of consciousness."
Merriam-Webster (1993)	"The fact or state of having been affected by or gained knowledge through a direct observation or participation."
Arnould and Price (1993)	"Extraordinary experiences are those characterized by high levels of emotional intensity."
Denzin (1992)	"Extra ordinary experiences rupture routines and live and provoke radical redefinitions of the self. In moments of epiphany, people redefine themselves. Epiphanies are connected to turning point experiences."
Csikszentmihalyi (1990)	"Flow is the optimal experience that keeps one motivated. This feeling often involves painful, risky or difficult efforts that stretch the person's capacity as well as an element of novelty and discovery. Flow is an almost effortless yet highly focused state of consciousness and yet the descriptions do not vary much by culture, gender, or age."
Mannell (1984)	"An experience or state of mind, is uniquely individual and that the quality rather than the quantity of leisure in our lives deserves attention."
Hirschman and Holbrook (1982)	"Those facets of consumer behavior that relate to the multi-sensory, fantasy and emotive aspects of one's experience with products."

Source: Walls et al., (2011)

2.2 EXPERIENCE IN MARKETING

Experience term in marketing and consumer behavior is generally discussed under different topics, such as service experience, product experience, shopping experience, consumption experience and brand experience.

Product experience occurs when a consumer encounter with a product directly or indirectly in the process of searching, examining, evaluating it (Brakus et al., 2009). Advertising of the product is an example of indirect encounter with the product while physical contact with the product is an example of direct encounter (Hoch and Ha, 1986). Consumer perceives the physical characteristics of the product also with indirect encounter by seeing it in a video or printed advertisement. Thus, consumer can have an idea of the product namely experience. This relationship with the product affects his/her attitudes and behavior in purchase period (Hoch, 2002).

Service experience constitutes of many interactions between a client and the service giver (Hume et al., 2006). The important notion in the service experience is about the atmosphere created physically, employees in the outlet, policies and practices (Brakus et al., 2009). Attitude towards customers, outlet ambience, sound, aura, essence, staff behavior and are the main influencers over experience process (Bolton et al, 2000; Sherman et al., 1997; Verhoef et al. 2009). While defining service experience, Brakus et al. (2009) investigates it together with shopping experience in terms of satisfaction. Outlet's physical ambience and the attitude of an employee can influence on shopping experience (Kerin et al., 1992) as well as service experience. However, there are other factors that effects the shopping experience such as price of the products, perceived value (Roger et al., 1992) and the perception of crowdedness (Kerin et al., 1992). When shopping experience occurs positively, it is expected to result in spending more money and time (Babin et al., 1994).

Consumption experience occurs when consumers or customers consume or use the products or services (Brakus et al., 2009). Holbrook and Hirschman (1982) stated the important factors of consumption experience as a flow of fantasies, feelings and

fun. Havlena and Holbrook (1986) asserted also the importance of emotions in consumption experience after giving the other components of consumption experience such as subjective, intangible and hedonic. Emotions plays an essential role in consumers behavior in their experience process.

Also, brand experience which is the subject of the study occurs in its simplest definition when the subject, consumers, users or shoppers encounter with the brand-related stimuli that constitutes the concept brand itself (Brakus et al., 2009). Due to the fact that brand concept and branding in marketing have many dimensions, what constitutes the brand and experiencing a brand will be given in detail later.

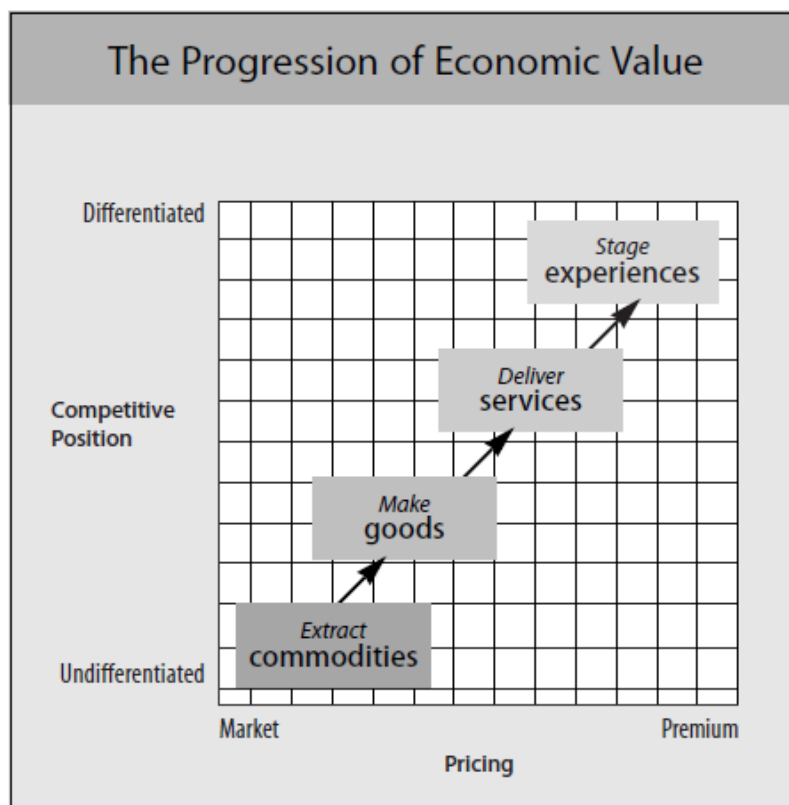
In summary, experience in marketing field occurs directly or indirectly when consumers use or buy products or services or face with the stimuli related with the brand. Furthermore, experiences occur in marketing communication and advertising as well (Brakus et al., 2009).

2.3 EXPERIENCE ECONOMY AND EXPERIENTIAL MARKETING

After the developments in experience notion in marketing area, the economy is also shaped around experiences. Experience itself become an economic offering (Pine and Gilmore, 1998). Historically, economic progression according to the economic value shown in the Figure 1. It is exemplified, in the article Welcome to the Experience Economy, with a birthday cake. In agrarian economy, mothers made the cake with commodities. In good-based economy, birthday cake can be purchased from a bakery with premixed ingredients. In service economy, it can also be purchased ready-made. In experience economy, parents can hire some event agencies to organize the whole party in order to create memorable events. Thus, the economic offering becomes the experience rather than the birthday cake itself. In this kind of economy, what is sold or what is marketed is also the experience itself. Furthermore, in terms of prices in experience economy, due to the fact that staging experiences are much more differentiated than other economic value competitively, they are premium and namely deserve higher prices than commodities, goods and

services. Considering the birthday cake example, because of the fact that there are many same cakes produced in a bakery shop, purchasing the cake from a bakery shop is cheaper for consumers than having a birthday event which offers a unique and memorable experience, though premium costs and prices for consumers. The relationship between prices and competitive position in the market is shown in figure below.

Figure 1: The Progression of Economic Value



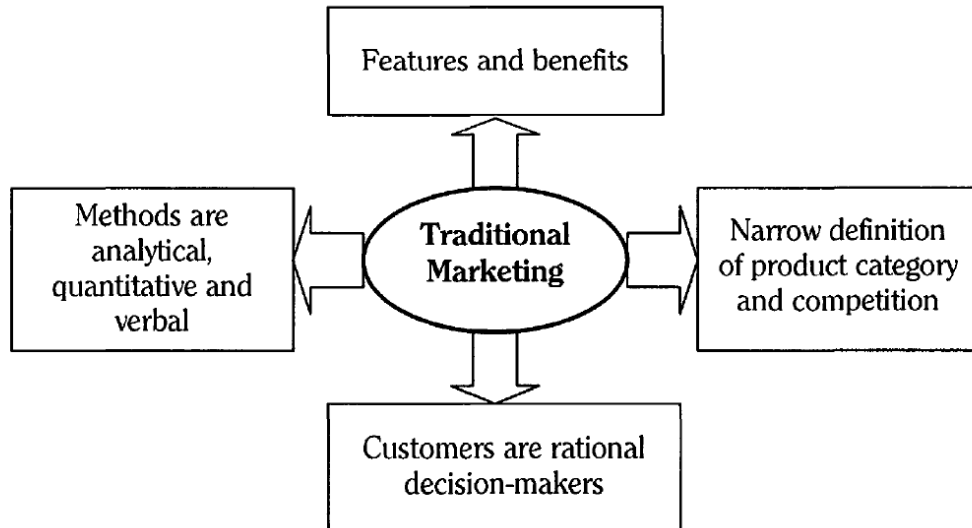
Source: Schmitt (1999a)

It will be beneficial to interpret the distinctions and differences between experiential marketing and traditional marketing in order to comprehend the characteristics and reflections of the experience economy.

Bernd Schmitt (1999a) stated that consumers in traditional marketing is viewed as rational in their decisions and functional features and benefits are important for them. However, in experiential marketing consumers are not only rational but also emotional who care about their pleasurable, memorable experiences.

Schmitt outlines the characteristics of traditional marketing in the figure below. There are mainly four characteristics which are “a) functional features and benefits, b) narrow product category and competition, c) rational consumers as decision makers and d) standard methods” (Schmitt, 1999a). Kotler (1994) stated that features are the basic functional characteristics of a product. Behind this view, there is an assumption that customers value the functions of the product, hence benefits are also determined by those functions. For instance, traditional marketing highlights the suction power of a vacuum cleaner. Furthermore, for a traditional marketer, Chanel fragrances’ competitor is Dior but not any FMCG fragrance brand or company in fragrance category or any other category like deodorants. The category and the competitors are defined in a narrow sense (Schmitt, 1999a). Customers in their decision-making process are rational which means they first determine their needs, search for the information about the need, evaluate the alternatives in the category and then purchase or consume the product (Schmitt, 1999a). Lastly, the methodologies and tools are analytical, quantitative and verbal because research purpose is basically to predict the future sales according to the basic assumptions in traditional marketing (Schmitt, 1999a).

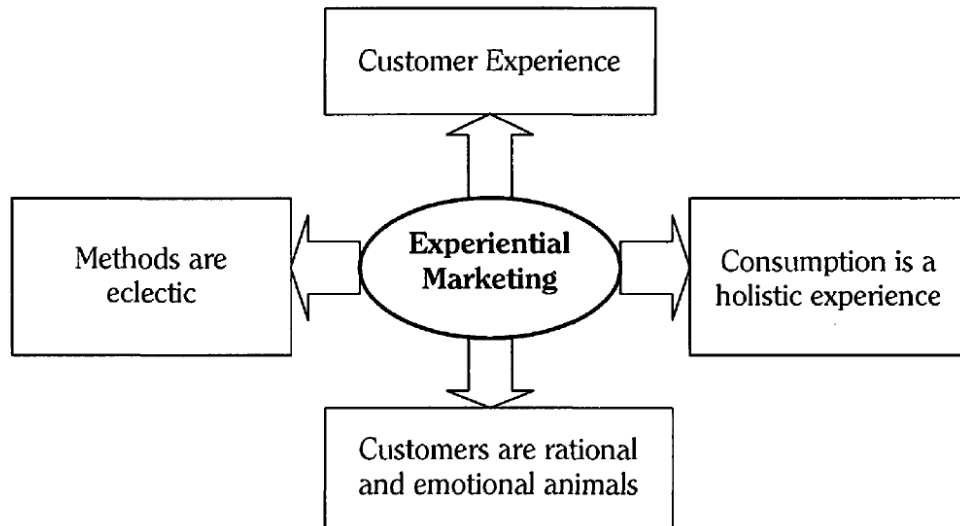
Figure 2: Features of Traditional Marketing



Source: Schmitt (1999a)

In contrast to traditional marketing, characteristics of experiential marketing differs in those four areas and they are as such; customer experiences, a holistic consumption experience, customers are rational and emotional, and methods and tools. Experiential marketing concentrates more on the experiences and experiential values rather than the products' functional features or benefits because of the fact that today's customers take function and benefits as given (Schmitt, 1999a). Besides, unlike traditional marketers, experiential marketers consider the product category in a holistic way. Instead of categorizing products in a narrow sense like fragrances, deodorants, perfumes, creams or cosmetics, experiential marketing focuses on the experience and consider the consumption in a broaden-sense like preparing for a dinner in a chic restaurant. Also, customers or consumers are not only rational decision-makers but also emotional who are seeker of fantasies, feelings and fun in their choices (Schmitt, 1999a; Holbrook and Hirschman, 1982). Lastly, the methods and tools in the research are eclectic and advanced for example eye-tracking method in order to understand the sensory effect of an advertising campaign.

Figure 3: Features of Experiential Marketing



Source: Schmitt (1999a)

2.4 THE CONCEPT BRAND AND ITS CONSTRUCTS

In order to understand the brand experience theory in experiential marketing, the brand concept and what constitutes a brand should be explained, defined and framed in detail. There have been many attempts to define the term. Brands was related with the trade names which differentiates from other products or services since the early 20th century (Stern, 2006). A brand is described basically as a signal to the consumers, the source of the products (Aaker, 1991). A brand involves a product or services' name, symbol, logo, letter, font in order to identify it in the market and to differentiate from other products (Weilbacher, 1995). However, a brand is not only those tangibles. Brand gives product meaning and direction, spirit or life (Kapferer, 1992). In today's highly fast changing and quite developed business environment, brands are much more than a name or a symbol for the trade (Kotler and Armstrong, 2012). Keeble (1991) asserts that consumers perceive brands differently due to packaging, price, physical reactions, rationale and emotions. Furthermore,

Bullmore (1984) states that consumers buy a brand in constitution of perceptions and satisfactions. Namely, a brand is a complex set of value satisfactions bought by consumers (Levitt, 1983).

From those characteristics and definitions of the brand concept, brands are also valuable assets for the firms (Kotler and Armstrong, 2012), so that branding and brand management is a strategic key element for a company (Kapferer, 1992; Keller, 2008). Creating a valueable brand is essential to create higher value and hence revenue for the firm (Aaker, 1991; Kapferer, 2004; Keller, 2003). It gives the company to opportunity to reduce the costs, security of demand (Temporal, 2000), offer higher or premium prices to the consumers and even create customer loyalty in return (Ghodeswar, 2008; Kotler and Armstrong, 2012).

The brand concept and in its constructs are widely searched, investigated and studied among many scholars in order to comprehend its results and implications among consumers and on consumers' behaviors. From many of those studies, there has been a literature and has derived new concepts related with brands. Some of those can be listed as such; brand personality (Aaker, 1991), brand relationships (Fournier, 1998), brand community (Fournier, 1998; Grossman, 1998), brand trust (Lau and Lee, 1999), brand image (Aaker, 1992) and brand equity (Aaker, 1991). The number of brand constructs are increasing over the years with the extension of the literature (Schmitt, 2009).

All those concepts also help scholars to understand and explain brand concept in deeper sense and develop further knowledge. Schmitt in 1997 claimed another perspective on brands which is namely today brand experience.

2.5 BRAND EXPERIENCE

The experience concept in marketing literature is born after Holbrook and Hirschman (1982) introduced the theory that consumption is not only rational but emotional process. People consume the product or services with the intention that they are also in search of fantasies, feelings and fun (Holbrook and Hirschman,

1982). It is accepted by many authors and is summed up that consumers make their choices based on experiential factors (Schmitt,1999b).

In 1997, Schmitt quoted from Nietzsche for the term “superficial out-of-profundity” in order to make a reference to brand experience. The term “superficial out-of-profundity” is to focus on the experiential needs of customers in branding rather than price and other rational information processors (Schmitt, 1997). Customers or consumers are in search of a different experience as well (Schmitt, 1999b). Holbrook and Hirschman (1982) stated that those experiential needs which are esthetic, intangible and subjective aspects of consumption are part of hedonic consumption phenomena. Thus, there is an inevitable interaction between brands and consumers, namely experience. Those experiences are mainly stemmed from brand-related stimuli happening in real, cyber or dream world of the subjects (Schmitt, 1999a). Alba and Hutchinson (1987) also stated that knowledge and familiarity – acquaintance- between brands and consumers is brand experience. From the perspective of consumers, people’s responses are internal responses in experiential marketing. It is generally highlighted in many studies that sensory, affective, behavioral and intellectual responses stemmed from brand stimuli are personal, internal responses of brand experience (Hirschman and Holbrook, 1982; Padgett and Allen, 1997; Brakus et al., 2007; Uecharoenkit and Cohen., 2011). Those brand-related stimuli are generally thought to be brand logo, brand name, packaging, slogans, colors, shapes, mascots etc. (Brakus et al., 2009; Schmitt, 2009).

There are also many perspectives about how experience is seen by customers (Brakus et al., 2009; Chang and Chieng, 2006; Schmitt, 1999b). Experience may occur after, during or before the consuming process has begun. Lau and Lee (1999) states that it may be detected as feelings of consumers after the consumption. Davis et al. (2000) argue that brand experience occur during the consumption due to fact that brand-related stimuli is a response of a consumer in an interaction with a brand. In other words, to consider a stimuli-response relationship, consumer should face with a brand. Also, it does not always occur after or during the consumption, it may

occur before the consumption process. Brakus et al. (2009) states that consumers or people may experience brand anytime if there is a relation. Whenever the brand experience happens, there is a consumer response or perception about a brand which may be positive or negative (Brakus et al., 2009). Therefore, experiential branding or brand experience in marketing become a mainstream subject in the field (Schmitt, 2009). Companies tries to understand their customers or consumers in general in order to create right brand experiences to create a deeper value for them (Ghodeswar, 2008).

Many authors and scholars are also categorized brand experiences or brand-related stimuli into distinct dimensions and conceptualized them in different names. Schmitt (1999a) categorize experience into distinct dimensions which are sensory, affective, cognitive experience, physical, and social. These terms are also called as “sense, feel, think, act and relate”. Fornerino et al. (2006) also classify experience as separate groups which are sensorial-perceptual, behavioral, social, affective and cognitive. Chang and Chieng (2006) divides those experiences into two with a different categorization view which are individual experiences and shared experiences. Individual experiences are sensory, affective and cognitive experiences. On the other hand, shared experiences are physical and social-identity experiences. Brand experiences also categorized in terms of direct or indirect interaction of consumers with a brand (Meyer and Schwager, 2007).

In summary, from the many explanations and definitions, brand experiences are brand-related stimuli responses when the subject, consumers, users or shoppers face with the brand-related stimuli directly or indirectly which can be sensory, affective, cognitive, physical or social occurring anytime - during, before or after the consumption.

2.6 DIMENSIONS OF BRAND EXPERIENCE

In this part, dimensions of brand experience will be evaluated in detail. Sensory experience (SE) (sense), affective experience (AE) (feel), behavioral experience (BE) (act), cognitive or intellectual experience (IE) (think) and social-identity experience (SRE) (relate) are brand experience elements which mainly identified by Schmitt (1999a) and accepted by many authors and marketing people. Schmitt (1999a) also stated those dimensions in the Journal of Marketing Management as Strategic Experiential Modules.

2.6.1 SENSORY EXPERIENCE

Perceptions and sensations about our five senses are related with sensory experience (Brakus et al.,2009). Also, sensory experiences are for aesthetics of brand and it creates brand identity (Schmitt, 1999b). Considering the marketing aesthetics; it is generally thought that vision or sight is the most significant experience (Fiore and Kimle, 1997). However, all sensory modalities are important depending on the product, usage of product or service. For food and beverages category it is inevitable that taste is important factor for experience, but the texture, sound may also be important for the experience. For example, a chocolate covered product's outer texture is important to create an experience on the consumers, also the sound when it crumbles may also be special for that product. Hence all sensory modalities have impact on consumers in perceiving information about the product or service and thus the experience of it.

2.6.2 AFFECTIVE EXPERIENCE

Affective term refers to, in marketing, that whether a brand is good or bad, is it desirable etc. (Pallister and Isaacs, 2003). Affective generally stands for emotions and feelings about a brand, a product or service. The purpose of affective experience in marketing is to comprehend the feelings or emotions of consumers or customers

(Edell and Burke, 1987). In a basic manner, affective experience may range from positive to negative experience stemming from the feelings of consumers. Furthermore, it is important for retaining customer and their future purchases (Smith and Swinyard, 1983). Schmitt (1999a) highlights that understanding the factor that triggers the emotions of consumer is important to create a positive engagement between brand and consumers. Emotions are deep and intense inner responses of consumers and they have a strong impact on consumption (Schmitt, 1999b). Due to this fact, many advertisers and marketers focuses on and uses affective experience in their storytelling to get and create positive feelings in consumers. For example, Estée Lauder’s “Beautiful” perfume advertisement proposes an experience stems from amusement of a wedding atmosphere depicting a wedding day using “Beautiful” perfume (Schmitt, 1999b).

2.6.3 INTELLECTUAL EXPERIENCE

Schmitt (1999b) states that intellectual experience’s purpose is to impact customers to think differently about the brand or product. Intellectual experiences are thought to be as cognitive (Guilford, 1956). Cognition is about the discovery such as classes, problems, relations and patterns about a product or brand (Guilford, 1956). For example, Apple products proposes it customers an intellectual experience by giving them a different, innovative product and brand offers, so that customers think about and experience the brand differently (Schmitt, 1999b). Thus, intellectual experience creates also a perception on customers about the products and brand as creative and different (Schmitt, 1999b).

2.6.4 BEHAVIORAL EXPERIENCE

According to Schmitt and Rogers (2008), behavioral experience is about behaviors, the physical experience and lifestyle. Customers or consumers’ lifestyle is affected by the behavioral experiences created by brands (Xu and Chan, 2010). It includes physical body experiences such as lifestyles, movements or even energy (Schmitt,

1999b). Behavioral experience is also defined as act experiences (Schmitt and Rogers, 2008) which is namely action of doing something. For example, Nike's "Just do it" campaign is a behavioral or act experience to support consumers just do sports (Egan, 1998). Schmitt (1999b) also states that assuming Asian people consider white skin is attractive, a company launched a product proposing a whitening essence product.

2.6.5 SOCIAL EXPERIENCE

Social experiences constitute brand communities, cultural values, ethnic groups, social influences and interrelations between groups (Schmitt, 1999b). Schmitt also states that (1999a) campaigns which are mainly focuses on social experiences appeal to the need of being perceived by others positively. For example, Harley-Davidson brand users are related with also a lifestyle, hence Harley-Davidson users are thought to be or perceived as a part of a social group created by a brand. Furthermore, Muniz and O'Guinn (2001) defines brand communities as relationship among those brand admirers. For example, people using Harley-Davidson motorcycles also may be a part of brand community, there may be a bar or café where brand users socialize etc. Celebrity usage in marketing is also a social experience for consumers. For example, using Michael Jordan's perfume may appeal to consumers that like being Michael Jordan. They may think that people perceive them as the way people perceive Michael Jordan.

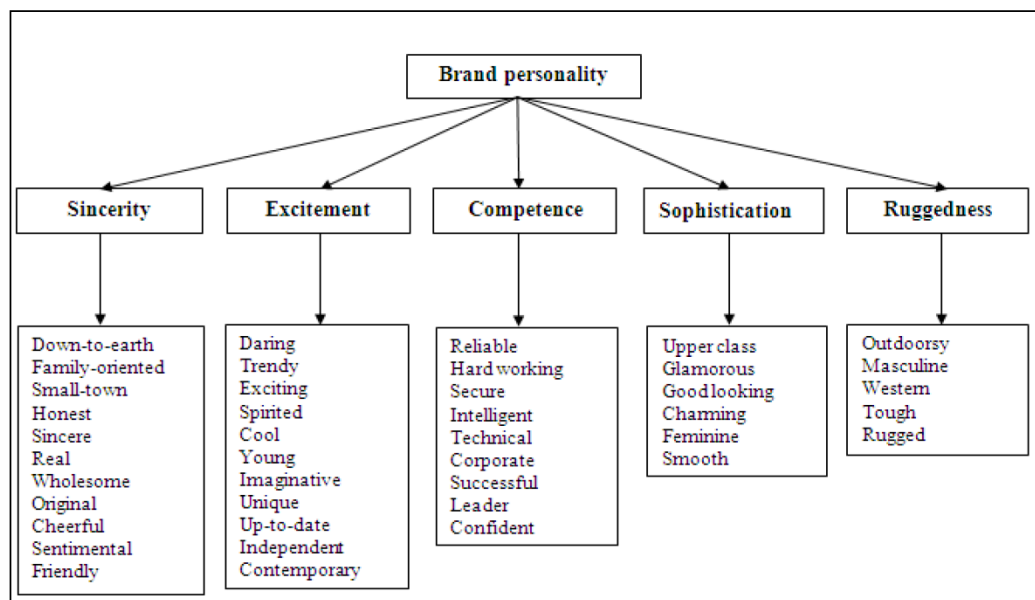
To sum up, brand experience comprises behavioral experience, intellectual experience, affective experience, sensory experience, and social experience (Brakus et al., 2009). There are also other brand constructs related but different from brand experience such as brand attitudes, brand involvement, brand attachment, customer delight and brand personality (Schmitt, 2009).

2.7 BRAND PERSONALITY

Personality is mainly the subject of psychology in literature. It basically defines the relationship between human behavior and psychology. There are many areas linking personality with other fields. In marketing literature, personality is used for also brands. Aaker (1997) highlighted that brands as having human characteristics have connection with personality traits. In Aaker's (1997) words, brand personality (BP) is "the set of human characteristics associated with a brand" (p.347). It is also stated that consumers have the tendency to use brands or products that describe themselves (Malhotra, 1981). Aaker (1997) also supported that when the resemblance between a product or brand and the consumers is high, consumers tend to buy that product or to choose that brand.

Aaker also developed a scale for brand personality which constitutes 42 human personality traits in five categories (1997). Those five dimensions are sincerity, excitement, competence, sophistication and ruggedness (Aaker, 1997).

Figure 4: Aaker's Brand Personality Scale



Source: Aaker (1997)

In summary, brand personality is important for consumers in their brand or product preferences due to the fact that consumers tend to buy products or brands that resemble them in terms of human personality traits.

2.8 BRAND TRUST

Trust is studied in many fields such as psychology, sociology, business management and marketing. Trust is defined by Lau and Lee (1999) as the willingness to rely on something that may be risky or unsecure. It may be defined also that coming up against a risk or unsecure situation with confidence because of the previous experience (Delgado-Ballester and Munuera Aleman, 2005). Brand trust, from those definitions, is the consumers' confidence to a brand because of the belief or expectation from the results of previous experiences on that brand (Lau and Lee, 1999). Brand trust not only occurs because of personal experience on that brand but also occurs with the brand's reputation (Delgado-Ballester, 2001). Brand trust has also two dimensions that are brand reliability and brand intention (Delgado-Ballester and Munuera Aleman, 2003). Brand reliability is the brand's ability to keep the brand's promises to satisfy the demand on the product while brand intention is the brand's ability to keep promises in the case of an error or something missing (Delgado-Ballester and Munuera Aleman, 2005).

2.9 BRAND SATISFACTION

In marketing area, satisfaction studies were about the organizations' service quality to increase customer retentions (Bolton, 1998). Due to fact that customer satisfaction is linked with the experience of customers, in other words, that experience is essential to be satisfied or dissatisfied, satisfaction is an essential element for brand experience as well (Brakus et al., 2009). Customer satisfaction is evaluated by the perceptions, attitudes and beliefs about product or service and satisfaction may occur during or after a product or service is consumed (Oliver, 1980;). Engel et al. (1990) defines the brand satisfaction as the subjective response

or evaluation that a specific brand meets or exceed the expectations over the brand. Emotions are also very significant factor that determine the evaluation of the consumers (Yuting and Dean, 2001). As a result, consumers may be happy, surprised, liked or pleased with the experience they involve in (Yuting and Dean, 2001; Westbrook, 1981). Simon (1993) states that when customers have more satisfactory experience, they are more likely to retain and become loyal customers for a brand. It is also shown that brand trust and satisfaction are related with each other and brand satisfaction has positive effect on trust (Ha and Perks, 2005).

2.10 BRAND LOYALTY

Loyalty term in marketing generally refers to brand or product re-purchase or re-buying behavior of consumers (Papista and Dimitriadis, 2012). Bloomer and Kasper (1995) also stated that brand loyalty is more than repurchase it is also commitment to a brand or a product. It can be deduced that loyalty means consumers' consideration in choosing a brand when there is a connection with the brand. It is a very important factor in marketing because of the fact that loyalty has many benefits. Loyal customers or consumers can create a competitive advantage (Gounaris and Stathakopolous, 2004). It is cost effective because it is easier and cheaper to retain a customer than to gain a new one (Aaker, 1992). Moreover, loyal customers' price sensitivity is less than other customers (Bowen and Shoemaker, 1998). From these facts, creating brand loyal customers are highly important determinant for companies and marketing people by creating positive experiences for their customers.

2.11 LUXURY BRANDS

Nueno and Quelch (1998) defines luxury as exclusively marketed work of art. Kapferer (2006) states that luxury is hard to explain due to people’s different perspectives and experience about luxury concept. Thus, there are many definitions of luxury in the literature.

Table 3: Luxury Definitions

Definition	Source(s)
“Luxury defines beauty; it is art applied to functional items. They offer more than mere objects: they provide reference of good taste ... Luxury is the appendage of the ruling classes.”	Kapferer (1997, p. 253)
“...those whose ratio of functional utility to price is low while the ratio of intangible and situational utility to price is high.” “...is a work of art designed for an exclusive market.”	Nueno and Quelch (1998, p. 62)
“...luxury brands compete on the ability to evoke exclusivity, a well known brand identity, [...] brand awareness and perceived quality.”	Phau and Prendergast (2000, p. 123–124)
“...that which nobody needs but desires.” “...it’s more than an extra; luxury is more ‘more’.”	Danziger (2005, p. xvi and p. 17)

Luxury brands are not just for functional use, also contribute to consumers’ self-esteem positively (Vigneron and Johnson, 2004).

Kapferer (1998) states that luxury brands cannot be defined easily, rather can be categorized by the consumers’ segmentations in terms of value and function. These categories are “a) the beauty of the object and the excellence of the product, b) value of the creativity, c) being classic and d) feeling of uniqueness and belonging to a minority” (Kapferer, 1998).

According to Vigneron and Johnson (2004), luxury brand consumption divides into personal and non-personal oriented. The perception of quality, uniqueness and conspicuousness are the characteristics of non-personal oriented consumption (Vigneron and Johnson, 2004), while personal oriented consumption is characterized as hedonic and perceiving higher self-esteem (Dubois and Duquesne, 1993).

2.12 LUXURY COSMETIC BRANDS AND LUXURY COSMETIC INDUSTRY

Although luxury brands' history is as old as branding history (Okonkwo, 2007), luxury brands become affordable and reachable for most of the people in the society due to increased product range (Atwal and Williams, 2009). According to Allied Market Research (2019), luxury cosmetics market value is \$52,748.5 million in 2018 and is believed to expect \$81,000 million in 2026 which is 5.6% growth year-by-year. Due to Covid-19 pandemic, according to L'Oréal Annual Report 2020, market decreased by -5% for the first time in the history. Nevertheless, Fortune Business Insights (2020), - defines cosmetics market by the companies such as L'Oréal, Coty, Shiseido, Estee Lauder, Puig, Revlon, P&G, Unilever, Chanel etc. – states that rising demand for luxury cosmetics brands is the driver of growth.

In Turkey, according to cosmetics sector report published by Republic of Turkey Ministry of Commerce (2021), cosmetics sector is growing by 10% each year which is over global growth.

SECTION THREE: DEVELOPMENT OF HYPOTHESES AND PROPOSED MODEL

3.1 DEVELOPMENT OF HYPOTHESIS

Economy as a living science and notion has evolved in 20th century with the increased number of production (Pine and Gilmore, 1998). Companies has been competing with each other more than any time in the history in order to sell their products, gain market share and increase their buyer base. Usage of experience in marketing and creating memorable events has been much more significant in this competitive world due to the fact that consumers make their purchase decisions emotionally rather than rationally (Schmitt, 1999a). Holbrook and Hirschman (1982) argued that consumption behavior is based on the consumers' subjective state of consciousness with symbolic meanings gathered, hedonic responses in the consumption process and esthetic criteria about the thing to be consumed. This consumption behavior is summarized in the title of the article that it is the experiential aspects of the consumption. From this point of view, many marketing people or companies started to build their strategy based on the experience phenomenon. Experience gives companies and brands many advantages. Especially touching to the hearts of the customers and create loyal advocates of the company, product or brand makes their higher price easily allowable for the consumers. Although experience is unique and personal to the individuals and measuring the direct effects of experiential marketing is not easy (Caru and Cova, 2008), researchers have investigated this phenomenon and the factors that affect experience perception. Brakus et al. (2009) have developed the brand experience concept and its measurement, hence brand and marketing people have the advantage to build their brand experience strategies as well. Dimensions and the brand experience's influence on brand constructs like brand personality, brand satisfaction, brand trust and loyalty have been measured.

Nueno and Quelch (1998) describes luxury brands as "exclusively marketed work of art" which are generally high price. Luxury cosmetic sector is a subsector of luxury sector and there are many LCBs such as L'Oréal, Coty, Shiseido, Estee

Lauder etc. This sector's growth numbers are really high in spite of their higher price. Thus, consumption habits of LCBs are very important to comprehend the factors behind it. Naturally, luxury brand consumption is linked with materialism namely consuming more than what is needed (Sangkhawasi and Fohri, 2007). Luxury consumption is seen by Western Europeans and Turks as a symbol of quality and wealth while Americans perceive it in a different way (Sangkhawasi and Fohri, 2007). It can be concluded that luxury brand consumption may differ among consumers from different nationalities. Although there is a wide range of research about luxury consumption in the literature, there are nearly no study about luxury consumption habits of Turks. Given the luxury cosmetic sector's growth numbers in Turkey and Global, it is very beneficial to understand the factors that affect the drivers of this.

From those point of views, in this study, it is aimed to understand the effects of brand experience on luxury cosmetic sector in Turkey.

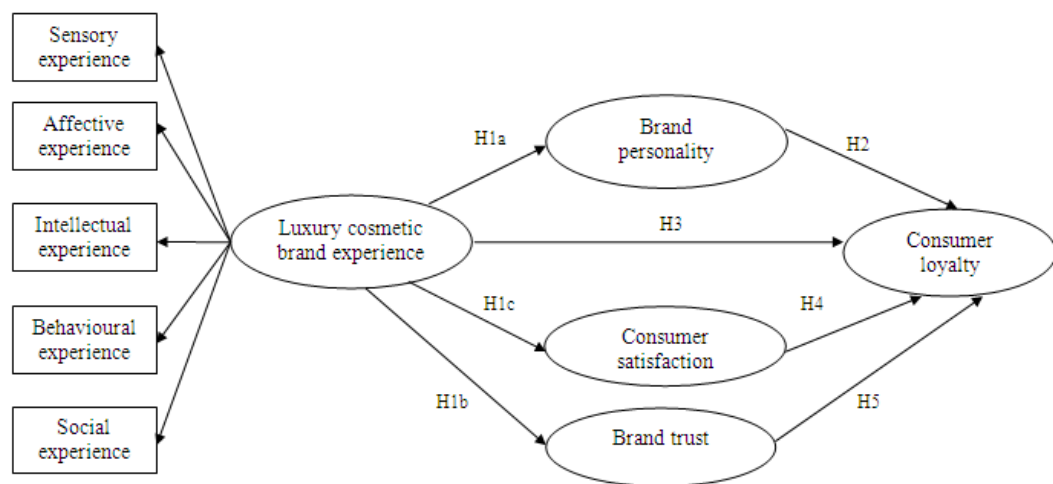
In the literature review, it is summarized as loyalty, satisfaction, brand trust, and brand personality are other factors stemming from brand experience.

3.2 PROPOSED MODEL

It is indicated from the previous research that brand experience directly contributes to satisfaction, brand personality, brand trust and loyalty (Brakus et al., 2009; Uecharoenkit and Cohen., 2011).

The proposed model for LCBE is built as in the following figure.

Figure 5: Proposed Model of LCBE



Hypotheses are also given below.

H1a: LCBE has a positive influence on brand personality

H1b: LCBE has a positive influence on brand trust

H1c: LCBE has a positive influence on consumer satisfaction

H2: Brand personality has a positive influence on consumer loyalty

H3: LCBE has a positive influence on consumer loyalty

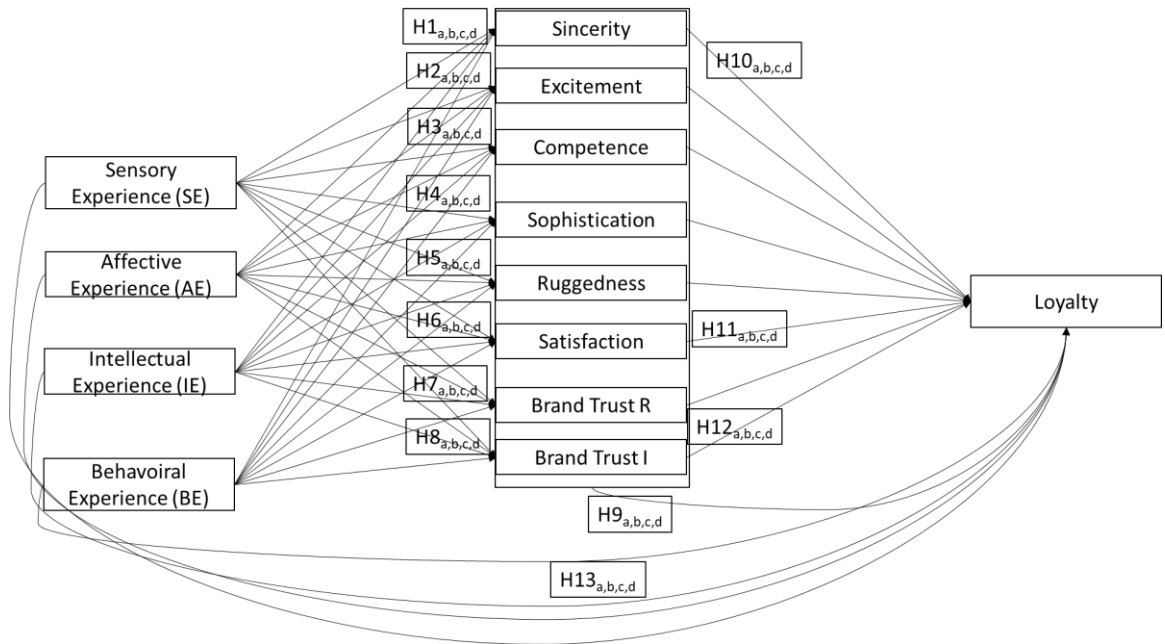
H4: Consumer satisfaction has a positive influence on consumer loyalty

H5: Brand trust has a positive influence on consumer loyalty

3.3 REVISED PROPOSED MODEL

Proposed model is revised according to the factor analysis.

Figure 6: Revised Proposed Model of LCBE



Revised hypotheses are also listed below.

H1abcd: LCBE has a positive influence on Sincerity

H2abcd: LCBE has a positive influence on Excitement

H3abcd: LCBE has a positive influence on Competence

H4abcd: LCBE has a positive influence on Sophistication

H5abcd: LCBE has a positive influence on Ruggedness

H6abcd: LCBE has a positive influence on Satisfaction

H7abcd: LCBE has a positive influence on Brand Trust Reliability

H8abcd: LCBE has a positive influence on Brand Trust Intentionality

H9abcd: Satisfaction, Brand Trust, Brand Personality has a positive influence on Loyalty

H10abcd: Brand Personality has a positive influence on Loyalty

H11abcd: Satisfaction LCBE has a positive influence on Loyalty

H12abcd: Brand Trust has a positive influence on Loyalty

H13abcd: LCBE has a positive influence on Loyalty

SECTION FOUR: RESEARCH DESIGN AND METHODOLOGY

4.1 RESEARCH OBJECTIVE

In this research, it is aimed to comprehend the LCBE's impacts on Loyalty, Satisfaction, Brand Trust and Brand Personality. After investigating the effects of LCBE on Loyalty, Satisfaction, Brand Trust and Brand Personality, and, second aim is to identify whether those brand constructs, in other words, Loyalty is influenced by Satisfaction, Brand Trust and Brand Personality. Therefore, it is aimed to understand whether LCBE has directly and indirectly influence on Loyalty.

4.2 RESEARCH DESIGN

Due to the fact that relationship between LCBE and brand constructs and loyalty is to be evaluated, descriptive analysis technique is used. Survey constitutes of parts that each part includes its own questions according to the variable sets. The reason behind choosing the survey method is the ability to collect and apply data easily (Kerlinger and Lee, 2000). Furthermore, this method enables us to enhance the results for managerial usage (Swaminathan et al., 2001).

4.3 QUESTIONNARE DESIGN

For the healthy understanding of the research and concepts in the survey, all the definitions of the concepts about the study are given at the beginning. The survey questions taken from a research parallel to our perspective and aim. It has 5-point Likert scales.

Since the study is conducted in Turkey and the respondents are Turkish consumers, the survey translated into Turkish with Professor Selime Sezgin, previous Thesis consultant. Appendix A and B shows the Turkish and English adaptations of the survey.

4.4 SAMPLE SELECTION AND DATA COLLECTION

Survey participants is selected among women who use LCBs and products. The aim was to find real users of luxury cosmetics brand products.

An online survey has been sent and appointed for university students and working professionals without an age restriction. In addition to this, the participation was kept voluntarily and 202 volunteered to respond within ensured anonymity.

4.5 MEASUREMENT OF DEPENDENT AND INDEPENDENT VARIABLES

All the variables of the proposed model are based on the participants' perceptions about their LCBE. All the questions are measured according to five-point Likert scale. The responses were as in the following: strongly disagree, disagree, neither agree nor disagree, agree and strongly agree. Thus, it is asked to give responses about their agreements or disagreements about the statements.

All the dependent and independent variables are obtained by previous research in the area. While deciding on which items will be used, various criteria were studied. To get a proper measurement, some scales which may cause unidimensionality were eliminated from the analysis (Hattie, 1985). Then, scales were organized for a better understanding of the results and reliability (Churchill, 1979).

All the variables, measures and scales for each item in the study will be given below.

4.6 INDEPENDENT VARIABLES

Table 4: Measurement of Brand Experience Dimensions

Variable	Statement	Source
Sensory Experience (SE)	“My favourite cosmetic brand makes a strong impression on my senses (e.g. sound, smell, image)”	Brakus et al. 2009
	“I find my favourite cosmetic brand interesting in a sensory way (e.g. sound, image, smell)”	
	“My favourite cosmetic brand is focused on experience sensory appeal.”	
Affective Experience (AE)	“My favourite cosmetic brand induces feelings.”	
	“My favourite cosmetic brand is an emotional brand (e.g. Gucci envy me, Clinique happy).”	
	“My favourite cosmetic brand tries to put me in a certain mood.”	
Behavioral Experience (BE)	“My favourite cosmetic brand tries to remind me of activities I can do (e.g. charity, event).”	
	“My favourite cosmetic brand tries to make me think about lifestyle.”	
Intellectual Experience (IE)	“My favourite cosmetic brand engages my thinking when I encounter this brand (e.g. make-up trend).”	
	“My favourite cosmetic brand stimulates my curiosity (e.g. product ingredient).”	
	“My favourite cosmetic brand intrigues me (e.g. high technology, innovation).”	
Social Experience (SRE)	“My favourite cosmetic brand tries to make me think about human relationships (e.g. brand recommends from friend).”	
	“I can relate to other people through my favourite cosmetic brand (e.g. brand community).”	

4.7 DEPENDENT VARIABLES

Table 5: Measurement of Brand Personality Dimensions

Variable	Statement	Source
Sincerity	“Honest”	Aaker 1997
	“Wholesome”	
	“Cheerful”	
	“Original”	
	“Friendly”	
Excitement	“Trendy”	
	“Spirited”	
	“Cool”	
	“Young”	
	“Unique”	
	“Independent”	
Competence	“Reliable”	
	“Secure”	
	“Intelligent”	
	“Successful”	
Sophistication	“Upper Class”	
	“Glamorous”	
	“Good looking”	
	“Charming”	
	“Feminine”	
Ruggedness	“Western”	
	“Tough”	

Table 6: Measurement of Consumer Satisfaction

Variable	Statement	Source
Consumer Satisfaction (CS)	“My choice to get my favourite cosmetic brand has been a good decision.”	Delgado-Ballester et al. 2003
	“I am satisfied with my favourite cosmetic brand and its result.”	
	“If I could do it again, I would buy a brand different from my favourite cosmetic brand.”	
	“I am not happy with the result of my favourite cosmetic brand”	

Table 7: Measurement of Loyalty

Variable	Statement	Source
Loyalty (LOY)	“I will buy my favourite cosmetic brand again.”	Brakus et al. 2009
	“I will not buy another brand if my favourite cosmetic brand is not available at the store.”	
	“I would highly recommend my favourite cosmetic brand to others.”	
	“My favourite cosmetic brand will be my first choice in the future.”	

Table 8: Measurement of Brand Trust Dimensions

Variable	Statement	Source
Brand Trust Reliability (BTR)	“My favourite cosmetic brand is a brand name that meets my expectations.”	Brakus et al. 2009
	“I feel confidence in my favourite cosmetic brand.”	
	“My favourite cosmetic brand is a brand name that never disappoints me.”	
	“My favourite cosmetic brand guarantees satisfaction”	
Brand Trust Intentionality (BTI)	“My favourite cosmetic brand would be honest and sincere in addressing my concerns.”	
	“I could rely on my favourite cosmetic brand.”	
	“My favourite cosmetic brand would make any effort to satisfy me.”	

4.8 DATA ANALYSIS METHOD

Descriptive, factor, reliability and regression analysis are used in this research as statistical methods.

Descriptive analysis is used to identify the participants demographic information.

Factor analysis is used to determine the factors and reliability analysis is used to evaluate whether the data is reliable or not.

Lastly, regression analysis is conducted in order to verify the explanatory power of variables.

The data is analyzed by Statistical Package for Social Sciences (SPSS) computer program. After transferring data in the survey to excel, it is transferred to SPSS to conduct the data analysis stated above.

SECTION FIVE: RESEARCH FINDINGS

5.1 DEMOGRAPHIC PROFILE

Table 9: Demographic Profile of the Participants

Characteristics	Frequency	Sample %
Age		
<25	34	17%
25-30	99	49%
31-35	45	22%
35+	24	12%
Marital Status		
Single	128	63%
Married	74	37%
Educational Level		
Secondary School	1	0%
High School	5	2%
University	101	50%
Postgraduate	91	45%
Ph.D	4	2%
Working Status		
Employed	167	83%
Unemployed	5	2%
Housewife	5	2%
Student	22	11%
Retired	3	1%
Monthly Income Level		
1000-2000 TL	7	3%
2000-3000 TL	18	9%
3000-5000 TL	36	18%
5000 TL above	141	70%

5.2 FACTOR ANALYSIS

To determine correlation between variables, factor analysis is conducted (Hair et al., 2010). When factor analysis is performed, it is expected to get meaningful data to be grouped as a set. Bartlett's test and KMO shows us whether the data is suitable for study. The criteria for KMO is at least 0.50 (Hair et al., 2010). The criteria for Bartlett is at most 0.05. The scores of the test shows that correlation is significant for the research (Hair et al., 2010).

5.2.1 Factor Analysis of Sensory Experience

KMO and Bartlett tests applied. Results were significant (KMO = 0.703, χ^2 Bartlett test = 230.330 and $p = 0.000$).

Table 10: KMO and Bartlett's Test Results for Sensory Experience

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,703
Bartlett's Test of Sphericity	Approx. Chi-Square	230,330
	df	3
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.948. Finally, total variance score is evaluated as 82.921%.

Table 11: Factor Analyses Results for Sensory Experience

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
SE2	0,897	74,456	0.828
SE3	0,846		
SE1	0,844		

5.2.2 Factor Analysis of Affective Experience

KMO and Bartlett tests applied. Results were significant (KMO = 0.672, χ^2 Bartlett test = 177.586 and $p = 0.000$).

Table 12: KMO and Bartlett's Test Results for Affective Experience

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,672
Bartlett's Test of Sphericity	Approx. Chi-Square	177,586
	df	3
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.778. Finally, total variance score is evaluated as 69.449 %.

Table 13: Factor Analyses Results for Affective Experience

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
AE1	0,877	69,449	0.778
AE3	0,848		
AE2	0,772		

5.2.3 Factor Analysis of Behavioral Experience

KMO and Bartlett tests applied. Results were significant (KMO = 0.500, χ^2 Bartlett test = 51.785 and $p = 0.000$).

Table 14: KMO and Bartlett's Test Results for Behavioral Experience

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,500
Bartlett's Test of Sphericity	Approx. Chi-Square	51,785
	df	1
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.640. Finally, total variance score is evaluated as 73.907 %.

Table 15: Factor Analyses Results for Behavioral Experience

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
BE2	0,860	73,907	0.640
BE1	0,860		

5.2.4 Factor Analysis of Intellectual Experience

KMO and Bartlett tests applied. Results were significant (KMO = 0.500, χ^2 Bartlett test = 60.963 and $p = 0.000$).

Table 16: KMO and Bartlett's Test Results for Intellectual Experience

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,500
Bartlett's Test of Sphericity	Approx. Chi-Square	60,963
	df	1
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.675. Finally, total variance score is evaluated as 75.657%.

Table 17: Factor Analyses Results for Intellectual Experience

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
IE2	0,870	75,657	0.675
IE1	0,870		

5.2.5 Factor Analysis of Social Experience

KMO and Bartlett tests applied. Results were significant (KMO = 0.500, χ^2 Bartlett test = 32.074 and p = 0.000).

Table 18: KMO and Bartlett's Test Results for Social Experience

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,500
Bartlett's Test of Sphericity	Approx. Chi-Square	32,074
	df	1
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.556. Finally, total variance score is evaluated as 69.269%.

Table 19: Factor Analyses Results for Social Experience

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
SRE2	0,832	69,269	0.556
SRE1	0,832		

5.2.6 Factor Analysis of Sincerity

KMO and Bartlett tests applied. Results were significant (KMO = 0.706, χ^2 Bartlett test = 354.126 and $p = 0.000$).

Table 20: KMO and Bartlett's Test Results for Sincerity

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,706
Bartlett's Test of Sphericity	Approx. Chi-Square	354,126
	df	10
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.758. Finally, total variance score is evaluated as 52.656%.

Table 21: Factor Analyses Results for Sincerity

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
BP3	0,879	52,656	0.758
BP2	0,848		
BP5	0,696		
BP4	0,644		
BP1			

5.2.7 Factor Analysis of Excitement

KMO and Bartlett tests applied. Results were significant (KMO = 0.825, χ^2 Bartlett test = 532.192 and $p = 0.000$).

Table 22: KMO and Bartlett's Test Results for Excitement

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,825
Bartlett's Test of Sphericity	Approx. Chi-Square	532,192
	df	15
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.848. Finally, total variance score is evaluated as 57.584%.

Table 23: Factor Analyses Results for Excitement

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
BP9	0,872	57,584	0.848
BP8	0,862		
BP7	0,754		
BP11	0,702		
BP10	0,695		
BP6	0,638		

5.2.8 Factor Analysis of Competence

KMO and Bartlett tests applied. Results were significant (KMO = 0.780, χ^2 Bartlett test = 364.638 and $p = 0.000$).

Table 24: KMO and Bartlett's Test Results for Competence

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,780
Bartlett's Test of Sphericity	Approx. Chi-Square	364,638
	df	6
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.851. Finally, total variance score is evaluated as 69.413%.

Table 25: Factor Analyses Results for Competence

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
BP13	0,877	69,413	0.851
BP14	0,856		
BP15	0,820		
BP12	0,775		

5.2.9 Factor Analysis of Sophistication

KMO and Bartlett tests applied. Results were significant (KMO = 0.810, χ^2 Bartlett test = 563.165 and $p = 0.000$).

Table 26: KMO and Bartlett's Test Results for Sophistication

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,810
Bartlett's Test of Sphericity	Approx. Chi-Square	563,165
	df	10
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.877. Finally, total variance score is evaluated as 67.548%.

Table 27: Factor Analyses Results for Sophistication

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
BP20	0,883	67,548	0.877
BP18	0,851		
BP19	0,843		
BP17	0,821		
BP16	0,699		

5.2.10 Factor Analysis of Ruggedness

KMO and Bartlett tests applied. Results were significant (KMO = 0.500, χ^2 Bartlett test = 76.708 and $p = 0.000$).

Table 28: KMO and Bartlett's Test Results for Ruggedness

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,500
Bartlett's Test of Sphericity	Approx. Chi-Square	76,708
	df	1
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.722. Finally, total variance score is evaluated as 78.249%.

Table 29: Factor Analyses Results for Ruggedness

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
BP22	0,885	78,249	0.722
BP21	0,885		

5.2.11 Factor Analysis of Brand Trust Reliability

KMO and Bartlett tests applied. Results were significant (KMO = 0.710, χ^2 Bartlett test = 249.925 and $p = 0.000$).

Table 30: KMO and Bartlett's Test Results for Brand Trust Reliability

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,710
Bartlett's Test of Sphericity	Approx. Chi-Square	249,925
	df	6
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.701. Finally, total variance score is evaluated as 59.073%.

Table 31: Factor Analyses Results for Brand Trust Reliability

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
BTR3	0,877	59,073	0.701
BTR2	0,847		
BTR4	0,779		
BTR1	0,520		

5.2.12 Factor Analysis of Brand Trust Intentionality

KMO and Bartlett tests applied. Results were significant (KMO = 0.715, χ^2 Bartlett test = 224.824 and $p = 0.000$).

Table 32: KMO and Bartlett's Test Results for Brand Trust Intentionality

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,715
Bartlett's Test of Sphericity	Approx. Chi-Square	224,824
	df	3
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.814. Finally, total variance score is evaluated as 74.401%.

Table 33: Factor Analyses Results for Brand Trust Intentionality

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
BTI3	0,885	74,401	0.814
BTI2	0,857		
BTI1	0,846		

5.2.13 Factor Analysis of Loyalty

KMO and Bartlett tests applied. Results were significant (KMO = 0.728, χ^2 Bartlett test = 196.276 and $p = 0.000$).

Table 34: KMO and Bartlett's Test Results for Loyalty

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,728
Bartlett's Test of Sphericity	Approx. Chi-Square	196,276
	df	6
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.703. Finally, total variance score is evaluated as 56.966%.

Table 35: Factor Analyses Results for Loyalty

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
L4	0,845	56,966	0.703
L2	0,834		
L3	0,660		
L1	0,658		

5.2.14 Factor Analysis of Satisfaction

KMO and Bartlett tests applied. Results were significant (KMO = 0.732, χ^2 Bartlett test = 394.637 and $p = 0.000$).

Table 36: KMO and Bartlett's Test Results for Satisfaction

KMO and Bartlett's Test		Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,732
Bartlett's Test of Sphericity	Approx. Chi-Square	394,637
	df	6
	Sig.	0,000

Anti-image correlation scores were over 0.50 meaning that supporting the variables. Cronbach's alpha value for reliability is measured as 0.776. Finally, total variance score is evaluated as 64.897%.

Table 37: Factor Analyses Results for Satisfaction

Factor Item	Factor Loading	% Variance	Reliability (Cronbach's alpha)
CS2	0,924	64,897	0.776
CS3	0,883		
CS1	0,881		
CS4			

5.3 REGRESSION ANALYSIS

Linear regression is generally used for investigating the relationship between variables. For the sake of research topic, it is expected to show the impacts of independent variables on dependent ones.

It can be though that independent variables are the cause of dependent variables. Thus, it can be expected to see the effect of independents on dependent ones. When the two variables are to be investigated, it is called simple linear regression.

5.3.1 Simple Linear Regression Analysis of H1abcd

Simple Linear Regression Analyses is conducted to investigate the relationship between LCBE and Sincerity.

It is shown below table that IE, AE and BE have impact on Sincerity. Explanatory power was 36.5% ($R=0.605$; $R^2=0.365$; $F=38.012$, $p=0.000$).

Table 38: Simple Linear Regression of Luxury Cosmetics Brand Experience and Sincerity

Dependent variable	Sincerity		
	Beta	t-value	p-value
Intellectual Experience	0,355	5,194	0,000
Affective Experience	0,230	3,611	0,000
Behavioral Experience	0,166	2,389	0,018

Sincerity was explained by IE ($\beta=0.355$, $p= 0.000$). Sincerity was explained by AE ($\beta=0.230$, $p= 0.000$). Sincerity was explained by BE ($\beta=0.166$, $p= 0.018$). Sincerity with 36,5% of the variation can be interpreted by IE, AE and BE of LCBE

5.3.2 Simple Linear Regression Analysis of H2abcd

Simple Linear Regression Analyses is conducted to investigate the relationship between LCBE and Excitement.

It is shown below table that IE and AE have impact on Excitement. Explanatory power was 43.8% ($R=0.662$; $R^2=0.438$; $F=77.418$, $p=0.000$).

Table 39: Simple Linear Regression of Luxury Cosmetics Brand Experience and Excitement

Dependent variable	Excitement		
	Beta	t-value	p-value
Intellectual Experience	0,402	6,982	0,000
Affective Experience	0,393	6,830	0,000

Excitement was explained by IE ($\beta=0.402$, $p=0.000$). Excitement was explained by AE ($\beta=0.393$, $p=0.000$). Excitement with 43.8% of the variation can be interpreted by IE and AE of LCBE.

5.3.4 Simple Linear Regression Analysis of H3abcd

Simple Linear Regression Analyses is conducted to investigate the relationship between LCBE and Competence.

It is shown below table that IE and AE has impact on Excitement. Explanatory power was 16.3% ($R=0.404$; $R^2=0.163$; $F=19.386$, $p=0.000$).

Table 40: Simple Linear Regression of Luxury Cosmetics Brand Experience and Competence

Dependent variable	Competence		
Independent variables:	Beta	t-value	p-value
Intellectual Experience	0,288	4,103	0,000
Affective Experience	0,193	2,750	0,007

Competence was explained by IE ($\beta=0.288$, $p= 0.000$). Competence was explained by AE ($\beta=0.193$, $p= 0.000$). Competence with 16.3% of the variation can be interpreted by IE and AE of LCBE.

5.3.5 Simple Linear Regression Analysis of H4abcd

Simple Linear Regression Analyses is conducted to investigate the relationship between LCBE and Sophistication.

It is shown below table that IE and AE has impact on Excitement. Explanatory power was 31.3% ($R=0.560$; $R^2=0.313$; $F=45.396$, $p=0.000$).

Table 41: Simple Linear Regression of Luxury Cosmetics Brand Experience and Sophistication

Dependent variable	Sophistication		
	Beta	t-value	p-value
Affective Experience	0,403	6,329	0,000
Intellectual Experience	0,264	4,148	0,000

Sophistication was explained by AE ($\beta=0.403$, $p= 0.000$). Sophistication was explained by IE ($\beta=0.264$, $p= 0.000$). Sophistication with 31.3% of the variation can be interpreted by IE and AE of LCBE.

5.3.6 Simple Linear Regression Analysis of H5abcd

Simple Linear Regression Analyses is conducted to investigate the relationship between LCBE and Ruggedness.

It is shown below table that IE and SE have impact on Ruggedness. Explanatory power was 21.0% ($R=0.458$; $R^2=0.210$; $F=26.381$, $p=0.000$).

Table 42: Simple Linear Regression of Luxury Cosmetics Brand Experience and Ruggedness

Dependent variable	Ruggedness		
Independent variables:	Beta	t-value	p-value
Sensory Experience	0,383	5,664	0,000
Intellectual Experience	0,147	2,180	0,030

Ruggedness was explained by SE ($\beta=0.383$, $p= 0.000$). Ruggedness was explained by IE ($\beta=0.147$, $p= 0.030$). Ruggedness with 21.0% of the variation can be interpreted by IE and SE of LCBE.

5.3.7 Simple Linear Regression Analysis of H6abcd

Simple Linear Regression Analyses is conducted to investigate the relationship between LCBE and Satisfaction.

It is shown below table that IE and SE have impact on Satisfaction. Explanatory power was 34.4% ($R=0.586$; $R^2=0.344$; $F=52.122$, $p=0.000$).

Table 43: Simple Linear Regression of Luxury Cosmetics Brand Experience and Satisfaction

Dependent variable	Satisfaction		
Independent variables:	Beta	t-value	p-value
Intellectual Experience	0,437	7,084	0,000
Sensory Experience	0,264	4,278	0,000

Satisfaction was explained by SE ($\beta=0.264$, $p= 0.000$). Satisfaction was explained by IE ($\beta=0.437$, $p= 0.000$). Satisfaction with 34.4% of the variation can be interpreted by IE and SE of LCBE.

5.3.8 Simple Linear Regression Analysis of H7abcd

Simple Linear Regression Analyses is conducted to investigate the relationship between LCBE and Brand Trust Reliability.

It is shown below table that IE and AE has impact on Brand Trust Reliability. Explanatory power was 25.7% ($R=0.507$; $R^2=0.257$; $F=34.340$, $p=0.000$).

Table 44: Simple Linear Regression of Luxury Cosmetics Brand Experience and Brand Trust Reliability

Dependent variable	Brand Trust Reliability		
Independent variables:	Beta	t-value	p-value
Affective Experience	0,305	4,611	0,000
Intellectual Experience	0,304	4,589	0,000

Brand Trust Reliability was explained by AE ($\beta=0.305$, $p= 0.000$). Brand Trust Reliability was explained by IE ($\beta=0.304$, $p= 0.000$). Brand Trust Reliability with 25.7% of the variation can be interpreted by IE and AE of LCBE.

5.3.9 Simple Linear Regression Analysis of H8abcd

Simple Linear Regression Analyses is conducted to investigate the relationship between LCBE and Brand Trust Intentionality.

It is shown below table that IE and AE has impact on Brand Trust Intentionality. Explanatory power was 23.9% ($R=0.489$; $R^2=0.239$; $F=31.316$, $p=0.000$).

Table 45: Simple Linear Regression of Luxury Cosmetics Brand Experience and Brand Trust Intentionality

Dependent variable	Brand Trust Intentionality		
	Beta	t-value	p-value
Intellectual Experience	0,378	5,169	0,000
Behavioral Experience	0,169	2,312	0,022

Brand Trust Intentionality was explained by IE ($\beta=0.378$, $p= 0.000$). Brand Trust Intentionality was explained by BE ($\beta=0.169$, $p= 0.022$). Brand Trust Intentionality with 23.9% of the variation can be interpreted by IE and BE of LCBE.

5.3.10 Simple Linear Regression Analysis of H9abcd

Simple Linear Regression Analyses is conducted to investigate the relationship between LCBE, Satisfaction, Brand Trust and Personality and Loyalty.

It is shown below table that Satisfaction, Brand Trust Reliability, Brand Trust Intentionality and Sincerity has impact on Loyalty. Explanatory power was 62.4% ($R=0.790$; $R^2=0.624$; $F=81.722$, $p=0.000$).

Table 46: Simple Linear Regression of Satisfaction, Brand Trust Intentionality, Brand Trust Reliability, Sincerity and Loyalty

Dependent variable	Loyalty		
Independent variables:	Beta	t-value	p-value
Satisfaction	0,365	6,239	0,000
Brand Trust Intentionality	0,214	3,132	0,002
Brand Trust Reliability	0,211	3,174	0,002
Sincerity	0,149	2,660	0,008

LOY was explained by Satisfaction ($\beta=0.365$, $p= 0.000$). LOY was explained by Brand Trust Intentionality ($\beta=0.214$, $p= 0.002$). LOY was explained by Brand Trust Reliability ($\beta=0.211$, $p= 0.002$). LOY was explained by Sincerity ($\beta=0.149$, $p= 0.008$). Loyalty with 62.4% of the variation can be interpreted by Satisfaction, Brand Trust Intentionality, Brand Trust Reliability and Sincerity.

5.3.11 Simple Linear Regression Analysis of H10abcd

Simple Linear Regression Analyses is conducted to investigate the relationship between Brand Personality and Loyalty.

It is shown below table that Sincerity and Excitement has impact on Loyalty. Explanatory power was 37.7% ($R=0.614$; $R^2=0.377$; $F=60.092$, $p=0.000$).

Table 47: Simple Linear Regression of Brand Personality and Loyalty

Dependent variable	Loyalty		
Independent variables:	Beta	t-value	p-value
Sincerity	0,352	4,449	0,000
Excitement	0,312	3,949	0,000

LOY was explained by Sincerity ($\beta=0.352$, $p= 0.000$). LOY was explained by Excitement ($\beta=0.312$, $p= 0.000$). Loyalty with 37.7% of the variation can be interpreted by Sincerity and Excitement

5.3.12 Simple Linear Regression Analysis of H11abcd

Simple Linear Regression Analyses is conducted to investigate the relationship between Brand Trust and Loyalty.

It is shown below table that Brand Trust Intentionality and Brand Trust Reliability has impact on Loyalty. Explanatory power was 52.0% ($R=0.721$; $R^2=0.520$; $F=107.971$, $p=0.000$).

Table 48: Simple Linear Regression of Brand Trust and Loyalty

Dependent variable	Loyalty		
	Beta	t-value	p-value
Brand Trust Intentionality	0,398	5,664	0,000
Brand Trust Reliability	0,381	5,432	0,000

LOY was explained by Brand Trust Intentionality ($\beta=0.398$, $p= 0.000$). LOY was explained by Brand Trust Reliability ($\beta=0.381$, $p= 0.000$). Loyalty with 52.0% of the variation can be explained by Brand Trust Intentionality and Brand Trust Reliability.

5.3.13 Simple Linear Regression Analysis of H12abcd

Simple Linear Regression Analyses is conducted to investigate the relationship between Satisfaction and Loyalty.

It is shown below table that Satisfaction has impact on Loyalty. Explanatory power was 48.6% ($R=0.697$; $R^2=0.486$; $F=188.923$, $p=0.000$).

Table 49: Simple Linear Regression of Satisfaction and Loyalty

Dependent variable	Loyalty		
Independent variables:	Beta	t-value	p-value
Satisfaction	0,697	13,745	0,000

LOY was explained by Satisfaction ($\beta=0.697$, $p=0.000$). Loyalty with 48.6% of the variation can be interpreted by Satisfaction.

5.3.14 Simple Linear Regression Analysis of H13abcd

Simple Linear Regression Analyses is conducted to investigate the relationship between LCBE and Loyalty.

It is shown below table that IE and SE has impact on Loyalty. Explanatory power was 27.2% ($R=0.522$; $R^2=0.272$; $F=37.217$, $p=0.000$).

Table 50: Simple Linear Regression of Luxury Cosmetics Brand Experience and Loyalty

Dependent variable	Loyalty		
Independent variables:	Beta	t-value	p-value
Intellectual Experience	0,392	6,043	0,000
Sensory Experience	0,230	3,543	0,000

LOY was explained by IE ($\beta=0.392$, $p= 0.000$). LOY was explained by SE ($\beta=0.230$, $p= 0.000$). Loyalty with 27.2% of the variation can be explained by IE and SE.

SECTION SIX: CONCLUSION

It is aimed to comprehend the direct and indirect impact of LCBE on loyalty, satisfaction, brand personality and brand trust. The significance of this study is to create an understanding about the main drivers of the LCBE in Turkey due to the fact that Turkish luxury cosmetic market is evolving and growing rapidly. Also, it is important to state that brand experience as an experiential marketing tool is effective for marketing people in Turkey due to the fact that consumers react or respond to brand experience phenomenon. The findings of this study show that some factors are more influential on loyalty and some factors are less. It is also demonstrated that loyalty is affected directly by satisfaction, brand personality, brand trust and satisfaction.

It can be concluded from whole of the study that, as Holbrook and Hirschman stated in their article (1982), consumers actually consume feelings, fantasies and fun since this is the main idea of experiential marketing.

This study also includes many managerial implications for marketing people in luxury cosmetic sector in Turkey. It provides an insight about demographic profile of luxury cosmetic consumers and their views on LCBE. Also, it helps managers to know the factors and their dimensions that effect brand experience. Therefore, focusing on the right factors that are missing in their brands would bring a new perspective on their brand management.

Although the results show that LCBE has direct and indirect impact on loyalty in this study, there are also some limitations of this study. Firstly, it is conducted by only women LCB consumer since generally women use cosmetic products. However, it would be beneficial to enhance the study on men and to understand their perspectives about the brands and products as well since men also use those products and brands. Secondly, this study is based on quantitative survey method. Hence it would be beneficial also to make a qualitative research on consumers to understand their perspectives and experiences about LCBs deeply. Lastly, due to the fact that LCBs are high priced products or brands, products or brands' price

points are very different. It would be also beneficial to conduct a quantitative and qualitative research on certain brands that are in similar price points by limiting the LCBs.

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APPENDICES

APPENDIX A: QUESTIONNAIRE IN ENGLISH

Dear participants,

My name is Ozan Sonuŝen and I am a master student at Istanbul Bilgi University Marketing Master (Thesis) program. I am conducting a research project to better understand luxury cosmetic brand experience in the Turkey. In doing so, the study intends to examine the experiential needs of the consumers.

This is an anonymous survey whereby all responses will remain confidential and analysed at an aggregate, not individual level. The data collected will be used for academic purposes only and has been approved by Istanbul Bilgi University. The results of this study will help luxury cosmetic brand managers to better understand your experiences and provide your needs.

Your participation is voluntary, and if you do not want to participate, please discards the questionnaire. However, I really appreciate your help in filling in this questionnaire. It will take only 10 minutes to complete.

Important:

- There is no right or wrong answer.

Sincerely

Ozan Sonuŝen

Luxury Cosmetic Brand Experience Questionnaire

This questionnaire is designed to find out some basic information on how luxury cosmetic brand experience affects consumer loyalty in Thailand. As you are Thai consumers of luxury cosmetic brand I am interested in finding out your purchasing behaviour.

Here are some definitions of terms used in this questionnaire:

Luxury Cosmetic Brand refers to product uses to apply to the body especially the face to improve its appearance. It could refer to skin care products, make up products and fragrances; therefore, it is a premium price product.

Brand Experience refers to subjective, internal consumer responses that can be categorised into sensory, affective, behavioural and intellectual intentions evoked by brand-related stimuli.

Brand Personality means the set of human characteristics associated with a brand.

Brand Trust is a feeling of security held by the consumer in his/her interaction with the brand, that it is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer.

Loyalty refers to consumer behaviour such as repurchase, commitment and allegiance.

Satisfaction is the outcome of the subjective evaluation that the chosen alternative (the brand) meets or exceeds the expectations.

Important:

- Are you a luxury cosmetic brand consumer?

YES NO (Please discard the questionnaire)

Section 1: Luxury Cosmetic Brand

INSTRUCTION: Please select your favourite cosmetic brand from the following. Please choose ONE (1) only from the option below.... Chanel

...Bobbi Brown

...Biotherm

...Clinique

... Kose

...Estee Lauder

...Lancome

...M.A.C

...Clarins

...Etude

...Dior

...Yves Saint Laurent

...Shiseido

...SK II

...Anna Sui

...Jill Stuart

...Diğer (please indicate.....)

Section 2: Luxury Cosmetic Brand Experience

INSTRUCTION: The section asks questions which use rating scales. Please select the number that best describes your opinion from this following scale:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

The following statements describe your attitude towards your selected favourite cosmetic brand. Please select the response that best reflects your attitude.

2.1	My favourite cosmetic brand makes a strong impression on my senses (eg: sound, smell, image)	1	2	3	4	5
2.2	I find my favourite cosmetic brand interesting in a sensory way. (eg: sound, image, smell)	1	2	3	4	5
2.3	My favourite cosmetic brand is focused on experience sensory appeal.	1	2	3	4	5
2.4	My favourite cosmetic brand induces feeling.	1	2	3	4	5
2.5	My favourite cosmetic brand is an emotional brand (eg: Gucci envy me, Clinique happy).	1	2	3	4	5
2.6	My favourite cosmetic brand tries to put me in a certain mood.	1	2	3	4	5
2.7	My favourite cosmetic brand tries to remind me of activities I can do (eg: charity, event).	1	2	3	4	5
2.8	My favourite cosmetic brand tries to make me think about lifestyle.	1	2	3	4	5
2.9	My favourite cosmetic brand engages my thinking when I encounter this brand (eg: make-up trend).	1	2	3	4	5
2.10	My favourite cosmetic brand stimulates my curiosity (eg: product ingredient).	1	2	3	4	5
2.11	My favourite cosmetic brand intrigues me (eg: high technology, innovation).	1	2	3	4	5
2.12	My favourite cosmetic brand tries to make me think about human relationship (eg: brand recommends from friend).	1	2	3	4	5
2.13	I can relate to other people through my favourite cosmetic brand (eg: brand community)	1	2	3	4	5

Section3: Brand Personality

The following items describe your perception of your selected favourite cosmetic brand toward human characteristics. Please select the responses that best describe your perception.

Not at all descriptive	Extremely descriptive
1	2	3	4	5

3.1	Honest	1	2	3	4	5
3.2	Wholesome	1	2	3	4	5
3.3	Original	1	2	3	4	5
3.4	Cheerful	1	2	3	4	5
3.5	Friendly	1	2	3	4	5
3.6	Trendy	1	2	3	4	5
3.7	Spirited	1	2	3	4	5
3.8	Cool	1	2	3	4	5
3.9	Young	1	2	3	4	5
3.10	Unique	1	2	3	4	5
3.11	Independent	1	2	3	4	5
3.12	Reliable	1	2	3	4	5
3.13	Secure	1	2	3	4	5
3.14	Independent	1	2	3	4	5
3.15	Successful	1	2	3	4	5
3.16	Upper class	1	2	3	4	5
3.17	Glamorous	1	2	3	4	5
3.18	Good looking	1	2	3	4	5
3.19	Charming	1	2	3	4	5
3.20	Feminine	1	2	3	4	5
3.21	Western	1	2	3	4	5
3.22	Tough	1	2	3	4	5

Section4: Brand Trust

The following statements relate to your evaluation about trust in your selected favourite cosmetic brand. Please select the responses that best describe your evaluation.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

4.1	My favourite cosmetic brand is a brand name that meets my expectations.	1	2	3	4	5
4.2	I feel confidence in my favourite cosmetic brand.	1	2	3	4	5
4.3	My favourite cosmetic brand is a brand name that never disappoints me.	1	2	3	4	5
4.4	My favourite cosmetic brand guarantees satisfaction.	1	2	3	4	5
4.5	My favourite cosmetic brand would be honest and sincere in addressing my concerns.	1	2	3	4	5
4.6	I could rely on my favourite cosmetic brand.	1	2	3	4	5
4.7	My favourite cosmetic brand would make any effort to satisfy me.	1	2	3	4	5

Section5: Loyalty

The following statements describe how loyal you are towards your selected favourite cosmetic brand. Please select the responses that best describe your brand loyalty.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

5.1	I will buy my favourite cosmetic brand again.	1	2	3	4	5
5.2	I will not buy another brand if my favourite cosmetic brand is not available at the store.	1	2	3	4	5
5.3	I would highly recommend my favourite cosmetic brand to others.	1	2	3	4	5
5.4	My favourite cosmetic brand will be my first choice in the future.	1	2	3	4	5

Section6: Satisfaction

The following statements describe your satisfaction toward your selected favourite cosmetic brand. Please select the responses that best describe your satisfaction

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

6.1	Buying my favourite cosmetic brand has been a good decision.	1	2	3	4	5
6.2	I am satisfied with my favourite cosmetic brand and its result.	1	2	3	4	5
6.3	If I could do it again, I would buy a brand different from my favourite cosmetic brand.	1	2	3	4	5
6.4	I am not happy with the result of my favourite cosmetic brand.	1	2	3	4	5

Section7: Information about yourself

INSTRUCTION: Your responses are for research purposes only. They will be kept confidential and reported as aggregate data only.

7.1 Age.....

7.2 Marital status.....

7.3 Level of education.....

7.4 Occupation.....

7.5 Monthly income (if you are student, family monthly income).....

Thank you for taking the time in filling in the questionnaire. Your information is very valuable and greatly appreciated.

APPENDIX B: QUESTIONNAIRE IN TURKISH

Değerli Katılımcılar

Ben Ozan Sonuşen, Bilgi Üniversitesi Pazarlama (Tezli) Yüksek lisans bölümünde öğrenciyim. Türkiye'deki lüks kozmetik kategorisi marka deneyimlerini anlamak adına bir çalışma gerçekleştiriyorum. Bu çalışma, tüketicilerin deneyimsel ihtiyaçlarının ne olduğu konusunda bir araştırmadır.

Bu anket, isimsiz ve sonuçları tamamen gizli kalarak, kişisel olarak değil toplu şekilde değerlendirilecek bir ankettir. Toplanan veriler sadece akademik amaçlarla kullanılacak olup Bilgi Üniversitesi tarafından onaylanmıştır. Çalışmanın sonucu lüks kozmetik marka müdürlerinin deneyimlerinizi ve ihtiyaçlarınızı daha iyi anlamalarına yardımcı olacaktır.

Katılımınız isteğinize bağlı olup, eğer katılmak istemezseniz anketi doldurmayabilirsiniz. Ancak bu 10 dakikalık anketi doldurarak yardımcı olabilirsiniz, katılımınızdan dolayı minnettar olurum.

Önemli

- Doğru ya da yanlış bir cevap yoktur.

Saygılarımla

Ozan Sonuşen

Lüks Kozmetik Marka Deneyimi Soru Formu

Bu anket Türkiye'deki lüks kozmetik marka deneyiminin tüketici sadakati üzerinde nasıl etkili olduğunu araştırmak adına bazı temel bilgileri bulmak için tasarlanmıştır. Türk bir lüks kozmetik ürünü tüketicisi olduğunuz için sizin satın alım davranışınızı anlamaya çalışıyoruz.

Ankette yer alan bazı terimlerin tanımları aşağıdadır:

Lüks Kozmetik Markası, vücuda, özellikle yüze, uygulanan ürünleri olan markalardır. Cilt Bakım ürünleri, makyaj ürünleri ve parfümler bu ürünlerdendir, fiyatları yüksektir.

Marka Deneyimi öznel ve içsel tüketici tepkilerini ifade eder. Bunlar markayla ilgili uyarıcıların çağrıştırdığı duygusal, duygusal, davranışsal ve entelektüel anlamlar, niyetlerdir.

Marka Kişiliği, bir markaya atfedilen insani karakterlerdir.

Marka Güveni, markanın, güvenilir ve tüketicinin ilgi ve refahından sorumlu olduğu algısına dayanan, tüketicinin markayla olan iletişimde oluşturduğu güvenlik duygusudur.

Marka Sadakati, tekrar satın alım, bağlılık ve markaya olan sadakati belirten tüketici davranışlarıdır.

Marka Memnuniyeti, tüketicinin seçtiği markanın ihtiyaçlarını karşılamasına yönelik öznel çıkarımıdır.

Önemli:

- Lüks kozmetik markası tükercisi misiniz?

Evet	Hayır (Lütfen anketi geçiniz)
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Bölüm 1: Lüks Kozmetik Markası

Bilgilendirme. Lütfen favori lüks kozmetik markanızı aşağıdakilerden seçiniz. Lütfen Sadece 1 (Bir) adet seçiniz.

... Chanel

...Bobbi Brown

...Biotherm

...Clinique

... Kose

...Estee Lauder

...Lancome

...M.A.C

...Clarins

...Etude

...Dior

...Yves Saint Laurent

...Shiseido

...SK II

...Anna Sui

...Jill Stuart

...Diğer (Lütfen belirtiniz.....)

Bölüm 2 : Lüks Kozmetik Marka Deneyimi

Bilgilendirme: Bu bölümde düşüncenizi en iyi ifade eden seçeneği işaretleyiniz.

Kesinlikle Katılmıyorum	Katılmıyorum	Nötr	Katılıyorum	Kesinlikle Katılıyorum
1	2	3	4	5

Bu bölümdeki ifadeler seçtiğiniz favori lüks kozmetik markasına yönelik tutumlarınızı ifade etmektedir.

2.1	Favori Kozmetik markamın duyularım üzerinde güçlü bir etkisi vardır. (Koku, ses, görme vb.)	1	2	3	4	5
2.2	Favori Kozmetik Markamı duygusal yönden ilginç buluyorum. (Koku, ses, görme vb.)	1	2	3	4	5
2.3	Favori Kozmetik markam duygusal tepkileri deneyimlemeye odaklanmıştır.	1	2	3	4	5
2.4	Favori Kozmetik markam hisleri tetikler.	1	2	3	4	5
2.5	Favori Kozmetik markam duygusal bir markadır (Gucci beni kıskandır, Clinique mutludur.)	1	2	3	4	5
2.6	Favori Kozmetik markam beni belli bir duygu durumuna sokar.	1	2	3	4	5
2.7	Favori Kozmetik markam yapmam gereken aktiviteleri bana hatırlatmaya çalışır. (Bağış, etkinlik vb.)	1	2	3	4	5
2.8	Favori Kozmetik markam hayat tarzı hakkında düşünmemi sağlar.	1	2	3	4	5
2.9	Favori Kozmetik markamla karşılaştığımda düşüncelerimi şekillendirir. (Makyaj trendleri vb.)	1	2	3	4	5
2.10	Favori Kozmetik markam merakımı cezbeder. (ürün içerikleri, bileşenleri, kullanım alanları vb.)	1	2	3	4	5
2.11	Favori Kozmetik markam ilgimi tetikler. (yüksek teknoloji, inovasyon vb.)	1	2	3	4	5
2.12	Favori Kozmetik markam insan ilişkileri hakkında düşünmemi sebep olur. (arkadaş tarafından tavsiye edilen marka olması vb.)	1	2	3	4	5
2.13	Başka insanlarla favori kozmetik markam aracılığıyla ilişki kurabilirim. (marka toplulukları vb.)	1	2	3	4	5

Bölüm 3: Marka Kişiliği

Aşağıdaki ifadeler seçtiğiniz favori kozmetik markasının insani karakterlerini nasıl algıladığınızı tanımlamaya çalışmaktadır. Aşağıdaki ifadelerden algınıza göre en iyi uyan ifadeyi seçiniz.

Hiçbir şekilde tanımlamaz	İyi derecede tanımlar
1	2	3	4	5

3.1	Dürüst	1	2	3	4	5
3.2	Erdemli	1	2	3	4	5
3.3	Orijinal	1	2	3	4	5
3.4	Neşeli	1	2	3	4	5
3.5	Arkadaş canlısı	1	2	3	4	5
3.6	Trend	1	2	3	4	5
3.7	Farklı bir ruha sahip	1	2	3	4	5
3.8	Cool	1	2	3	4	5
3.9	Genç	1	2	3	4	5
3.10	Eşsiz	1	2	3	4	5
3.11	Bağımsız	1	2	3	4	5
3.12	Güvenilir	1	2	3	4	5
3.13	Sağlam	1	2	3	4	5
3.14	Zeki	1	2	3	4	5
3.15	Başarılı	1	2	3	4	5
3.16	Üst Sınıf	1	2	3	4	5
3.17	İhtişamlı	1	2	3	4	5
3.18	İyi görümlü	1	2	3	4	5
3.19	Çekici	1	2	3	4	5
3.20	Feminen	1	2	3	4	5
3.21	Batılı	1	2	3	4	5
3.22	Sert	1	2	3	4	5

Bölüm 4: Marka Güvenirliđi

Ařađıdaki ifadeler seřtiđiniz favori kozmetik markanızla ilgili güvenilirlik deđerlendirmeniz olacaktır. Lütfen ařađıdaki yanıtlardan deđerlendirmenizi en iyi ifade eden seřeneđi iřaretleyiniz.

Kesinlikle Katılmıyorum	Katılmıyorum	Nötr	Katılıyorum	Kesinlikle Katılıyorum
1	2	3	4	5

4.1	Favori kozmetik markam beklentilerimi karřılayan bir markadır.	1	2	3	4	5
4.2	Favori kozmetik markama güvenirim.	1	2	3	4	5
4.3	Favori kozmetik markam beni hiçbir zaman hayak kırıklıđına uđratmaz.	1	2	3	4	5
4.4	Favori kozmetik markam beni memnun eder.	1	2	3	4	5
4.5	Favori kozmetik markam bana karřı dürüst ve samimidir.	1	2	3	4	5
4.6	Favori kozmetik markama karřı içim rahattır.	1	2	3	4	5
4.7	Favori kozmetik markam beni memnun etmek için herřeyi yapar.	1	2	3	4	5

Bölüm 5: Sadakat

Ařađıdaki ifadeler favori kozmetik markanıza karřı ne kadar sadık olduđunuzu belirlemek içindir. Lütfen ařađıdaki yanıtlardan marka sadakatınızı en iyi ifade eden seřeneđi iřaretleyiniz.

Kesinlikle Katılmıyorum	Katılmıyorum	Nötr	Katılıyorum	Kesinlikle Katılıyorum
1	2	3	4	5

5.1	Favori kozmetik markamı tekrar satın alırım.	1	2	3	4	5
5.2	Favori kozmetik markamı mađazada bulamazsam başka bir marka satın almam.	1	2	3	4	5
5.3	Favori kozmetik markamı başkalarına řiddetle tavsiye ederim.	1	2	3	4	5
5.4	Favori kozmetik markam gelecekte yaptıđım alışverişlerde ilk tercihim olacaktır.	1	2	3	4	5

Bölüm 6: Memnuniyet

Ařađıdaki ifadeler favori kozmetik markanızdan ne kadar memnun olduđunuzu belirlemek içindir. Lütfen ařađıdaki yanıtlardan memnuniyetinizi en iyi ifade eden seřeneđi iřaretleyiniz.

Kesinlikle Katılmıyorum	Katılmıyorum	Nötr	Katılıyorum	Kesinlikle Katılıyorum
1	2	3	4	5

6.1	Favori kozmetik markamı satın almak çok doğru bir tercihti.	1	2	3	4	5
6.2	Favori kozmetik markamdan ve sonuçlarından oldukça memnunum.	1	2	3	4	5
6.3	Başka bir sefer farklı bir marka satın alırım.	1	2	3	4	5
6.4	Favori kozmetik markamın sonuçlarından memnun değilim.	1	2	3	4	5

Bölüm 7: Bilgileriniz

Bilgilendirme: Bilgileriniz sadece araştırma amaçlıdır, gizli tutulacaktır ve sadece yığın veri olarak kullanılacaktır.

7.1 Yaş.....

7.2 Medeni Durum.....

7.3 Eğitim Durumu.....

7.4 Çalışma Durumu.....

7.5 Aylık Gelir (öğrenci iseniz ailenizin aylık geliri).....

Zaman ayırdığınız için teşekkürler, yanıtlarınız araştırma için çok değerlidir.

I. ETHICS BOARD APPROVAL

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