Czech University of Life Sciences Prague

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Master Thesis

Effect of Brand Experiences on Brand Loyalty & Customer Satisfaction

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Effect of Brand Experiences on Brand Loyalty & Customer Satisfaction

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Objectives of thesis

The main objective of the study is to examine the effect of Brand Experiences on Brand Loyalty and Customer Satisfaction.

Methodology

Thesis will be divided into two sections. First section will concentrate on the published literature that is currently accessible on the different variables influencing Brand Experiences and customers behaviour.

Second practical part will concentrate on the evaluation of own collected primary data collection. Data will be obtained using the questionnaire survey method. The data collected will be analyzed using SPSS software and Microsoft office excel.

The proposed extent of the thesis

60 – 80 pages

Keywords

Brand Experience, Brand Loyalty, Customer Satisfaction, Word of Mouth, Repurchase intentions, Brand Equity

Recommended information sources

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Declaration

I declare that I have worked on my bachelor thesis titled "Effect of Brand Experiences on Brand Loyalty & Customer Satisfaction" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on date of submission   31.03.2024

Effect of Brand Experiences on Brand Loyalty & Customer Satisfaction

Abstract

If brands want to stand out from the competition and forge a strong competitive position in today's highly competitive, interrelated, and transparent business climate, they must provide unique consumer experiences. One of the most recent terms to arise in literature is "brand experience," which refers to consumers' interactions with a particular brand. Brands that are successfully able to provide customers with unique and one-of-a-kind experiences by controlling each of the functional as well as emotional aspects of the offering and ensuring consistency across all brand-consumer interactions can foster loyalty.

In marketing practise, brand experience has received a significant amount of prominence. Marketing professionals have realised how important it is to comprehend how consumers interact with businesses in order to create effective marketing plans for goods and services. Since how customers feel, react, and act in the modern global marketplace is everything. As a result, engaging in human interaction is increasingly important in facilitating the interactions required to produce memorable experiences.

Therefore, the present research aims to study the effect of brand experiences on brand loyalty & customer satisfaction. The brand experience in the present research relates to the experience of the customer of Light motor vehicles (Cars) used by them. For this purpose the effect of brand experience of Tata motors on the satisfcation of the customers will be analysed and the effect of customer satisfaction on brand loyalty will be analysed utilising the secondary as well as primary data with the help of the questionnaire survey method via google forms from 110 respondents. The link to the questionnaire is circulated with the help of social media networking apps like WhatsApp, Facebook, Instagram, etc. To study the brand experiences of the customers various sub-components have been taken into consideration like Sensory Experience, Affective Experience, Behavioural Experience, and Intellectual Experience. Primary data gathered is then analysed with the help of Microsoft Excel and SPSS making use of Statistical tool like Correlation Technique for testing the hypothesis of the study and inferences are drawn.

Keywords: Brand Experience, Brand Loyalty, Customer Satisfaction, Word of Mouth, Repurchase intentions, Brand Equity.

Vliv zkušeností se značkou na věrnost značce a spokojenost zákazníků

Abstrakt

Pokud se značky chtějí odlišit od konkurence a upevnit si silnou konkurenční pozici v dnešním vysoce konkurenčním, vzájemně propojeném a transparentním obchodním klimatu, musí poskytovat jedinečné spotřebitelské zážitky. Jedním z nejnovějších pojmů, které se v literatuře objevují, je „zkušenost se značkou", která odkazuje na interakce spotřebitelů s konkrétní značkou. Značky, které jsou úspěšně schopny poskytovat zákazníkům jedinečné a jedinečné zážitky tím, že ovládají každý z funkčních i emocionálních aspektů nabídky a zajišťují konzistenci napříč všemi interakcemi mezi značkou a spotřebitelem, mohou podporovat loajalitu.

V marketingové praxi získaly zkušenosti se značkou značný význam. Marketingoví odborníci si uvědomili, jak důležité je pochopit, jak spotřebitelé komunikují s podniky, aby mohli vytvářet efektivní marketingové plány pro zboží a služby. Protože to, jak se zákazníci cítí, reagují a jednají na moderním globálním trhu, je všechno. V důsledku toho je zapojení do lidské interakce stále důležitější při usnadňování interakcí potřebných k vytváření nezapomenutelných zážitků.

Cílem tohoto výzkumu je proto studovat vliv zkušeností se značkou na věrnost značce a spokojenost zákazníků. Zkušenosti se značkou v tomto výzkumu se vztahují ke zkušenostem zákazníka jimi používaných Lehkých motorových vozidel (auta). Za tímto účelem bude analyzován vliv zkušenosti se značkou Tata motors na spokojenost zákazníků a vliv spokojenosti zákazníků na věrnost značce bude analyzován pomocí sekundárních i primárních dat pomocí metody dotazníkového šetření přes google. formuláře od 110 respondentů. Odkaz na dotazník je šířen pomocí aplikací pro sociální sítě, jako je WhatsApp, Facebook, Instagram atd. Pro studium zkušeností zákazníků se značkou byly vzaty v úvahu různé dílčí komponenty, jako je smyslová zkušenost, afektivní zkušenost, behaviorální zkušenost a intelektuální zkušenost. Shromážděná primární data jsou poté analyzována pomocí Microsoft Excel a SPSS s využitím statistického nástroje, jako je Correlation Technique, pro testování hypotézy studie a jsou vyvozovány závěry

Klíčová slova: Zkušenost se značkou, věrnost značce, spokojenost zákazníků, slovo z úst, záměry zpětného odkupu, rovnost značky.

Table of content

1 Introduction

A relatively new notion in marketing, brand experience appears whenever customers encounter with stimuli relevant to the brand. Brand experiences can boost perceptions of quality and trust while also fostering client loyalty. When brand experiences are used properly, they can create loyalty in customers, which may be a result of their positive encounters. Therefore, whenever brands offer distinctive as well as powerful stimuli, utilising visually striking commercials and enticing soundtracks, they will encourage customers to revisit what they experienced and create a lasting impression in their thoughts. While experiences do not directly promote customer satisfaction, they do so indirectly through service and product quality and trust (Carrizo Moreira et al., 2017).

Existing research confirms that consumers respond well to certain colours and the use of particular trademarks as a sign of reliability or safety. By endorsing significant sports teams, suppliers not only boost their brand recognition but also create a positive association and a sense of trust in the minds of their customers. If a brand is powerful enough to be linked to famous people, elite sports teams, or well-known social gatherings, it must be because it is trustworthy, dependable, and here to stay. Additionally, the sense of product and service quality had a beneficial effect on brand experience. Since dependability and reliability of products and services are directly tied to trust, it stands to reason that brands that are seen as trustworthy are also perceived as offering dependable services and caring about their consumers (Carrizo Moreira et al., 2017). Subsequent purchases as well as repurchases of a particular item through the same supplier are influenced by customer satisfaction. In simple terms, it aids a business in retaining its current clients and cultivating loyalty.

Customer loyalty and impressions of higher-quality products and services are two benefits of brand experience. As a result, companies can leverage experiences to create value for both their company and the client, giving them a competitive advantage. Offering clients satisfying experiences can serve as a successful strategy to stand out as an organisation and make it distinctive to its customer in the marketplace when items are occasionally identical and methods of differentiation are becoming less effective. The cost and difficulty of gaining new clients far outweigh those of keeping the ones company already have. Studies conducted in the past indicates that in order to build a client base and boost consumer loyalty,

characteristics like trust, contentment, and brand experiences are crucial (Carrizo Moreira et al., 2017).

The flagship business of the Tata Group is Tata Motors. Tata is a significant power in the Indian automotive sector with a total of more than 5.9 billion Tata vehicles on Indian roads. The reliable Tata brand is present on seven out of ten medium-heavy commercial trucks. The first and only passenger car ever constructed in India was provided by Tata Motors. Customers create their expectations based on previous purchasing experiences, recommendations from friends and acquaintances, information from marketers as well as competitors, plus promises made by those same parties. Some of today's most prosperous businesses are increasing expectations and meeting them with performance. These businesses strive for TCS—total customer satisfaction. Delivering excellent customer value is essential for fostering high levels of customer loyalty.

2 Objectives and Methodology

2.1 Objectives

The main objective of the study is to examine the effect of Brand Experiences on Brand Loyalty and Customer Satisfaction. To fulfill the above objective following sub-objectives have been framed:

1. To study the brand experience of the Customers of Tata Motors.
2. To analyse the effect of Brand Experience on Customer Satisfaction of Tata Motors.
3. To analyse the effect of Customer Satisfaction on Brand Loyalty.

The study takes into consideration the brand experience of the customers pertaining to the Light Motor Vehcicles used by them. To study the brand experiences of the customers various sub-components have been taken into consideration like Sensory Experience, Affective Experience, Behavioural Experience, and Intellectual Experience. To accomplish the said objectives following research methodolgy has been framed.

2.2 Methodology

The research study is divided into two sections Practical and theoretical section. The First section of the thesis comprises of the theoretical part in which secondary data is collected with the help of the published literature that is currently accessible on the different aspects like Brand Experiences and its sub-components, Brand Loyalty, Customer Satisfaction, to provide a comprehensive picture of the current level of understanding on the present topic. Secondary data is collected from books, research articles, blogs, websites, journals, reports, etc.

Second section comprises of the practical part where primary is collected to examine the effect of Brand Experiences on Brand Loyalty and Customer Satisfaction. To check whether the Brand Experiences affects Brand Loyalty and Customer satisfaction various sub-components of Brand Experiences like Sensory Experience, Affective Experience, Behavioral Experience and Intellectual Experience have been taken into consideration. Data will be obtained using the questionnaire survey method, through a structured close ended questionnaire via google forms. A link to the questionnaire will be circulated through the social media platforms like Whatsapp, Instagram, Facebook, Etc. Non-Probability Convenience sampling technique is used and a sample size of 110 respondents have been

selected for the study purpose. The data collected will be analyzed using SPSS software and Microsoft office excel.

2.3 Research Design

The resrach design serves as a map during the entire process of research work and guides the researcher as to what needs to be done and the ways of doing it. It serves as a road map during the entire research work. Moreover, it also helps the reader to get knowledge regarding the tools and techniques being adopted by the researcher for conducting the enitre research study. Following research design have been framed in order to accomplish the above mentioned objectives and sub-objectives of the research.

The aim of the research is to study the influence of brand experience on brand loyalty and customer satisfaction, thus it can be said that the research is descriptive in nature. It makes use of primary as well as secondary data. For the understanding of the concepts and theoretical background relating to the research title i.e. brand loyalty, brand experiences, customer satisfaction, etc. secondary data is used from the various sources . For the practical part of the study the primary data is collected with the help of the survey method making use of questionnaire method developed with the help of Google forms. Google forms is utilised for creating a close ended questionnaire pertaining to study the brand experience of tata customers pertainining to the light motor vehicles (Cars) used by them, analysing the effect of brand experience on customer satisfaction and also to check the effect of customer satisfaction on brand loyalty. Sub-components of Brand Experience have been taken into consideration like Sensory Experience, Affective Experience, Behavioural Experience, and Intellectual Experience pertaing to Tata Motors have been gathered along with the perception, satisfaction, loyalty & recommendation. Questionnaire comprising of 5-Point Likert Scale questions have been framed so as to measure their intensity of perception, attitudes, beliefs, opinions,etc. The link to this google form questionnaire is made available to the respondents with the help of social media networking sites like whatsapp, facebook, instagram, etc. The link to the questionnaire can be found in Appendix 1. Survey is carried out in the month of February 2024 and a total of 110 responses are collected. Respondents have been selected on the basis of non-probability purposive sampling. The data collected with the help of the questionnaire technique is then edited and organised in the form of tables, graphs and charts. While, data is coded for the analysis purpose in SPSS and Microsoft Excel is used for generation of graphs and charts for the graphical presentation of the data.

Statistical tools like correlation techniques have been used for testing the hypothesis of the study in examining the relationships amongst the variables selected. Conclusion are drawn and suggestion are being given based on the findings of the study.

2.4 Correlation Technique

The correlation statistics measures the degree of associations between the variables of the study. It is called as Pearson's Correlation Coefficient. It is a measure of linear association. The correlation is measured varying from +1 through 0 to -1. Perfect correlation between the variable is denoted by +1 for perfect positive correlation and -1 for perfect negative correlation. Wherein the perfect positive correlation means, when one variable of the study increases the other variable also increases alongwith it. While, a negative correlation meansm when one variable of the study decreases the other variable increases and vice versa. Both the variables change in opposite direction in negative correlation. Whereas, for absence of correlation between the variable is denoted by 0. The formula for calculation of Pearson's correlation coefficient is given below:

$$Pearson's\ Correlation\ Coefficient = \frac{\sum(x_{i-\bar{x}})\,(y_{i-\bar{y}})}{\sqrt{\sum(x_{i-\bar{x}})^2\,\sum(y_{i-\bar{y}})^2}}$$

Where,

$x_1 =$ Values of X-variable in a sample

$\bar{x} =$ mean of the value of the x-variable

$y_1 =$ Values of Y-variable in a sample

$\bar{Y} =$ mean of the value of the x-variable

2.5 Hypothesis Testing

The following research hypothesis have been framed and tested with the help Correlation Technique making use of SPSS. Correlation technique have been used to check the relationship between the two variables taken into consideration. For the below mentioned hypothesis, the significance level i.e. p-value of 0.005 is taken into consideration minimising the probability of error to occur by chance.

2.5.1 Hypothesis 1

H_0 – There is no association between Gender & Comfortness in Visiting Brand Outlet.

H_1- There is association between Gender & Comfortness in Visiting Brand Outlet.

2.5.2 Hypothesis 2

H_0 – There is no association between Age & Comfortness in Visiting Brand Outlet.

H_1- There is association between Age & Comfortness in Visiting Brand Outlet.

2.5.3 Hypothesis 3

H_0 – There is no association between Age & Overall Satisfaction with Tata Motors.

H_1- There is association between Age & Overall Satisfaction with Tata Motors.

2.5.4 Hypothesis 4

H_0 – There is no association between Gender & Recommending Tata Motors to Others.

H_1- There is association between Gender & Recommending Tata Motors to Others.

2.5.5 Hypothesis 5

H_0 – There is no association between Age & Recommending Tata Motors to Others.

H_1- There is association between Age & Recommending Tata Motors to Others.

2.5.6 Hypothesis 6

H_0 – There is no association between Comfortness in Visiting Brand Outlet & Satisfaction relating to Overall Experience of Tata Motors.

H_1- There is association between Comfortness in Visiting Brand Outlet & Satisfaction relating to Overall Experience of Tata Motors.

2.5.7 Hypothesis 7

H_0 – There is no association between Comfortness in Visiting Brand Outlet & Next Vehicle Purchase from Tata Motors.

H_1- There is association between Comfortness in Visiting Brand Outlet & Next Vehicle Purchase from Tata Motors.

2.5.8 Hypothesis 8

H_0 – There is no association between Comfortness in Visiting Brand Outlet & Recommending Tata Motors to Others.

H_1- There is association between Comfortness in Visiting Brand Outlet & Recommending Tata Motors to Others.

2.5.9 Hypothesis 9

H_0 – There is no association between Overall Satisfaction with Tata Motors & Likeliness to Purchase Next Vehicle from Tata Motors.

H_1- There is association between Overall Satisfaction with Tata Motors & Likeliness to Purchase Next Vehicle from Tata Motors.

2.5.10 Hypothesis 10

H_0 – There is no association between Overall Satisfaction with Tata Motors & Recommendation of Tata Motors to Others.

H_1- There is association between Overall Satisfaction with Tata Motors & Recommendation of Tata Motors to Others.

2.6 Limitations of Research

The resarch suffers from the following limitations:

- The responses collected with the help of questionnaire maybe prone to the biasness of the respondents.
- The study is limited with a sample size of 110 responses.
- It only takes into consideration the brand experience of the customers of Light Motor Vehicles (Cars)
- In Brand Experienced the present study only takes into the consideration the brand experience relating to Sensory Experience, Affective Experience, Behavioural Experience, and Intellectual Experience of Tata Motors by the respondents.

3 Literature Review

3.1 Concept of Brand

In practically every sphere of our lives—sports, social, cultural, economic, and even religious—brands are prominent and dominant. They are receiving more and more criticism because of their propensity to spread everywhere.It is possible and beneficial to examine brands from a variety of angles in postmodern cultures where people wish to label their consumption: macroeconomics; sociology; anthropology; history; semiotics; philosophy; and so on (Kapferer, 2008). Despite the current discussion surrounding the idea of a brand along with branding as a key area of research in the field of marketing (Moore and Reid, 2008). yet, they predate civilization by over a millennium. The ancient Greek and Mesopotamian cultures identified or labeled their gifts, which were mostly made out of metals, pots, wines, and ointments (Sarkar and Singh, 2005).

The Old Norse term brandr, which meaning "to burn" (an identification marking applied to cattle using a hot iron), is the source of the word "brand." cattle owners have historically and now use brands to recognize their livestock. Brand interpretation and management are becoming more difficult as a result of a lack of shared understanding. To create, grow, and preserve brands—as well as business in general—it is therefore imperative to comprehend the essence of a brand (Maurya and Mishra, 2012).

Segmenting the marketplace as well as differentiation techniques for products directly lead to the creation of brands. There is more to branding than merely assigning a product or service a name and informing the public that it bears the name and logo of a company. Redefining a product category is what branding entails; it calls for extensive corporate support, a high degree of expertise, and resources (Kapferer, 2008).

The brand is defined as *"A name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers" - (Kotler and Armstrong, 2020)*

"a brand is the value added to a product" - (De Chernatony and McDonald, 2003) implying that brands along with the additional value are somewhat interchangeable. They define a brand as something extra to a commodity product. As per (Murphy, 1993) proposition that brands confer values upon products, a brand comprises all the components that augment the product's functional worth.

In numerous ways, branding benefits consumers. Brand names assist customers in identifying potential benefits of a product. Additionally, brands convey information about the reliability and worth of their products. Consumers who consistently purchase from a given brand are guaranteed to receive the same features, advantages, and quality every time. Also, branding benefits the seller in a number of ways. Unique product features that may otherwise be imitated by rivals are legally protected by the manufacturer's brand name along with trademark. Market segmentation is aided by branding for the vendor (Kotler and Armstrong, 2020).

When more people become aware of, believe in, and trust a brand—which is an identity with the ability to impact the market—its influence grows. Increasing the brand concept's awareness, purchase intent, and sharing is the goal of brand management (Kotler and Armstrong, 2020).

3.2   Brand Experience

Brands are beginning to understand that in order to maintain their consumers' long-term value through fostering genuine loyalty among consumers, organisations must keep giving back. Brands as well as their intended audiences' interactions are undergoing a transformation. The focus of the most recent marketing era, known as experiential marketing, is on providing target audiences with amazing brand-relevant customer experiences which enrich their lives and ultimately, in the end, trigger consumers to recall the brand's marketing efforts—not because they shouted loudly enough, but rather because they had an experience to remember (Smilansky, 2018).

Different approaches have been taken by scholars to explain the term "brand experience." (Ortmeyer & Huber, 1991) defined brand experience as the purchasing behaviour concerning a certain brand and was quantified by the volume of prior purchases of that particular brand.

The definition of the term "customer brand experience" refers to consumers' reactions to brand-related stimuli including name, logo, mascots, packaging, marketing messages, and retail ambiance and surroundings (Brakus et al., 2009). Additionally, it is possible to distinguish between internal and behavioural responses when analysing consumer reactions to brand-related stimuli. Given that behavioural response pertains to how customers react to brand design including identities of the brand, such as packaging, logos, and marketing

communications, internal response relates to how customers react to brand-related sensations, thoughts, and cognitions.

(Ha & Perks, 2005) discovered that brand experience in Korea favourably influences online customer happiness. Researchers established that consumers place more emphasis on the brand experience compared to price, demonstrating that cheap prices are not going to result in happy customers. On the other hand, positive interactions with a specific brand were more inclined to leave customers satisfied. Customer satisfaction as well as brand loyalty are projected to have an impact on loyalty owing to the correlations between brand experience as well as those two variables.

Academics studying marketing are now paying more attention to how consumers engage with brands. Customers' behaviour patterns will probably be influenced by brand experiences (Brakus et al., 2009). Six types of experiences were discovered in a previous research investigation on consumers' brand experiences: social-identity experiences, behavioural as well as lifestyle experiences, emotive experiences, unique cognitive experiences, physical experiences, & sensory experiences (Schmitt, 1999). The brand experiences of consumers are derived from interactions between the service provider, the good being purchased, the customer, and the service staff as well as from specific consumer reactions.

According to Alloza (200), brand experience refers to how consumers feel about a brand in every encounter that they have with it, whether it be their initial interaction with a brand's staff, brand images through advertising, or the level of the human care customers receive.

(Mittal & Kamakura, 2001) in their findings also show that brand experience is a critical factor in determining how satisfied customers are and is a greater predictor of satisfaction than other factors. Additionally, the study suggests that brand loyalty is immediately and favourably impacted by customer satisfaction. Likewise, brand loyalty is immediately and favourably impacted by brand trust.

According to (Başer et al., 2016) their research, brand experience exerts an almost equal impact on customer happiness as well as brand loyalty, while customer satisfaction shows a stronger influence on brand loyalty than brand experience. However, the findings of this research might be connected to the natural connection between contentment as well as experience.

Experiences with brands may be more or less strong based on the quantity of dimensions plus the intensity of a stimulus. These brand-related stimuli are the main cause of a consumer's subjective internal reactions or brand experiences. They are associated with a brand's identity as well as design, packaging and communications for marketing purposes, or the environments where the brand is commercialised (stores) (Brakus et al., 2009).

The four dimensions that make up brand experience are: behavioural (which refers to physical experiences, lifestyles, as well as associations with the brand); affective (which includes emotions developed by the brand along with its emotional connection with the consumer); and intellectual (which includes the brand's capacity to involve customers in integrated and distinct thought) (Brakus et al., 2009).

3.2.1 Sensory Experience

An experience's accompanying sensory stimuli ought to encourage and advance its central topic. An experience may prove more intense and memorable if it appeals to more senses (Mehraliyev et al., 2020). Customer experience is a concept that is multifaceted, with the sensory component considered to be the most significant (Agapito et al., 2013).

The definition of sensory experience is "a part of the customer experience wherein stimulation influences the senses, such as the senses of sight, hearing, touch, taste, and smell (Gentile et al., 2007)."

The sensory dimension is possibly the most straightforward to address. Some of the soundtracks maintain a close connection with the companies, causing listeners to think of them whenever they are played on the radio (Carrizo Moreira et al., 2017). By expanding on earlier research and generalisations, some aspects of sensory experiences can be pinpointed. First, interactions with the environment, whether deliberate or not, are how sensory experiences are created. Second, information about this encounter must be gathered using at least one of the aforementioned "five sensory channels" and can be categorised as sensory information (Goldstein & Cacciamani, 2022).

3.2.2 Affective Experience

The affective components can be handled through endorsing activities or groups, building relationships through shared associations of brands (Carrizo Moreira et al., 2017). Additionally, (Bill Xu & Chan, 2010) describe the feel experiences as the customers' feelings of enjoyment and amusement. Because of this, the best customer connections are affective

or emotional in character, and when businesses are successful in doing both—satisfying customers' requirements and making their interactions enjoyable—people are more likely to stick with them, even when they make a mistake (Pine & Gilmour, 1999).

(Zarantonello & Schmitt, 2010) in their study findings showed that individuals with the most favourable affective aspect scores are people who seek out brand experiences that appeal to their emotions. They place higher value on the feelings that companies can elicit in consumers. They came to the conclusion that consumers may be inclined to purchase a product without doing more research if they appreciate the brand because it offers experiential fulfilment in a variety of ways.

(Shekhar Kumar et al., 2013) said that an individual is going to feel satisfied more with a business if it consistently creates great experiences for them. As a result, the term "affective brand experience" refers to the customer's attitude towards the brand. Brand association as well as perceived service quality are favourably influenced by the customer's attitude, feeling, and attitude towards the brand. As a result, high brand equity is produced via pleasant brand experience.

3.2.3   Intellectual Experience

The capacity to elicit certain emotions or feelings in customers is referred to as the intellectual component of the brand experience. The amount of thought a customer engages in while considering a brand and the extent to which the brand activates both divergent as well as convergent thinking are key factors (Brakus et al., 2009).

The creation of meaningful marketing slogans, creating the perception of enigmatic brands, and other similar strategies can be employed to tackle the intellectual dimension (Carrizo Moreira et al., 2017). The intellectual dimension, which refers to brands' capacity to pique customers' interest or cause them to wonder (Wood, 2000).

(Bapat, 2020) Concluded that both sentimental as well as intellectual brand experiences positively impact brand experience assessment for the product's branding strategy, whereas brand experience evaluation favourably impacts a brand. (Freud, 1920) examined how customers avoid pain and seek for pleasure, and how people escape boredom by engaging in activity that is intellectual.

Brand personality is influenced by customers' conceptions of intellectual as well as sentiments concerning brand advertising, brand logos, product-related features, and so forth. Therefore, it makes sense that consumers' adoption of the brand (behavioural) and their

engagement or relationship with brand employees are significant predicators of impressions of the brand personality (Aaker, 1997).

3.2.4   Behavioural Experience

The observable actions and behaviours that consumers exhibit while making purchases and using products or services are referred to as the behavioural dimension of consumer behaviour. It focuses on comprehending how people behave, engage with goods and services, and react to various marketing cues. Behavior-related experiences may be especially helpful for promoting conclusions about excitement (Aaker, 1997).

The physiological experiences, way of life, and physical activity are all included in the behavioural dimension, which refers to how much a company can get its customers to engage in physical activity (Iglesias et al., 2011). When advertising adverts to entice new clients, the behavioural dimension could be more useful. The term "behavioural" describes how a brand's experience influences particular behaviours. Additionally, brand experience has been through empirical evidence shown to have an influence on consumer purchase behaviour. It additionally has a direct impact on customer satisfaction as well as loyalty (Brakus et al., 2009).

3.3   Customer Satisfaction

An individual's sense of happiness or dissatisfaction as a result of contrasting a product's actual performance with expectations are generally referred to as satisfaction (Tsiros et al., 2004). A buyer is not satisfied if their experience does not live up to their expectations. The buyer is happy if it meets their expectations. The customer is extremely thrilled or delighted if it surpasses their expectations (Kopalle & Lehmann, 2006). Customer evaluations of product performance are influenced by a variety of variables, most notably the degree of brand loyalty that the customer possesses. Consumers frequently have more favourable opinions of a product when it comes from a brand they already trust (Aaker et al., 2004).

Customer satisfaction is an evolving term that an increasing number of businesses are incorporating into their strategies, but in order for this approach to be successful, there must be clarification regarding what customer satisfaction is as well as what must take place to create change. Although the term satisfaction' and 'loyalty' are occasionally used interchangeably, they do not always coincide. Customer satisfaction is defined as a

customer's level of satisfaction with the level of quality of goods or services provided. As a customer's satisfaction with products and/or services grows, so does their behavioural as well emotional loyalty, along with their support for the company (Chaffey & Chadwick, 2022).

Customer satisfaction results in recurrent purchases of the same goods from the same company. In simpler terms, it assists a company in retaining current customers and fostering loyalty. A representative of a company may impact customer expectations regarding a product by assisting a buyer in obtaining product details and providing instructions concerning what is to be anticipated throughout the purchasing procedure and use of a product. As a result, the risk of dissatisfaction is reduced (Grewal & Sharma, 1991).

However, the relationship between satisfaction among consumers and customer loyalty isn't proportionate. Assuming that customer satisfaction is measured on a scale of one to five. Customers are more inclined to depart the business or even bad-mouth it at an exceptionally low level of satisfaction (level one). Whenever a better offer rolls up, buyers at levels two to four are somewhat satisfied however still find it simple to move. At level five, the customer is extremely probable to repurchase and even share the word about the brand. High levels of satisfaction or delight foster an emotional link with the brand or company, rather than just a rational choice (Jones, 1996).

Highly satisfied customers tend to be more affordable to cater to compared to new ones considering transactions may turn into routine, remain loyal longer, spend a greater amount when the business releases new and improved products, recommend the company as well as its products to others, pay a little concentration on rival companies and are less price cautious (Homburg et al., 2005).

3.3.1 Levels of Customer Satisfaction

Customer satisfaction with the business is due to, the goods they have bought, the services they have gotten, as well as the prices they have paid is the main, core reason why they keep returning for more. While thinking about client retention, consumer satisfaction is vitally crucial. Customer satisfaction may be categorized into four distinct degrees. A company's ability to exceed consumer expectations determines its standing at each level. Greater success may be attributed to a business's ability to cultivate client loyalty, which increases as it attains higher levels (Willott, 2019).

Figure 1 Levels of Customer Satisfaction

Source: Willott (2019)

From the above figure 1 it can be observed that there are four level of customer satisfaction and the explaination of each and every level of Customer satisfaction is given as below:

Level One: Meet Customer's Expectations

Fulfilling the requirements of the consumer is fundamental. It becomes less probable for a firm to survive if it consistently fails to live up to its basic expectations. If the products fulfill the customers' fundamental expectations, they will be content and happy. However, if a rival company provides an alluring substitute that surpasses their minimal requirements, an organization could end up not able to hold onto these clients. If a business falls short of a customer's expectations, even on a single occasion, there's a good probability that the customer will find another place to do business. This brings the business with an additional important danger. A company that maintains this degree of customer satisfaction is probably not prospering, but it is at least surviving (Chaturvedi, 2021; Willott, 2019).

Level Two: Exceed Customer Expectations

Exceeding the customers' expectations is the next stage up in this ladder of customer satisfaction. One may increase customer satisfaction by going above and beyond their expectations. One method to go above and beyond fundamental expectations is to offer a

wonderfully quick, super-friendly, as well as helpful service, for instance. Offering goods and services that go above and beyond what customers anticipate is another. By going above and beyond what customers anticipate, one will build brand loyalty. Retained consumers are loyal to the organization and are frequently prepared to spend a little bit extra for superior assistance and service, which is fantastic for the business (Chaturvedi, 2021; Willott, 2019). Quality customer service revolves upon speed. Therefore, the cornerstone of every organization's customer service strategy should be making sure that a client's complaint is promptly recognized as well as ensuring they do not need to repeat themselves. Provided that consumers' expectations are consistently exceeded is a promise that comes with putting this technique into practice (Jones, 2016).

Level Three: Delighting the Customers

The fundamental requirements of customers and the advantages of exceeding them were covered in the first two tiers of this customer satisfaction hierarchy. This subsequent phase goes above and above to genuinely make the customers happy. Touching them emotionally is the only way to thrill and make the customers smile. It will be quite tough for a rival to entice customers away if an organization provides them with a truly enjoyable experience. Business must demonstrate genuinely care for each and every one of these customers in order to secure their business. Offering gifts, discounts, exclusive deals, loyalty points, or other incentives to loyal customers is just one of the several ways business can make them happy (Willott, 2019).

Level Four: Amazing the Customers

Businesses have to truly wow the customers in order to reach this pinnacle of customer pleasure. One may gear up a company for success by providing genuinely exceptional customer service. One can surely think of a lot of means by which customers would be impressed with just a little consideration. Consider the incredible new product features, which far exceed their expectations. Or perhaps some short, heartfelt handwritten messages of gratitude. Offering free assurances is another simple strategy to perhaps wow customers. One may advance the organization up the customer happiness ladder, foster brand loyalty, and generate a very high degree of valued customer retention by routinely surveying clients, learning about their expectations, and tracking their levels of satisfaction (Willott, 2019). A customer is naturally drawn to loyalty schemes, exclusive promo codes, as well as discounts. The exploding churn rates will nearly subside with these techniques. Furthermore, it's like frosting on a cake when a customized letter is included with these freebies. It's also

a good idea to get consumer feedback on a frequent basis to let them know that the company value their comments and are paying attention. This will help the business climb the customer happiness ladder and work toward increasing brand loyalty (Chaturvedi, 2021).

3.3.2 Importance of Customer Satisfaction

Long-term consumer behavior has historically been thought to be significantly influenced by customer satisfaction (Oliver, 1980). Satisfied customers serve as an objective and an approach to marketing for customer-focused businesses. Companies must be particularly worried about their customer satisfaction levels today since the Internet allows consumers to swiftly broadcast both positive and negative word of mouth throughout the wider population of the world. Some customers create individual Web sites to voice discontent and mobilise dissent, focusing on high-profile brands (Ward & Ostrom, 2006). The importance of customer satisfaction is given in the below figure 2:

Figure 2 Importance of Customer Satisfaction
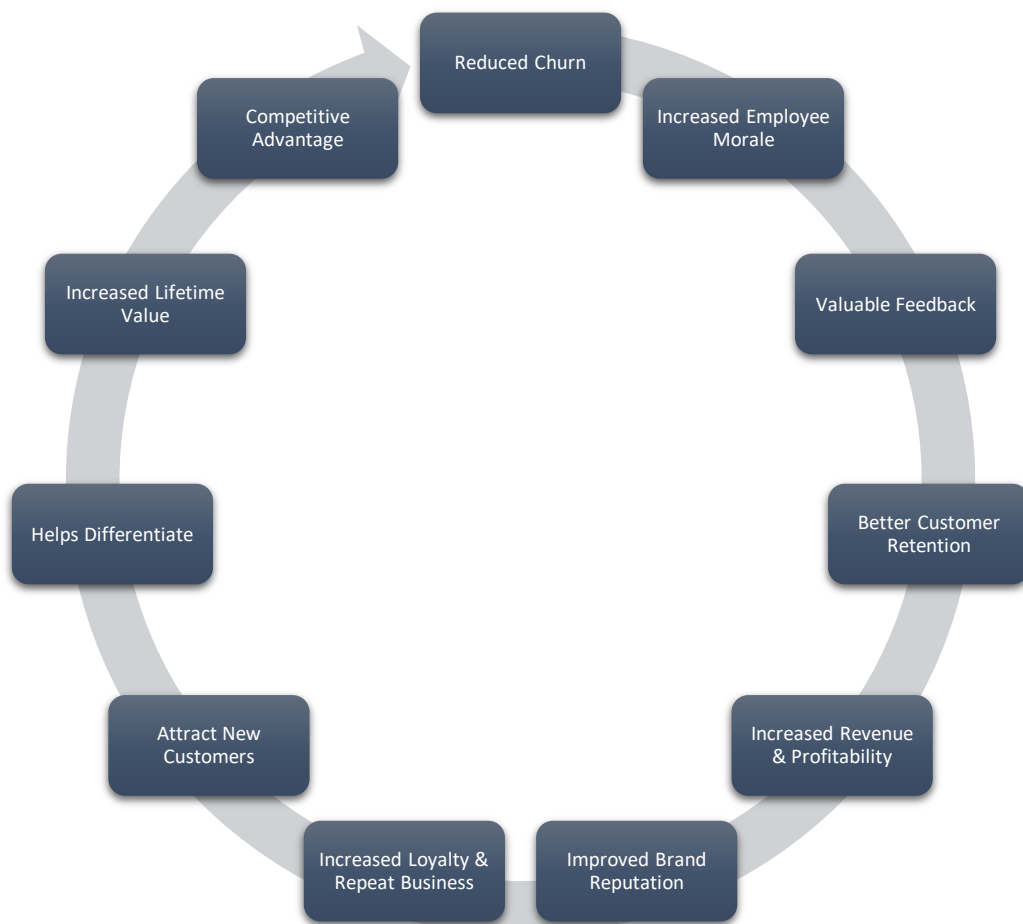
Source: Researcher's own compilation based on Mehta (2023), Gopal (2023),

Sharma (2023), Liyanage (2022) and Anderson and Sullivan (1993)

The explaination of the above figure 2 is given as below:

Reduced Churn

Additionally, churn—the rate at which consumers discontinue using a business's products or services—can be decreased with increased customer satisfaction. Satisfied current clients are more likely to stick around and build a long-lasting connection. This devotion boosts client lifetime value and lowers the chance of customer attrition, both of which have a major positive impact on revenue growth. Customers are less inclined to migrate to a rival when they are happy (Mehta, 2023; Gopal, 2023).

Increased Employee Morale

Positive feedback from pleased clients gives staff members a greater sense of importance and success. The knowledge that their initiatives contribute to the satisfaction of customers might improve staff morale and work satisfaction (Sharma, 2023).

Valuable Feedback

In addition, satisfied consumers are more inclined to share their opinions and thoughts about the business, which may be used to pinpoint problem areas and enhance marketing tactics. Working with customer feedback may yield insightful information that businesses can use to better focus their marketing campaigns, enhance their offerings, and satisfy consumers' wants and expectations (Mehta, 2023).

Better Customer Retention

Profitability might increase by 25% if client retention is improved by 5%. These pleased clients are probably going to be around for a while, making more purchases and interacting with the business. Since keeping an existing client is sometimes more cost-effective than gaining a new one, this retention is quite advantageous for the business (Gopal, 2023).

Businesses that put the needs of their customers first are more inclined to develop devoted clientele. Customers that are happy with a company's offerings are more inclined to promote it to friends and family and to make future purchases from it. Long-term achievement and expansion may be aided by this (Mehta, 2023). Customers' retention increases with their level of satisfaction (Anderson and Sullivan, 1993).

Increased Revenue & Profitability

There is no denying the link between happy customers and successful businesses. consumers that are happy become repeat and eventually devoted consumers. As a result, sales are consistently generated, and consumers become brand advocates. Repeat business

from satisfied customers increases the likelihood of a steady flow of income. The tendency of devoted consumers to investigate upsell options is indicative of a favorable association between higher revenue and satisfied consumers (Gopal, 2023). The steady increase in sales would be the most financially advantageous of all the advantages. More client happiness may be a useful asset for businesses that are actively seeking ways to boost sales volume (Liyanage, 2022). This increase in sales volume leads to increased revenue and profitability.

Improved Brand Reputation

Companies that put the needs of their clients first may establish a solid reputation for offering superior goods and first-rate customer support. This can support bringing in new business, keeping hold of current clientele, and fostering a favorable reputation in the industry. Additionally, satisfied consumers are more likely to recommend the company to others and write favorable reviews, all of which may help business draw in more revenue and grow the customer base. Increased brand recognition may result from this, as more people learn about the business and the services it specialize in (Mehta, 2023). The world at large sees a company's reputation as an outcome of its internal operations. Elevated customer satisfaction levels have the power to magnify this reflection to the fullest, presenting a favorable impression that draws in new business and fosters market trust (Gopal, 2023).

Increased Loyalty & Repeat Business

Since client contentment is a major factor in business success, there is a significant correlation between customer satisfaction as well as business development. Customers that are happy with their experience are more inclined to stick around, make repeat purchases from the business, and refer others. Long-term growth and more income may result from this (Mehta, 2023). A devoted clientele is among the best resources available to a company. When it comes time to make a purchase, the brand's devoted followers will always choose it first (Liyanage, 2022).

Attract New Customers (Word of Mouth)

One of the best kinds of advertising is word-of-mouth. When clients are happy, they are inclined to recommend their good experiences to others. This may have a "ripple effect," in which good word of mouth travels and draws in new clients for the company. Satisfied clients are more inclined to tell their friends and relatives about the company. Because they are coming from a reliable source, these recommendations may be a great way to attract new clients who will probably see the company favorably (Gopal, 2023).

Additionally, happy clients are more inclined to recommend the company to their friends and relatives. Benefits like brand recognition and generating new business may be achieved from this. Because growth marketing aims to retain existing consumers as well as attract new ones, customer satisfaction is extremely important. A satisfied customer increases the likelihood that they will stick with the brand and recommend it to others. Customers that post favorable reviews, come back for more purchases, and refer the company to others may all help it expand (Reichheld and Sasser, 1990; Mehta, 2023).

Helps Differentiate

Companies may get a competitive edge over rivals in their sector by putting customer pleasure first. Establishing robust client connections and delivering outstanding customer service may help firms differentiate themselves from rivals and draw in more business. Providing clients with individualized experiences is another method to differentiate business from rivals. This can involve individualized communications, specially designed goods and services, and suggestions made in accordance with the tastes of the client. It is among the simplest methods to set the business apart by emphasizing client testimonials and evaluations. This might demonstrate the caliber of the goods or services and aid in gaining the confidence and credibility of potential clients (Mehta, 2023).

Increased Lifetime Value

A customer's lifetime value is a measurement of the entire value they have contributed to a company during their association. Businesses may boost client lifetime value and promote long-term revenue development by concentrating on customer pleasure and cultivating devoted customer connections (Mehta, 2023).

Competitive Advantage

Competitive advantage comes from customers choosing the brand over the competition. Increased customer satisfaction is undoubtedly at the top of the list of variables that provide a firm a competitive edge over its competitors (Liyanage, 2022).

3.3.3   Brand Experience & Customer Satisfaction

Enhancing customer satisfaction through a great brand experience fosters loyalty among consumers. Notably, brand experience is separate from concepts like brand image, awareness of the brand, as well as attitude toward the brand even if it is connected to these ideas. When developing marketing policy, researchers along with marketing strategists

believe that brand experience is important(Brakus, Schmitt and Zarantonello, 2009; Chang and Chieng, 2006).

According to theory, brand experience is the result of a customers unique, inherent reaction (perceptions, feelings, plus recognition) as well as behavioral reactions brought on by brand-linked incentives and resulting from interactions, packaging, interactions, and surroundings related to the brand (Brakus, Schmitt and Zarantonello, 2009). Throughout the entire process of finding, purchasing, acquiring, and utilizing/consuming the products/facilities, brand experience occurs (Arnould, Price and Zinkhan, 2007).

(Padgett and Allen, 1997) a brand's experience is a combination of related behavior, opinions, and feelings that occur throughout the product consumption stage. By this, it is understood that a customer has experience with the brand if they have gone through every step of the process, from getting information to actually utilizing the goods. Customers are becoming more adept at differentiating businesses based on characteristics as their understanding of brand experience grows. (Weinberg, 2001; Smith and Swinyard, 1983) Because they are satisfied with the brand, consumers who have had a favorable experience with the company are more likely to remain loyal to the brand .

3.4 Brand Loyalty

According to (Oliver, 1999) brand loyalty means *"A deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future, thereby, causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior"*

Businesses that market brands with a high proportion of loyal customers have an edge over other businesses in the marketplace. Because it has been established that the expenses of acquiring new customers are around six times greater than those of keeping existing ones, brand loyal customers help a business save money on marketing (Rosenberg and Czepiel, 1984).

The focus of business is now on customer retention rather than customer acquisition, therefore a company's ability to keep its current clientele and inspire brand loyalty is crucial to its future success (Dekimpe et al., 1997). By making larger purchases, paying higher prices, and referring new customers, loyal customers benefit businesses (Ganesh et al., 2000). Research in the financial services sector indicate that a five-percentage point increase in client loyalty could result in a 25 to 75 percent boost in profit.

Attitude and action are two aspects of the psychological process that make up customer loyalty. Attitude or dispositional engagement towards a brand is included in attitudinal brand loyalty, whereas behavioural loyalty refers to a customer's propensity to make repeated purchases concerning a product or service (Chaudhuri and Holbrook, 2001).

(Thakur and Singh, 2012) loyalty is measured in the behavioral context by the quantity of repurchases. Customers could get into the habit of buying a particular brand without giving it much thought. Buying the same brand frequently might result from the brand's widespread distribution or intense advertising (Schiffman and Wisenblit, 2019). Only when customers are given fresh, compelling opportunities to move to a different brand which they haven't yet will they do so. Consumer behavioral loyalty is defined as the commitment to remain loyal to a distinctive brand in the face of changes to its characteristics or price (Parmar, 2014).

Customers place a high value on brands because they are sufficient in meeting their demands and preventing them from being offered by competitors, which generates a steady flow of revenue for the business. According to theoretical research conducted in a variety of industries, companies with a larger market share are probably more likely to have a larger base of devoted customers than brands with a lower market share. (Aaker, 1991) found that businesses may save money on customer retention by branding their expectations.

(Parmar, 2014) also clarified how a brand's preference among consumers develops into a source of loyalty for that brand's purchases. Ultimately, a company's huge income streams stem from the devotion of its customers to its brand. Even if there have been several changes to both the customer approach and competitor activities over an extended period of time, a number of leading brands continue to lead the market for years on end (Pradhan and Misra, 2015).

(Quester and Lin Lim, 2003) declare that there exist two different ways to conceptualize brand loyalty in the literature. In the first, "a persistent pattern of buying of a particular brand over time" is the focus. This refers to a behavioral approach, which has been commonly utilized to describe the concept of brand loyalty. The subsequent one depends on having a favorable attitude of a brand.

3.4.1 Segments of Brand Loyalty

(Evans and Karras, 1996) brand loyalty may be used to categorize a variety of customer categories, such as brand switchers, new customers, nonusers, and die-hard brand loyalists.

(Pradhan and Misra, 2015) in their study defines a type of loyal customers. Additionally, they classified the customers in their analysis as switches, diehard loyal, split loyal, as well as shifting loyal. The segmentation dealt with how devoted a customer is to a specific brand.

A devoted customer is one who consistently purchases the same brand, even when it may be expensive (Evans and Karras, 1996). This loyalty includes the last stage of the purchasing process, during which customers decline to utilize substitutes in the event that the brand is unavailable. Customers may decide not to purchase the brand of their choice, but the price disparities for their favorite brand may affect the quantity they do. These consumers don't purchase other brands; instead, they are devoted to the brand. Therefore, these committed customers don't require frequent sales or discounts to encourage them to buy the goods (Yim and Kannan, 1999).

But as no single brand can effectively satisfy every consumer's need, some customers can also be drawn to buy products from other brands. Customers that consume many brands whenever one doesn't meet their needs are known as brand switchers (Evans and Karras, 1996). When new items are released or consumers become dissatisfied with their current brand, they may transfer brands. Customers could look for another brand that meets their needs. These consumers are the target of certain marketers since these customers are more inclined to switch brands, increasing the likelihood of increasing market share (Schiffman and Kanuk, 2000).

New buyers are people that are open to experimenting with new brands because of promotions or other factors. For prospective marketers, these are also a plausible target. Usually, people who have never attempted to use a specific brand are considered non-users. Since these customers aren't interested in purchasing the goods at all, they are also difficult to reach (Fakher, 2018).

Attitudnal Loyalty

(Thakur and Singh, 2012) they determined in their study how brand purchases are impacted by attitudinal loyalty. There are behavioral, valuable, and cognitive aspects that are often associated with brand loyalty sentiments. Traditionally, building the brand image through contacts with the media has been a major component of brand loyalty enhancement initiatives. Conversely, database technology in e-marketplaces allows marketers to concentrate on the cognitive element by offering tailored information. Faith, privacy, and security play increasingly important roles in e-loyalty to increase the dynamic aspect. For

the most part, loyalty is a sign of contentment; nonetheless, this may not always translate into loyalty.

(Bin Junaid, 2014) in their study found that attitudes have an impact on how consumers behave when making brand purchases. The consumer's perspective constitutes one of the most important mental components when it comes to psychological aspects, which play a large part in brand purchases. (Oliver, 1999) loyalty and satisfaction have an asymmetrical relationship. Because customers may access greater choice in e-marketplaces, this phenomenon is especially important because it can lead to dissatisfaction. (Baldinger and Rubinson, 1996) has demonstrated that really devoted customers are likely to stick with a company as long as they continue to have a good attitude toward it. Additionally, the ability to convert a buyer who is considering switching to a loyal customer may be increased if the customer has a favorable impression of the brand.

Behavioural Intention

According to (Mittal and Kamakura, 2001), the connection between approach and how one acts is behavioral intention. It represents how one intends to act during the decision-making process for purchases. The behavioral intention can manifest itself in a variety of ways, such as a preference for making first brand purchases or a commitment to making repeat brand purchases.

(Thakur and Singh, 2012) investigated the link between a customer's degree of satisfaction and his behavioral purpose. When analyzing brand loyalty, attention is paid to factors that support and enhance the commitment to consistent purchases as well as transforming the behavioral strategy into a legitimate transaction. With its relatively short purchase cycle, e-loyalty places a greater emphasis on substituting instance buying activity's behavioral goal.

Customer attitude proves to be incredibly beneficial when it comes to product promotion. According to him, a consumer's attitude is a product of their expectations, behavioral strategy, and senses (Perner, 2018).

Behavioural Loyalty

Traditionally, repeated purchase activity has been used to define behavioral loyalty. Numerous studies have shown instances of conceptual and computational issues related to behavioral loyalty (Chaudhuri and Holbrook, 2001). Behavioral loyalty may be shown in a number of ways. (Corstjens and Lal, 2000) elaborates, customers might remain faithful to brands and shops. (Pradhan and Misra, 2015) describe consumers' behavioral commitment

to a certain brand. They investigated how consumers' recurrent buying patterns indicate how loyal they are to a brand. The concept of behavioral loyalty moved to the e-market arena, which made both the conceptual and calculating challenges more sophisticated and fashionable. It's important to measure things like the amount of time spent on the e-commerce site and frequent store visits without any purchases (Ellen Reid Smith, 2000).

(Schultz and Bailey, 2000) the importance of satisfying a client to establish behavioral loyalty is described in detail. A happy customer is more likely to stick with a brand or store over time than a customer who purchases a product for other reasons, such lack of time, incomplete product knowledge, etc. This phenomenon has become increasingly common as a result of the Internet since customers can now quickly obtain comprehensive information and pertinent knowledge about a store, product, or brand, which has a significant influence on their decision to buy. Because of this, behavioral loyalty in the online sphere is far more complex and difficult to achieve than in the real world, where customers make decisions based on less information.

3.4.2 Determinants of Brand Loyalty

(Pradhan and Misra, 2015) in their investigation, they found that a number of factors, such as the brand awareness, brand name, perceived quality, trust, belief, and value, all influence brand loyalty.

Figure 3 Determinants of Brand Loyalty
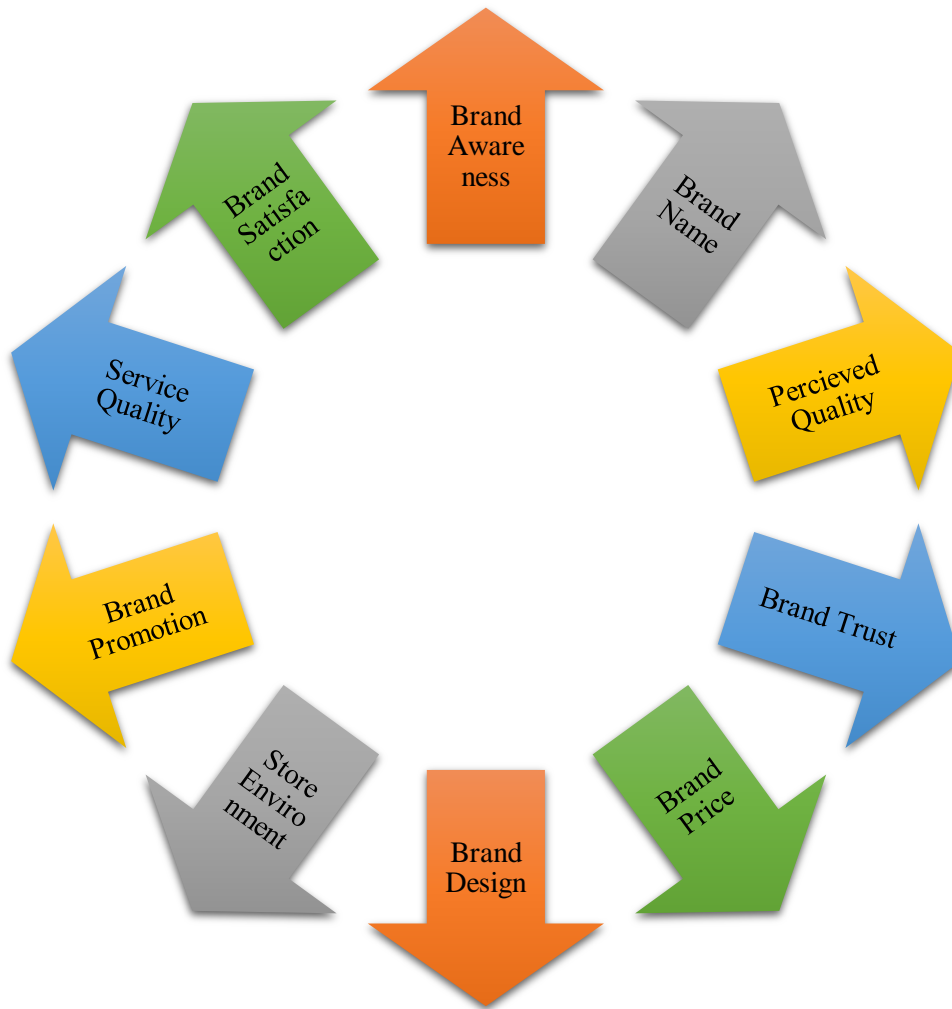
Source: Researcher's compilation based on literature review

Brand Awareness

According to (Vasudevan and Peter Kumar, 2019), "brand awareness" is the capacity to recollect and identify a reputable brand. For the purposes of this research, the degree to which consumers possess knowledge regarding and acquainted with a certain brand is known as brand awareness. By highlighting the quality of the product, offering credible details regarding the product's features, and thereby lowering perceived risks, brand awareness has a substantial influence on customers' buying decisions (Huang and Sarigöllü, 2014). Additionally, brand awareness enables consumers to be more acquainted with a brand as well as quickly recall it when deciding on decisions about purchases (Mackay et al., 2013). Therefore, brand awareness is what allows a customer to recognize a brand in different contexts.

A crucial component in the creation of a brand's image is brand awareness (Su, 2016). According to studies of (Altaf et al., 2017) and (Herrero-Crespo, San Martín Gutiérrez and Garcia-Salmones, 2016), brand awareness has a major and favorable effect on brand image. (San Martín, Herrero and García de los Salmones, 2018), who demonstrated that consumers' positive perceptions of brand awareness can result in higher levels of brand image, support this conclusion. Consequently, a better level of brand image can result from the growth of brand awareness, and this can raise revenue as well as share in the market (Tran et al., 2019).

(Mourad, Ennew and Kortam, 2010) found a substantial relationship between brand awareness and brand trust through their empirical investigation. Similarily (Lin and Bruce, 2012) argue that brand awareness affects brand trust by encouraging greater familiarization with the brand and lowering risk perceptions. Consequently, developing brand trust requires a strong foundation in brand awareness (Das, 2016).

Brand Name

Having a well-known brand name helps products gain traction more quickly and has a greater recall value. There are a lot of unidentified brand names and imitations available. Nonetheless, customers usually trust well-known brand names (Kevin Lane Keller, 2004). According to studies of (Sprott and Shimp, 2004), these brand names are renowned and their representations entice customers to acquire the brand, encouraging recurring business and reducing price-related switching.

According to (Kohli, 1997) creating a brand is a time-consuming and costly process that involves developing a model or identity. Furthermore, the poignancy and self-articulation benefits of a brand for segregation are strengthened by its personality. Developing a visual picture of the most recent client adopting the brand is critical for companies, particularly those with few physical differences and those utilized in a social context.

Since a brand's name serves as the basis for its image, coming up with a name for it is an important part of the branding process. A strong brand identity is necessary to draw in customers and influence their tendency to make repeat purchases. Customers appear to view products from a broad perspective, associating the brand name with all the features and enjoyment that come with owning and utilizing the product (Pradhan and Misra, 2015; Bin Junaid, 2014).

Percieved Quality

(Pradhan and Misra, 2015) in their study, they looked at customer worth, which they defined as the client's assessment of the benefits they ultimately received rather than the expenses incurred to get those benefits. However, in customer and marketing research, the term perceived worth is often employed in conjunction with other value concepts, such as consumption worth as well as client worth. Despite the differences in terminology along with descriptions of perceived quality, there aren't many commonalities among them.

Analysts now believe that it is harder to measure perceived value since it is increasingly complex. Researchers should include various types of consuming worth, such as the enjoyment derived from product buying, in addition to operational value, such as price and product quality. Previous studies have distinguished between several types of value. Hedonistic value and utilitarian value are the two general values that appear to be most appropriate for explaining client buying behavior (Eun-Ju and Overby, 2004).

The whole assessment of the benefits and costs of research, including amusement and escape, is referred to as hedonic quality. Hedonistic value is the enjoyment or value found in the act of buying itself, whereas utilitarian quality denotes the task-like value. Hedonistic value is derived from the engagement, happiness, visual appeal, and interaction. Similar to how atmospherics work in physical stores, a website's use of appropriate colors, music, and other sensory elements may improve a customer's online buying experience. Shopping may just be necessary for the customers since it is a pleasurable experience rather than a need to barely get the job done (Overby and Lee, 2006).

Brand Trust

(Maheshwari, Lodorfos and Jacobsen, 2014) in their investigation into what influences brand loyalty, they found that one important component was brand trust. Trust includes the customer's belief in the items, brand, services, or sales force as well as the store where the things are bought or sold. Since trust is so important to establishing a lucrative and long-lasting relationship, a number of scholars and marketers have examined it in recent years. Numerous scholars have examined trust in a variety of disciplines, such as psychology (Belanger, Hiller and Smith, 2002).

According to (Huaman-Ramirez and Merunka, 2019), "brand trust" refers to the degree to which consumers believe a brand will regularly live up to their expectations. Consistent with the study's guiding principles, consumers' inclination to believe a given company's claims to be trustworthy serves as a proxy for brand trust. Customers' belief in a

certain brand as an indication of its sincerity, honesty, and dependability in handling their issues is known as brand trust (Hamid Hawass, 2013).

Although the concept has gained depth due to the attention it has received from a number of fields, it is difficult to bring the many perspectives on trust together and create a shared, public space because of their wide range. (Bhattacharya, Devinney and Pillutla, 1998) point out that while various studies address the idea of varying approaches and means, they also express inevitabilities about changes in viewpoint on its character.

(Lewicki and Bunker, 1994) described three different approaches of judging trust. The social psychologists believe that trust is an expectation that is specific to a transaction as well as the person with whom one is interacting, in contrast to the personality psychologists who view trust as a personal attribute. On the other hand, sociologists and economists would rather examine how businesses and incentives increase trust concerning the transactions by reducing uncertainty (Kevin Lane Keller, 2004).

Additionally, a company with a high degree of consumer trust will have a long-lasting connection with them, which will result in a high number of sales and greater profitability (Mckinney and Benson, 2013). As a result, brand trust is crucial for creating and preserving long-term connections with clients since it lowers uncertainty by keeping its word and providing reliable product/service performance (Hegner and Jevons, 2016).

(Chaudhuri and Holbrook, 2001) assert that as trust fosters a highly engaged trade relationship, brand loyalty or commitment follows from it. In fact, the definition of commitment is the unwavering desire to keep up a meaningful connection. Therefore, the continuous process of upholding a valuable connection that has been established via trust is driven by loyalty or commitment. Put another way, trust and commitment go hand in hand since trust plays a crucial role in interpersonal interactions and commitment is also saved for these kinds of worthwhile connections.

Brand Price

(Maheshwari, Lodorfos and Jacobsen, 2014) investigated what influences brand loyalty and identified brand pricing as one element influencing a customer's brand loyalty. Customers that have a strong brand loyalty are willing to pay more for the brand of their choice, therefore the price has no impact on their purchase intention. Customers also compare and evaluate prices with other brands since they have such a strong confidence in the value and pricing of their favorite brands. According to (Foster and Cadogan, 2000), pricing is possibly the factor that matters most to the typical customer.

According to (De Ruyter, Wetzels and Van Birgelen, 1999), price is now a significant factor in clients' assessments of the business as a whole as well as the worth of an offered deal. Marketers might infer from price how the brand or product is perceived to be valued. It is defined as price consciousness as determining the greatest value by either buying at cost or selecting the alternative with the lowest price (Pradhan and Misra, 2015).

(Huber, Herrmann and Wricke, 2001) examined how price acceptance, which is defined as prospective customers' readiness to buy at different prices, relates to customer satisfaction. Price tolerance is probably a good indicator of the range of brand acceptability, as this feature shows. (Kalyanaram and Little, 1994) who conducted an empirical study on consumer packaged products' price tolerance. According to their hypothesis, customers in a certain product category who are, on average, more brand loyal are likely to have a greater price tolerance range for that brand due to loyalty to the brand tends to keep the customer more concentrated on the advantages of the brand instead of focusing on price. (Chaudhuri and Holbrook, 2001) discovered that having a willingness to pay higher costs for a brand was positively correlated with having a good brand attitude.

Brand Design

Design is a visual element that includes the shape, color, and content that influence a customer's perception of a brand (Frings, 1991). Reliable customers who like to present themselves as fashionistas are drawn to brands that provide chic packages. In their research, (Pradhan and Misra, 2015) identify the product's design as a determining element that impacts consumers' purchasing decisions. Leaders in fashion or those who follow trends frequently purchase goods from purportedly stylish or well-known stores. Using the newest styles and brands makes them delighted, which eventually increases their ego.

(Zoe Diana Draelos, 2007) on women's cosmetics goods available in stores has been studied. Based on the conclusions drawn, it was observed that consumers of cosmetics were fashion conscious and required products with eye-catching designs; furthermore, they tended to use different makeup styles for various situations. Fashion awareness is commonly defined as the ability to recognize and appreciate innovative designs, diverse styles, and appealing styling, along with the desire to own exciting and stylish items.

Store Environment

(Pradhan and Misra, 2015) thought about the retail environment as a factor in determining customer loyalty. They clarified that one of the elements influencing costumer pleasure is the retail environment. As per (Omar, 1999) in order to ensure retail marketing

success and longer shop lifespans, store set is quite important. The store's positive attributes, such as its location, layout, and in-store triggers, all have a partially bearing on customer loyalty. A customer's shopping habits and purchasing patterns can be significantly influenced by the store's location and branch count. When customers have easy access to a brand or store when they are out shopping and are satisfied with the assortment of goods and services offered, they are far more likely to become brand loyal (Love lock, 2010). Because of this, one factor that might influence a customer's decision-making process is the environment of a store.

The customers are affected by additional triggers in the store, such as characteristics of various customers, sales staff, the design, sounds, displays, colors, and odors. Additionally, they play a role in the attributes of the product, which subsequently affect customer satisfaction as well as decision-making (Love lock, 2010). However, background music in the stores affects how people behave and handle situations. The slow-tempo music choice increases sales volume since customers spend greater amounts of time in a comfortable environment and make more purchases. The brand channel's appropriateness has a big impact on consumers' purchasing decisions (Lin and Chang, 2003).

Brand Promotion

One component of the marketing mix is promotion, which denotes a certain kind of customer connection. Development entails using personal selling, advertising, and sales promotion. Advertising is the term for a non-individual format that provides information about a company, brand, product, or retail outlet through mass media. It primarily affects consumers' perceptions, beliefs, and attitudes toward the brands and goods, which in turn affects how they purchase (Lovelock and Patterson, 2015).

(Clow and Baack, 2021) promotion, mostly through advertising, may help establish ideas or attitudes in the minds of the customers and also help set the products apart from other companies. Promotion is an essential component of the marketing strategy that a business chooses to implement. Advertising is a tool for interacting with customers in relation to the products offered and is a strategy to promote the purchase or sale of goods or services. Since customers are the final end users, most businesses utilize sales promotion techniques to complement their advertising and PR campaigns (Pradhan and Misra, 2015).

Service Quality

(Maheshwari, Lodorfos and Jacobsen, 2014) the customer's service experience is a decisive aspect in determining brand loyalty. A general definition of high-quality services is

those that meet and exceed customers' expectations as well as their goals and demands (Lovelock and Patterson, 2015). One kind of personalized sales is service quality, which consists of direct interaction between sales representatives and potential customers. Customers choose to purchase goods from specific stores because they are satisfied with the assistance provided and are assured of receiving certain perks. (Gronroos, 1990) mentioned that there were three dimensions to a service's quality that clients could see: the technical (outcome) facet, the image facet, along with the operational (process) side.

(Richard and Allaway, 1993) argued that using just functional quality parameters to characterize and anticipate customer behavior may not be sufficient to determine the quality of the service and had poor predictive validity.

Brand Satisfaction

A consumer feels satisfied when their consumption satisfies a need, desire, goal, or other need and feels good about it (Oliver, 1999). This is known as joyful satisfaction. When an established standard is contrasted to the real expected performance, it is the outcome of a cognitive and emotive evaluation (Homburg and Giering, 2000). A brand's happiness or discontent is represented in the assessment output when the topic is a brand. Brand satisfaction is defined in this study as the result of the subjective assessment that the selected alternative brand fulfills or surpasses expectations, in line with the satisfaction criteria previously mentioned (Lau and Lee, 1999). Since satisfaction is seen to be a primary factor in determining long-term customer behavior, it is one of the major global variables that predicts consumer behaviour (Garbarino and Johnson, 1999).

While the relationship amongst brand satisfaction as well as brand loyalty is well-established, it can be challenging to fully comprehend due to the intricacy of the relationship amongst these two concepts. Since a small percentage of satisfied clients stick with the same good or service over time (White and Yu, 2005) additionally since brand satisfaction alone won't keep customers who enjoy the freedom to choose (Oliver, 1999), it's probable that additional constructs will be needed as influencing actors in order to effectively affect brand loyalty. The hypothesis put forward in this study is that via enhancing brand emotion as well as trust, brand satisfaction indirectly influences brand loyalty.

Customers purchase goods and services in order to reap certain psychological as well as physically rewards. So, in order for them to be open to a long-term association with the brand, they probably need to have faith that the company would consistently deliver similar benefits and levels of happiness with each product sold under the same brand name.

Therefore, brand trust serves as a mediator amongst brand loyalty as well as brand satisfaction (Kabadayı and Aygün, 2007).

3.4.3 Customer Satisfaction & Brand Loyalty

(Szymanski and Henard, 2001; Auh and Johnson, 2005; Balabanis, Reynolds and Simintiras, 2006) have investigated the relationship amongst brand loyalty to a certain firm or brand and consumer satisfaction. (Bennett and Rundle-Thiele, 2004) have shown that when customers are satisfied with a product and its qualities, they are more likely to suggest it or buy it again under the same brand. Additionally, these customers are unlikely to use alternatives offered by the market or switch to other brands.

As per (McIlroy and Barnett, 2000), Customer satisfaction is a crucial idea to take into account while creating a customer loyalty program. consumer loyalty measures the likelihood that a consumer would make more purchases and interact with a business, whereas satisfaction measures how successfully a customer's expectations are satisfied. Customers who feel they can obtain greater value, convenience, or quality elsewhere are going to keep complaining flaw, even if they are happy with the service, making loyalty susceptible. Consequently, it is inaccurate to use customer satisfaction as a gauge of loyalty. While important, satisfaction alone does not guarantee loyalty. Stated differently, it is difficult to maintain loyalty without satisfaction, whereas one may have satisfaction regardless of loyalty.

(LaBarbera and Mazursky, 1983) state that while discontent is commonly identified as the main driver of customer departing or purchase cessation, contentment impacts repurchase intentions, making it clear why customer satisfaction matters. (McIlroy and Barnett, 2000) in a corporate setting, loyalty is now used to characterize a customer's dedication to doing business with a specific organization, making recurring purchases of their goods and services, and endorsing those offerings to friends and acquaintances.

(Thakur and Singh, 2012) studied on the association between customer satisfaction and their loyalty. They found that the two ideas had a particular connection and interaction with one another. According to (Rowley, 2005), happy consumers are more likely to remain devoted patrons in every situation. Product utilization would be higher for pleased customers than for unsatisfied ones (Bolton and Lemon, 1999; Ram and Jung, 1991). It is likely that they will recommend the brand to acquaintances as well as have a greater repurchase intentions.

Customer satisfaction is often used as a predictor of future product purchases (Thakur and Singh, 2012). Customers who are happy with a product are more likely to purchase it again in the future (Zeithaml, Berry and Parasuraman, 2020). Additionally, they recommend the items to family and close acquaintances (Reynolds and Arnold, 2013) these customers are also less likely to respond to the alternatives offered by competitors brand.

4 Practical Part

4.1 Company Profile of Tata Motors

Tata Motors was founded on September 1, 1945 having its headquater in Mumbai, India. It has been India's market leader in commercial vehicles for a number of years, Tata Motors has an impressive array that includes passenger as well as commercial vehicles. It is a $42 billion organisation which stands as a India's largest automobile company. It is also a part of the $100 billion Tata Group founded by Jamsetji Tata in 1868. Tata Motors has 76 subsidiaries in India as well as at an International level, these subsidiaries provide engineering and automotive solutions. The company also manufactures engines for industrial as well as marine purpose. The company has six major automobiles manufacturing plants in India: in the states of Jharkhand as well as Sanand in Gujarat, at the city of Pune in Maharashtra, at Lucknow in Uttar Pradesh, at Pantnagar in Uttarakhand, and at Dharwad in Karnataka. The Tata Motors Group is a well-known multinational automaker. The world is presented with an extensive and varied selection of automobiles, sport utility vehicles, lorries, buses, and defense vehicles by the renowned multinational company, the Tata group. Utilizing a robust worldwide network of subsidiaries, associate firms, as well as joint ventures, comprising Jaguar Land Rover in the UK along with Tata Daewoo in South Korea, the company operates in India, United Kingdom, South Korea, South Africa, China, Brazil, Austria, and Slovakia. (Tata Motors, 2020).

4.2 Demographic Profile of the Respondents

The demographic profile of the respondents is collected by gathering the following information. Demographic profile serves as an important parameter to check the opinion, taste, preferences, attitudes, beliefs of the respondents which change with the change in their gender, age, occupation.

4.2.1 Gender

The following 4 figure shows the graphical representation of the Gender of respondents, presented with the help of pie chart presenting the percentage share of Gender.
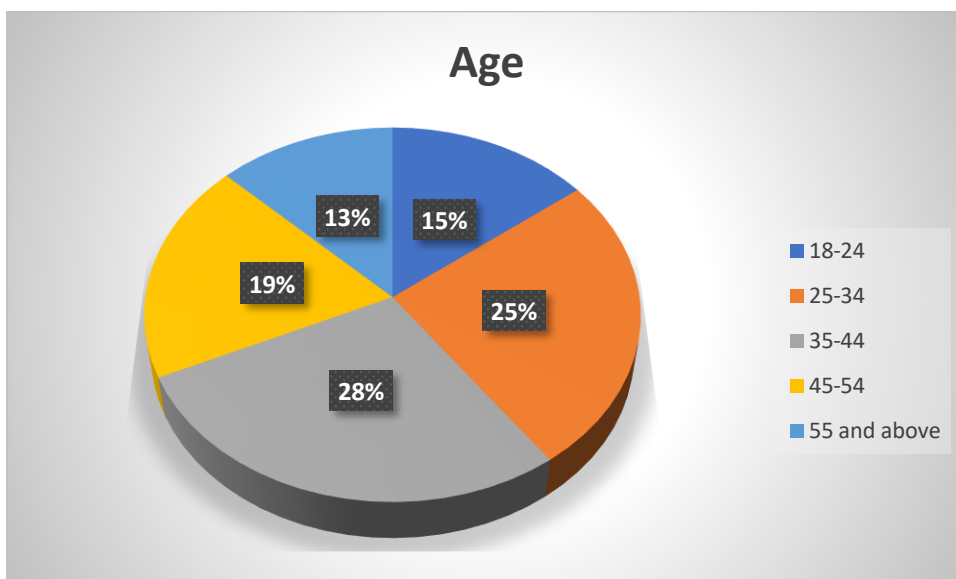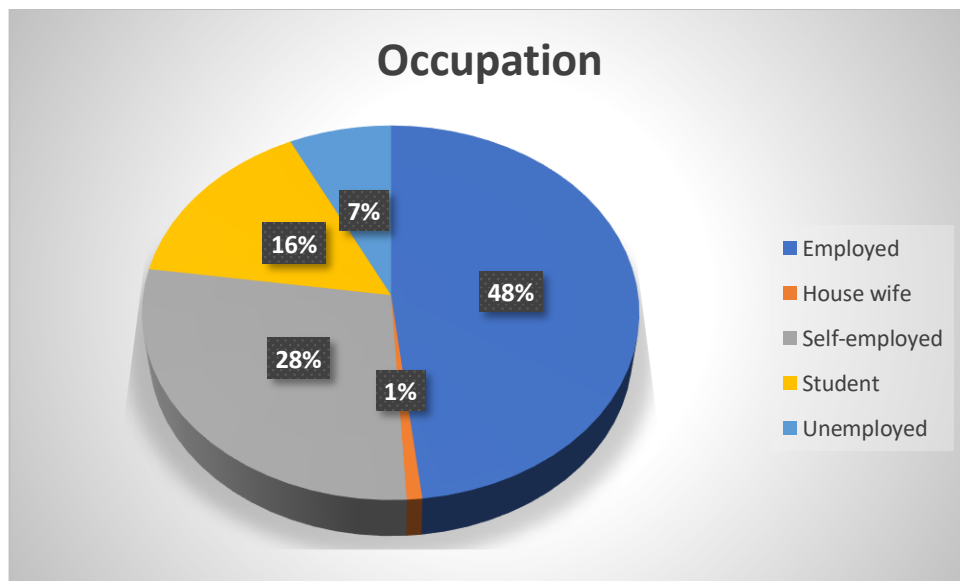
Figure 4 Respondent's Gender
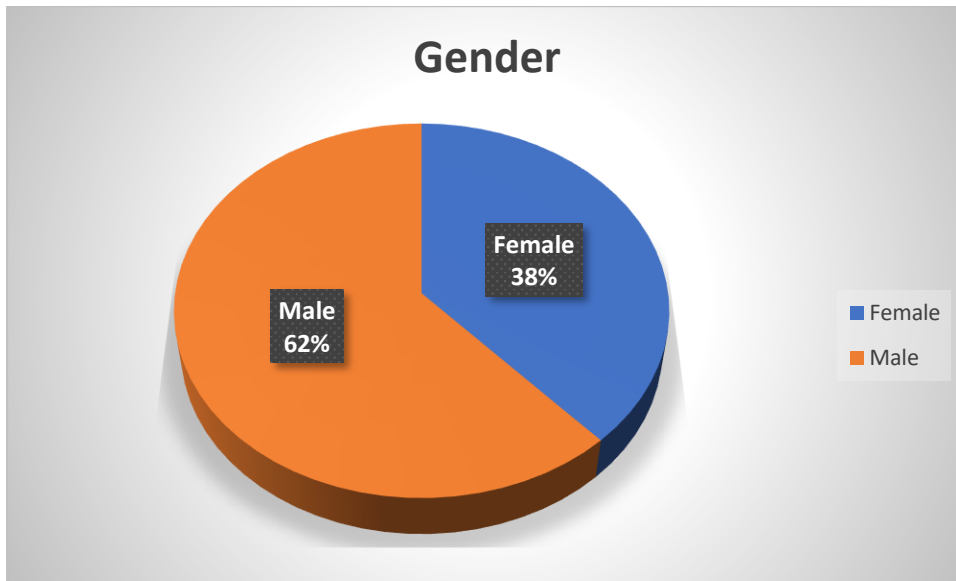
Source: Researcher's own calculation

From the above figure 4, it can be observed that, majority of the respondents are males i.e. 62%. While the share of females in the survey is 38% only. Thus, it can be inferred that males have a major influence in the survey.

4.2.2 Age

The following figure 5 shows the graphical representation of the age of respondents, presented with the help of pie chart presenting the percentage share of age in years.

Figure 5 Respondent's Age

Source: Researcher's own calculation

From the above figure 5, it can be observed that 28% of the respondents fall in the age group of 35-44 years. While 25% of the respondents fall under the age group of 25-34 years and 19% of the respondents fall under the age group of 45-54 years. It can also be observed that 15% of the respondents fall in the age group of 18-24 years and 13% of the respondents fall under the age group of 55 years & above. Thus, it can be inferred from the research that majority of the respondents (53%) are belonging to mid-range age i.e. they are belonging to the age group of 25-44 years.

4.2.3   Occupation

The following figure 6 shows the graphical representation of the occupation of respondents, presented with the help of pie chart presenting the percentage share of occupation in different sectors.

Figure 6 Respondent's Occupation

Source: Researcher's own calculation

From the above figure 6, it can be observed that 48% of the respondents are employed, which means that they are employed in public sector or private sector. It is also observed from the research that 28% of the respondents are self-employed which means they might be having their own offices, business or might be employed in agricultural activities at the own farm. It is found that 16% of the respondents are students and 7% of the respondents are unemployed. While only 1% of the respondents are house wife. Thus, it can be inferred from the study that majority of the respondents are employed in public or private sector.

4.2.4 Customer of Tata Motors

The following figure 7 shows the graphical representation of duration of being the customer of Tata Motors, presented with the help of pie chart presenting the percentage share of duration in years.

Figure 7 Customer of Tata Motors
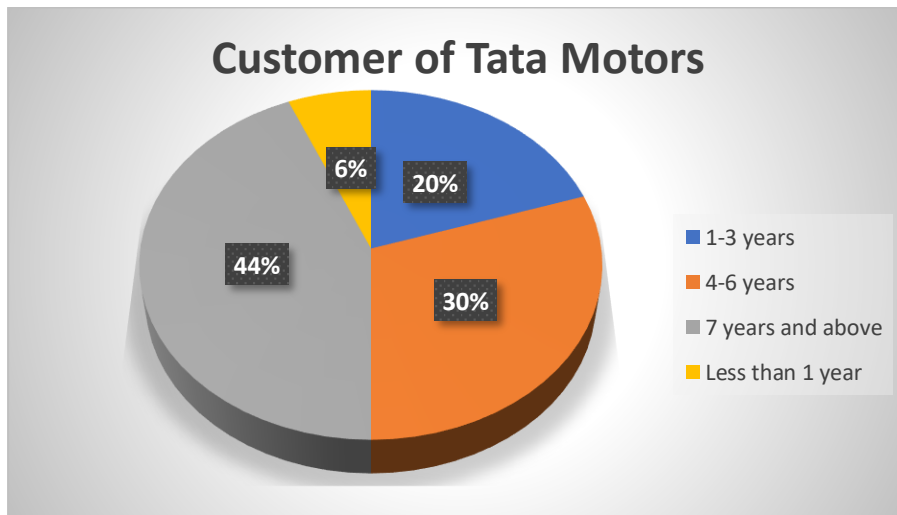
Source: Researcher's own calculation

From the above figure 7, it can be observed that 44% of the respondents have been the customers of Tata Motors for 7 years and above. While 30% of the respondents have been the customers for 4-6 years. It is also observed that 20% of the respondents have been the customers of Tata Motors for 1-3 years and only 6% of the respondents have been the customers of Tata Motors for less than 1 year. Thus, it can be inferred from the study that majority of the respondents have been experiencing Tata Motors products and services for quite a long time. Thus, they provide a helpful base in analysing the brand experience of Tata Motors by them.

4.3 Brand Experience

The brand experience of the respondents is gathered by studying the Sensory Experience, Affective Experience, Behavioural Experience, and Intellectual Experience pertaining to the products and services of Tata Motors. Wherein the experience relating to the Light Motor Vehicles and services have been taken into consideration. Following information have been gathered with the help of questionnaire pertaining to their brand experience.

4.3.1 Appealing thing about Tata Motors Vehicles

The following figure 8 shows the graphical representation of appealing thing about Tata Motors, presented with the help of pie chart revealing the most appealing and least appealing about Tata Motors vehicles.
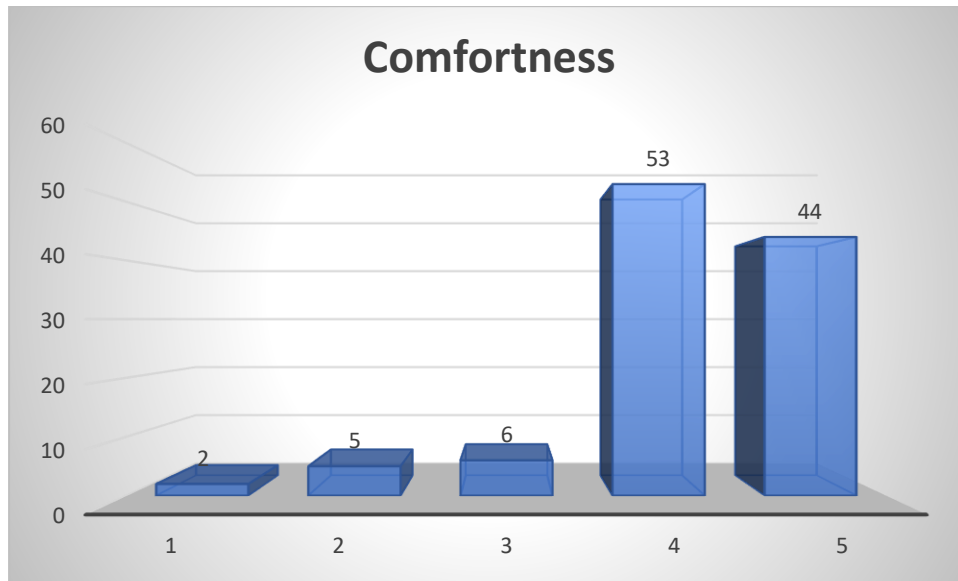
Figure 8 Appealing thing about Tata Motors
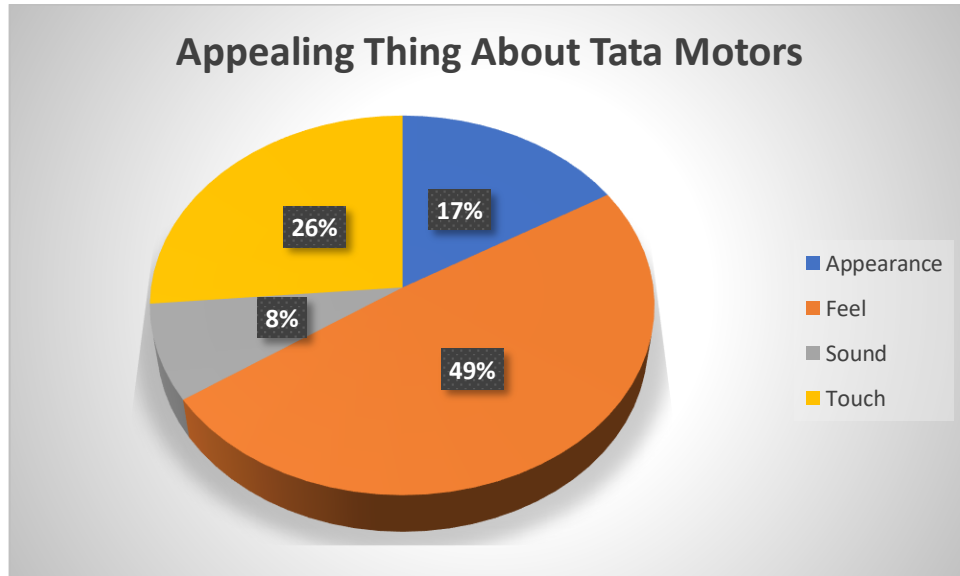
Source: Researcher's own calculation

From the above figure 8, it can be observed that majority of the respondents i.e. 49% have reported that the most appealing thing of tata motors is the Feel i.e. comfortness relating to seats, fabric used. While it can be observed that 26% of the respondents have reported that the appealing thing about Tata Motor vehicles is Touch i.e. External metal used and Internal seat cushions. It is also found that 17% of the respondents have reported that Appearance i.e. Design, colour range of car are the appealing things about Tata Motor Vehicles. It is only 8% of the respondents who have reported that Sound which is the Music System Quality, Engine Noise, Cabin Noise etc. are the appealing things about Tata Motor Vehicles. Thus, it can be concluded that the most appealing things is Feel and the Least appealing thing is the sound of Tata Motors Vehicles.

4.3.2 Comfortness in Visiting Brand Outlet

The following figure 9 shows the graphical representation of comfortness in visiting Brand Outlet, presented with the help of 3D clustered column graph revealing the comfortness with the help of 5-Point Likert scale.

Figure 9 Comfortness in Visiting Brand's Outlet

Source: Researcher's own calculation

From the above figure 9, it can be observed that 53 respondents have reported that they have been very much comfortable in visiting the brand outlet. While, 44 respondents have reported that it has been extremely comfortable for them to visit the brand outlet. It is also observed that 6 respondents have reported moderate comfortness in visiting the Brand outet. Whereas, 5 respondents have reported slight comfortness and 2 respondents have reported no comfortness at all in visiting the brand outlet of Tata Motors. Thus, it can be inferred from the study that majority of the respondents have been comfortable in visiting brand outlet.

4.4 Affective Experience

The affective experience of the respondents regarding the Tata Motors vehicles have been gathered with the help of the following information.

4.4.1 Excitement & Positive Emotions

The following figure 10 shows the graphical representation of excitement and positive emotions aroused by the brand, presented with the help of 3D clustered column graph revealing the Excitement & Positive Emotions with the help of 5-Point Likert scale.
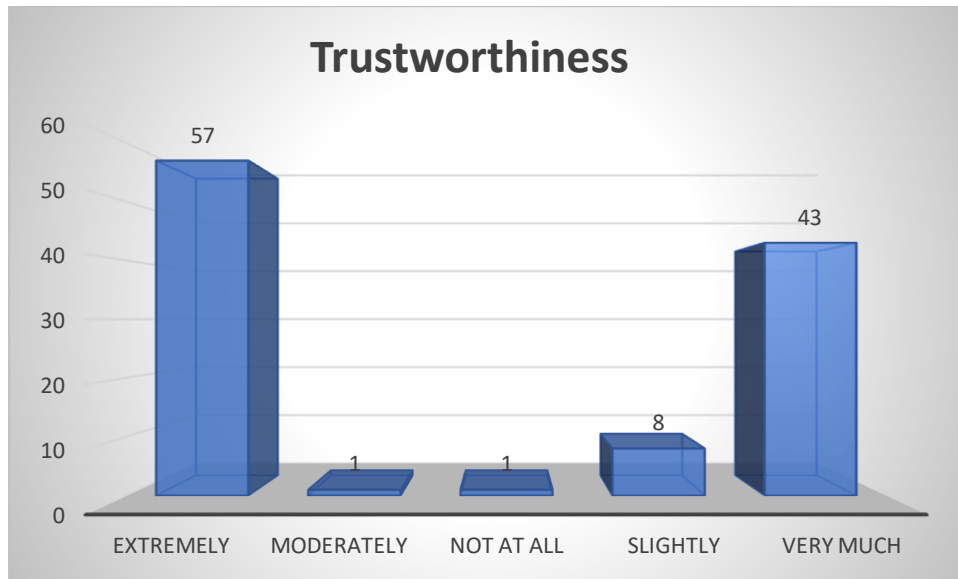
Figure 10 Excitement & Emotions
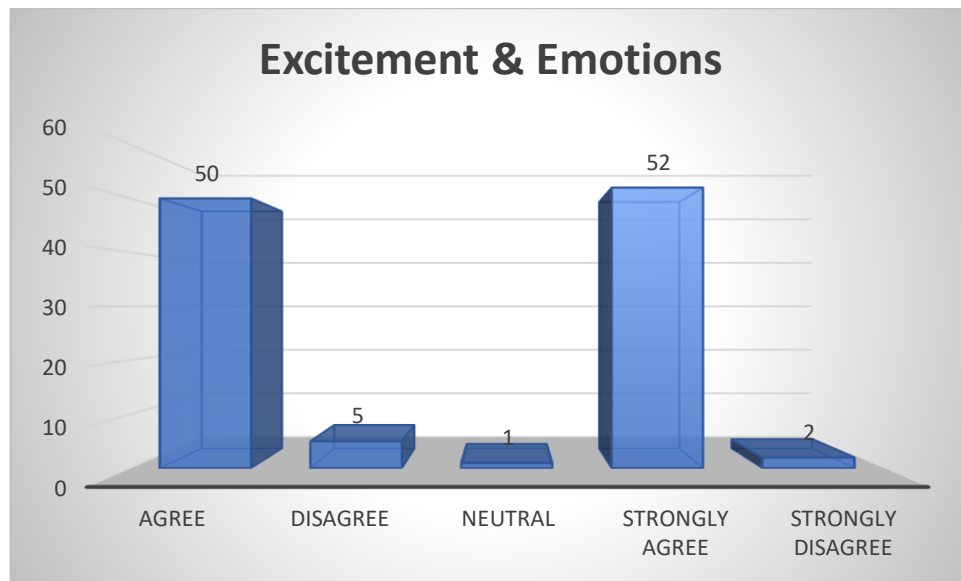
Source: Researcher's own calculation

From the above figure 10, it can be seen that 52 respondents have reported that they strongly agree that the brand arouses feeling of excitement and positive emotions in them. While, 50 respondents have agreed regarding the same. It is also found that 5 respondents have reported that they disagree regarding the same. Moreover, 2 respondents have reported that they strongly disagree that the brand arouses feeling of excitement and positive emotions in them and only 1 of the respondents is neutral regarding the same. Thus, it can be inferred from the research that the brand goo amongst the respondents.

4.4.2 Trustworthiness

The following figure 11 shows the graphical representation of trustworthiness & reliability conveyed by Tata Motors of its vehicles to the respondents, presented with the help of 3D clustered column graph revealing the Trustworthiness and Reliability about the products with the help of 5-Point Likert scale.

From the above figure 11, it can be seen that 57 respondents have reported that they extremely believe that the brand conveys a sense of trustworthiness or reliability about its products. While, 43 respondents have agreed very much regarding the same. It is also found that 8 respondents have reported that they slightly agree that the brand conveys a sense of trustworthiness or reliability about its products. Moreover, 1 respondent have reported that they moderately agree and 1 of the respondent have reported that they not at all agree that the brand the brand conveys a sense of trustworthiness or reliability about its products. Thus, it can be inferred from the research that the conveys a sense of trustworthiness or reliability about its products amongst the respondents.

4.5   Behavioural Experience

Following information have been gathered with the help of questionnaire by asking 5-Point Likert scale questions to know the behavioural experience of the respondents regarding Tata Motors Vehicles.

4.5.1   Experience about Customer Service

The following figure 12 shows the graphical representation of Experience of the respondents about the customer service of Tata Motors, presented with the help of 3D clustered column graph revealing the Customer Service Experience with the help of 5-Point Likert scale.
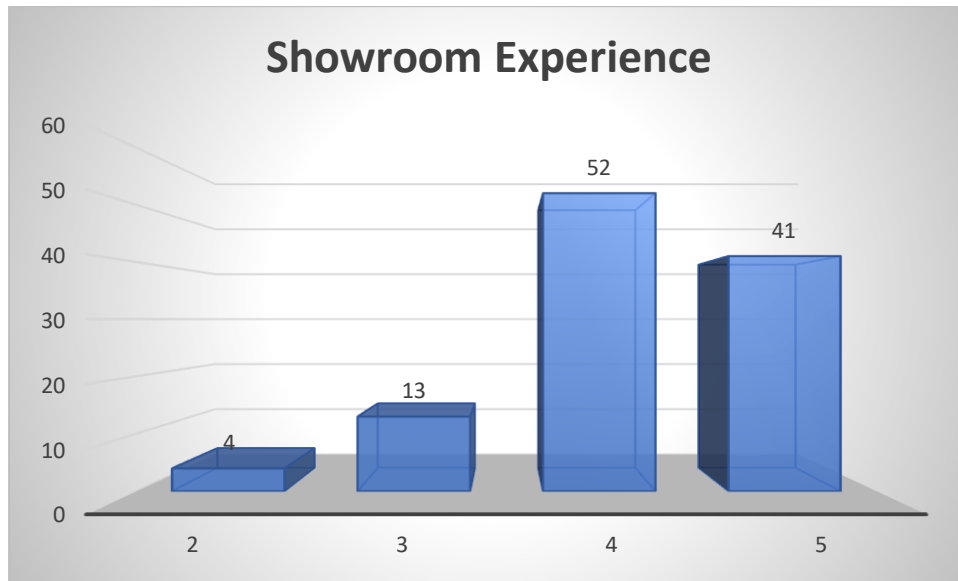
Figure 12 Customer Service
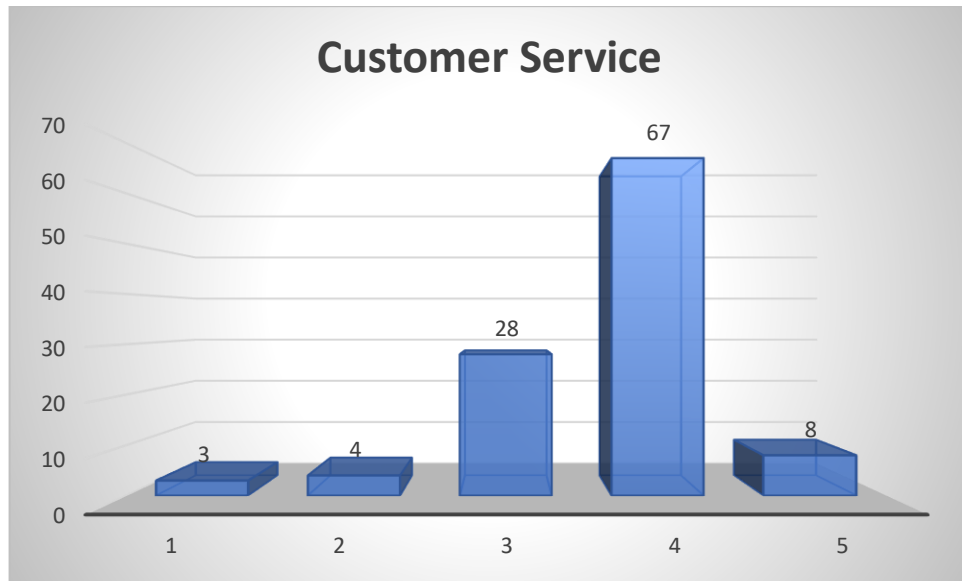
Source: Researcher's own calculation

From the above figure 12, it can be seen that 67 respondents have reported that they have good experience about the customer service of Tata Motors. While, 28 respondents have reported that their experience of the customer service of Tata Motors was average. It is also found that 8 respondents have reported that their experience was excellent regarding the customer service of Tata Motors. While, 4 respondents have reported that their experience was poor and 3 respondents have reported that their experience was bad pertaining to the customer service provided by Tata Motors. Thus, it can be inferred from the research that majority of the respondents have had a good experience pertaining to the customer service of Tata Motors.

4.5.2   Experience about Showroom Experience

The following figure 13 shows the graphical representation of Showroom Experience of the respondents regarding Tata Motors, presented with the help of 3D clustered column graph revealing the Customer Showroom Experience with the help of 5-Point Likert scale.

Figure 13 Showroom Experience
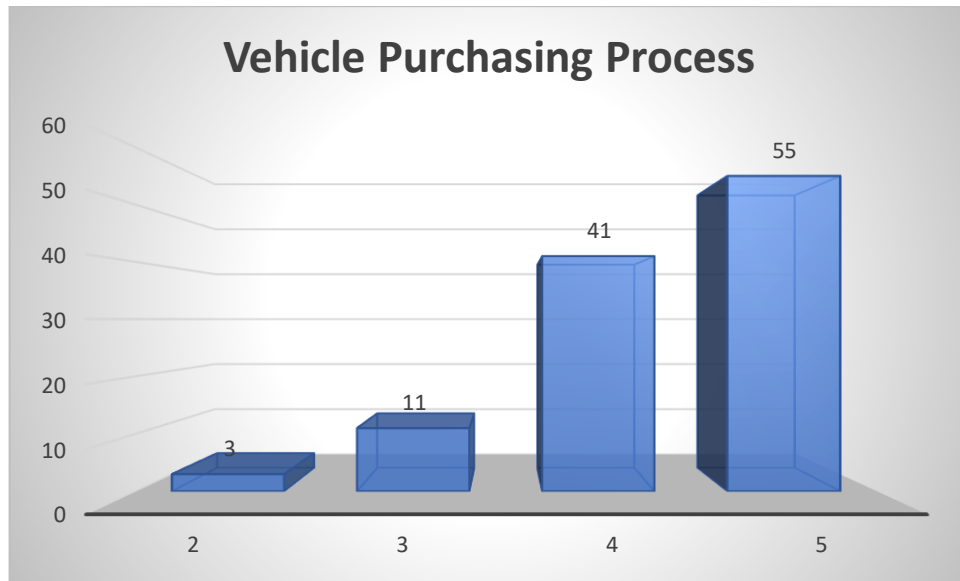
Showroom Experience

Source: Researcher's own calculation

From the above figure 13, it can be seen that 52 respondents have reported that they have good showroom experience of Tata Motors. While, 41 respondents have reported that their showroom experience of Tata Motors was excellent. It is also found that 13 respondents have reported that their showroom experience of Tata Motors was average. While, 4 respondents have reported that their showroom experience was poor. Thus, it can be inferred from the research that majority of the respondents have had a good & excellent showroom experience pertaining of Tata Motors.

4.5.3 Experience about Vehicle Purchasing Process

The following figure 14 shows the graphical representation of Experience about the Vehicle Purchasing Process by the respondents regarding Tata Motors, presented with the help of 3D clustered column graph revealing the Vehicle Purchasing Experience with the help of 5-Point Likert scale.
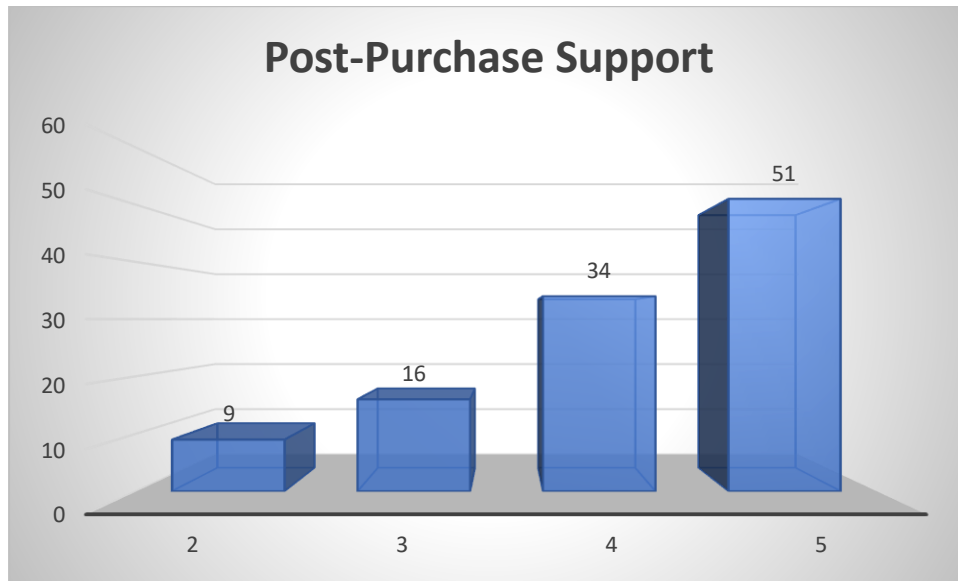
Figure 14 Vehicle Purchasing Process

Source: Researcher's own calculation

From the above figure 14, it can be seen that 55 respondents have reported that they have excellent experience pertaining to Vehicle Purchasing Process of Tata Motors. While, 41 respondents have reported that their experience of vehicle purchasing process of Tata Motors was good. It is also found that 11 respondents have reported that their experience was average. While, 3 respondents have reported that their experience was poor pertaining to Vehicle purchasing process at Tata Motors. Thus, it can be inferred from the research that majority of the respondents have had an excellent and good experience pertaining to the Vehicle Purchasing Process of Tata Motors.

4.5.4 Experience about Post-Purchase Support

The following figure 15 shows the graphical representation of Experience about the Post-Purchase Support of Tata Motors received by the respondents, presented with the help of 3D clustered column graph revealing the Post-Purchase Support Experience with the help of 5-Point Likert scale.

Figure 15 Post Purchase Support


Post-Purchase Support

Source: Researcher's own calculation

From the above figure 15, it can be seen that 55 respondents have reported that they have excellent experience pertaining to Vehicle Purchasing Process of Tata Motors. While, 41 respondents have reported that their experience of vehicle purchasing process of Tata Motors was good. It is also found that 11 respondents have reported that their experience was average. While, 3 respondents have reported that their experience was poor pertaining to Vehicle purchasing process at Tata Motors. Thus, it can be inferred from the research that majority of the respondents have had an excellent and good experience pertaining to the Vehicle Purchasing Process of Tata Motors.

4.5.5   Word of Mouth Promotion

The following figure 16 shows the graphical representation of Word-of-Mouth promotion by the respondents regarding Tata Motors based on their behavioural brand experience, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale.
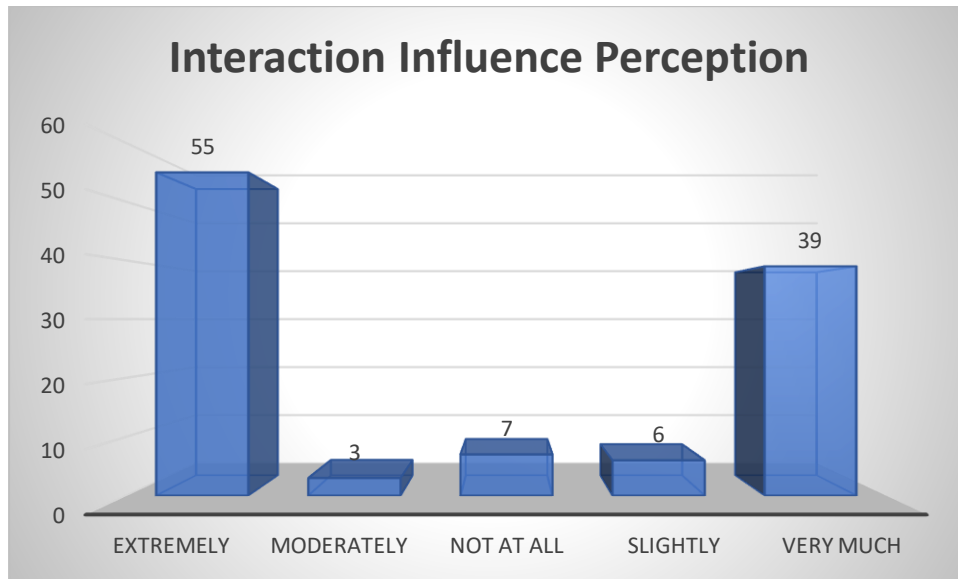
Figure 16 Word of Mouth
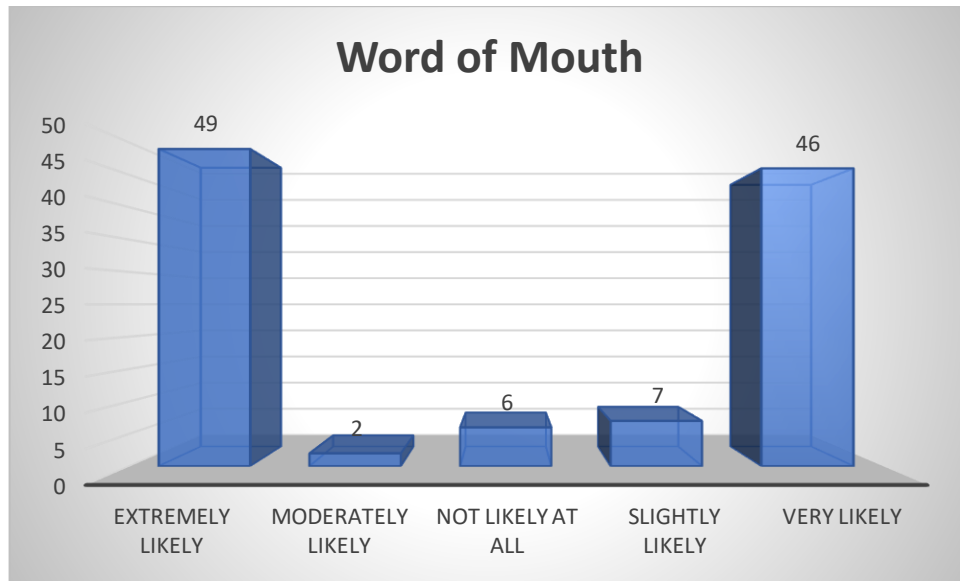
Source: Researcher's own calculation

From the above figure 16, it can be observed that 49 respondents have reported that they are extremely likely to promote Tata Motors based on their behavioural experience with the brand. While, 46 respondents have reported that they are very likely to promote Tata Motors based on their behavioural experience with the brand. It is also observed that 7 respondents have reported that they are slightly likely to promote the brand and 6 respondents have reported that are not at all going to promote the brand based on their behavioural experience. It is only 2 respondents who have reported that they are moderately likely to promote the brand based on their behavioural experience. Thus, it can be inferred that majority of the respondents are extremely likely to engage in word-of-mouth promotion based on their behavioural experience with the brand.

4.5.6 Interaction influence Perception

The following figure 17 shows the graphical representation of Interaction with Tata Motors influencing respondents brand perception, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale

Figure 17 Interaction Influence Perception

Source: Researcher's own calculation

From the above figure 17, it can be observed that 55 respondents have reported that their Interaction with Tata motors have extremely influenced their perception. While 39 respondents have reported that their interaction with Tata Motors have very much influenced their perception regarding Tata Motors. It is also found from the study that for 7 respondents their interaction with Tata Motors have not at all influenced their perception regarding the brand and for 6 respondents it has slightly influenced their perception. Whereas, 3 respondents have reported that their perception regarding Tata Motors is moderately influenced by their interaction with the brand. Thus, it can be inferred that for majority of the respondents their perception is extremely influenced by their interaction with Tata Motors.

4.6   Intellectual Aspects of Brand Experience

The following information has been gathered regarding the Intellectual experience of the respondents of the Tata motors. Also, whether the intellectual brand experiences influence the respondent's decision to choose Tata Motors over other brands is also studied with the help of 5-Point likert scale question.

### 4.6.1   Intellectual aspects regarding the following

The Intellectual aspects relating to the Perceived Innovation, Technological Advancements, Environmental Sustainability Practices, Perceived Quality and Reliability

about their products and services have been gathered with the help of 5-Point Likert Scale Questionnaire.

Perceived Innovation

The following figure 18 shows the graphical representation of the perception of the respondents regarding the Perceived Innovation of Tata Motors, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale.

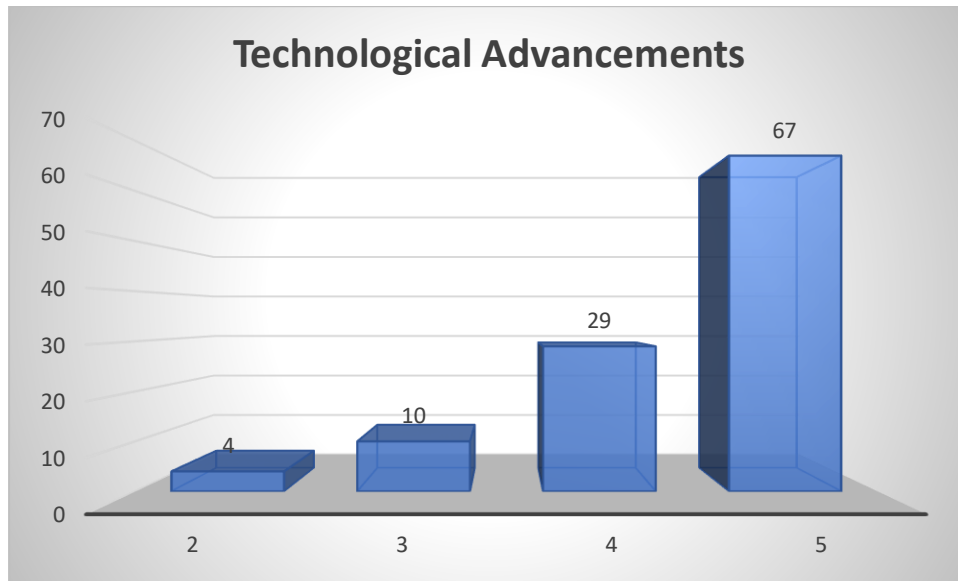*Figure 18 Perceived Innovation*
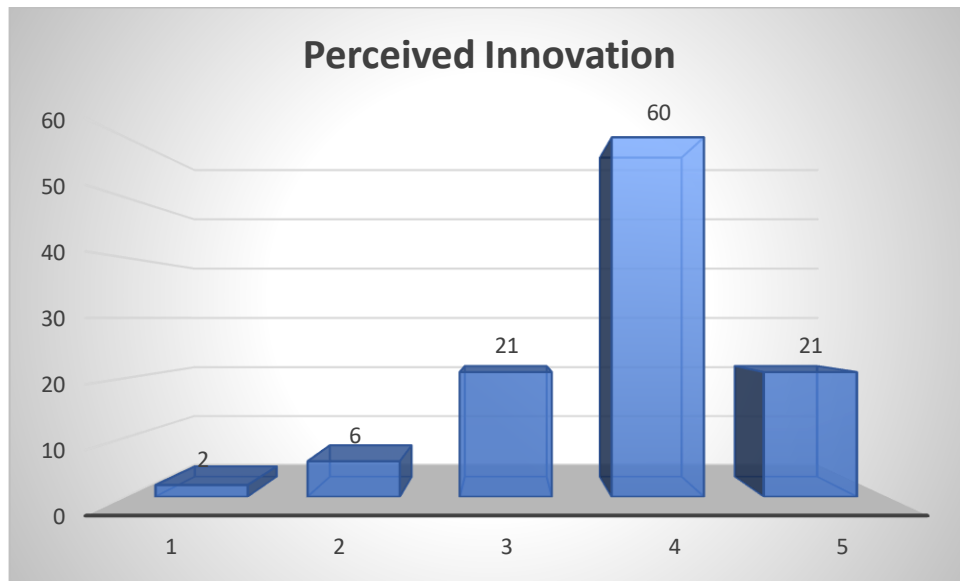
Source: Researcher's own calculation

From the above figure 18, it can be seen that 60 respondents perceive Innovation of Tata Motors as good. While, 21 respondents perceive Innovation of Tata Motors as excellent. It is also found that 21 respondents perceive Innovation of Tata Motors as average. While, 6 respondents perceive Innovation of Tata Motors as poor and 2 respondents perceive Innovation of Tata Motors as bad. Thus, it can be inferred from the research that majority of the respondents perceive Innovation of Tata Motors as good.

Technological Advancements

The following figure 19 shows the graphical representation of the perception of the respondents regarding the Technological Advancements of Tata Motors, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale.

Figure 19 Technological Advancements

Source: Researcher's own calculation

From the above figure 19, it can be seen that 67 respondents perceive Technological Advancements of Tata Motors as Excellent. While, 29 respondents perceive Technological Advancements of Tata Motors as good. It is also found that 10 respondents perceive Technological Advancements of Tata Motors as average. While, 4 respondents perceive Technological Advancements of Tata Motors as poor. Thus, it can be inferred from the research that majority of the respondents perceive Technological Advancements of Tata Motors as Excellent.

Environmental Sustainability Practices

The following figure 20 shows the graphical representation of the perception of the respondents regarding the Environmental Sustainability Practices of Tata Motors, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale.

Environemental Sustainability Practices
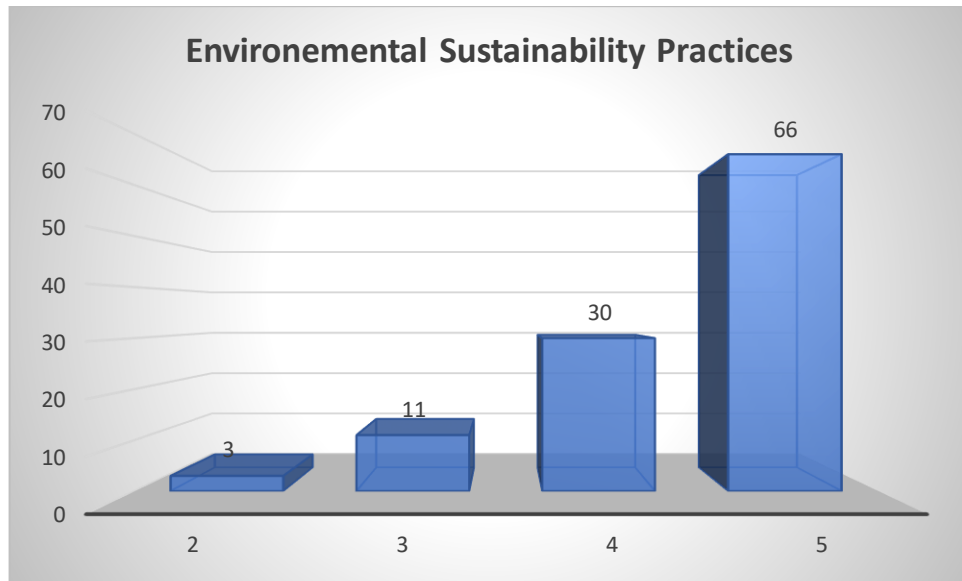
Source: Researcher's own calculation

From the above figure 20, it can be seen that 66 respondents perceive Environmental Sustainability Practices of Tata Motor Vehicles as Excellent. While, 30 respondents perceive Environmental Sustainability Practices of Tata Motor Vehicles as good. It is also found that 11 respondents perceive Environmental Sustainability Practices of Tata Motor Vehicles as average. While, 3 respondents perceive Environmental Sustainability Practices of Tata Motor Vehicles as poor. Thus, it can be inferred from the research that majority of the respondents perceive Environmental Sustainability Practices of Tata Motor Vehicles as Excellent.

Perceived Quality & Reliability

The following figure 21 shows the graphical representation of regarding the Perceived Quality and Reliability of Tata Motors, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale.

61

Figure 21 Perceived Quality & Reliability

**Perceived Quality & Reliability**
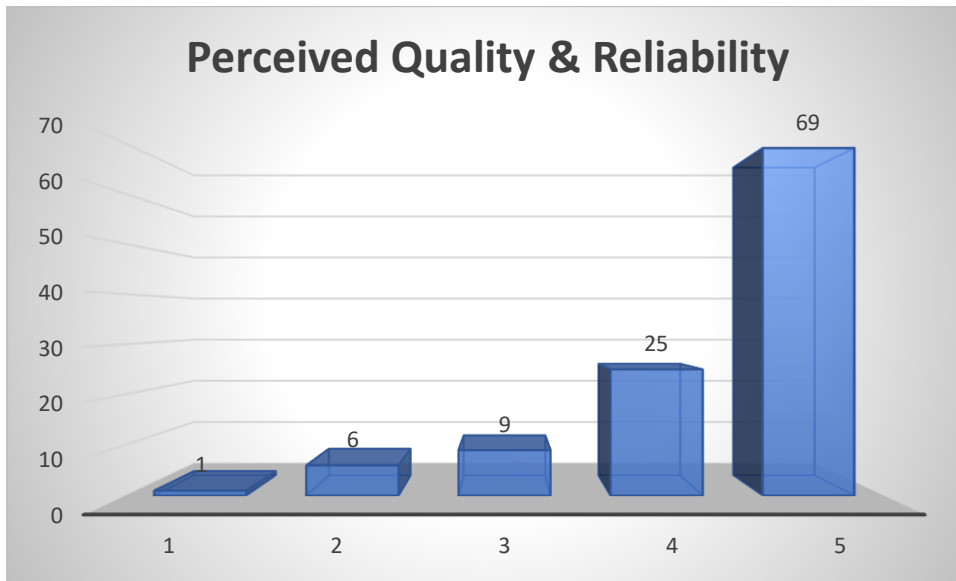
Source: Researcher's own calculation

From the above figure 21, it can be seen that 69 respondents have reported that they perceive quality and reliability of hel98. While, 25 respondents have reported that they perceive quality and reliability of Tata Motors Vehicles as good. It is also found that 9 respondents have reported that their perception regarding quality and reliability of Tata Motor Vehicles is average. While, 6 respondents have reported that their perception regarding quality and reliability of Tata Motor Vehicles is poor and 1 respondent reported it to be bad. Thus, it can be inferred from the research that majority of the respondents perceive the quality and reliability of Tata Motor Vehicles as excellent.

4.6.2 Communication Regarding Brand Values & Ethos

The following figure 22 shows the graphical representation of opinions by the respondents regarding the Communication by Tata Motors of its brand values and ethos to customers, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale
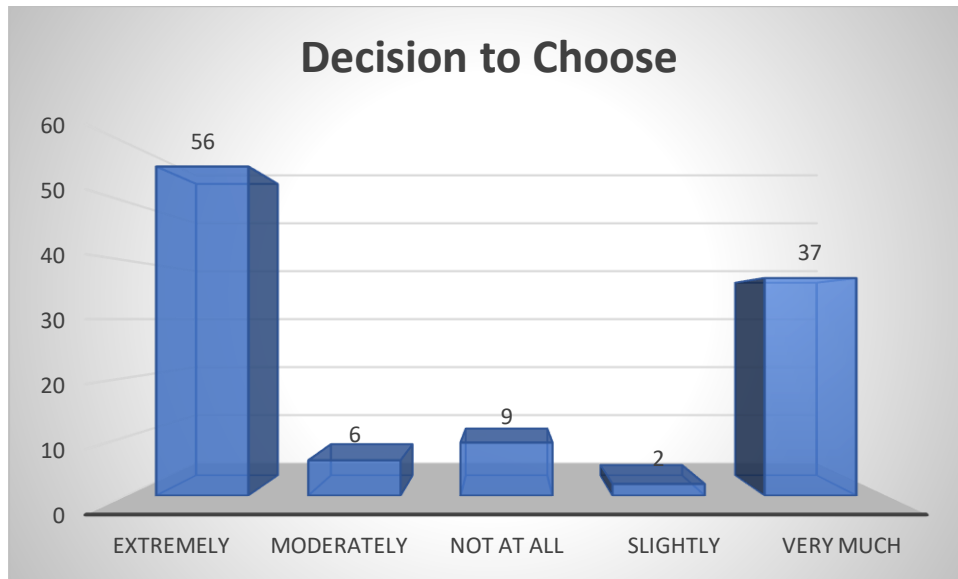
Figure 22 Brand Value & Ethos
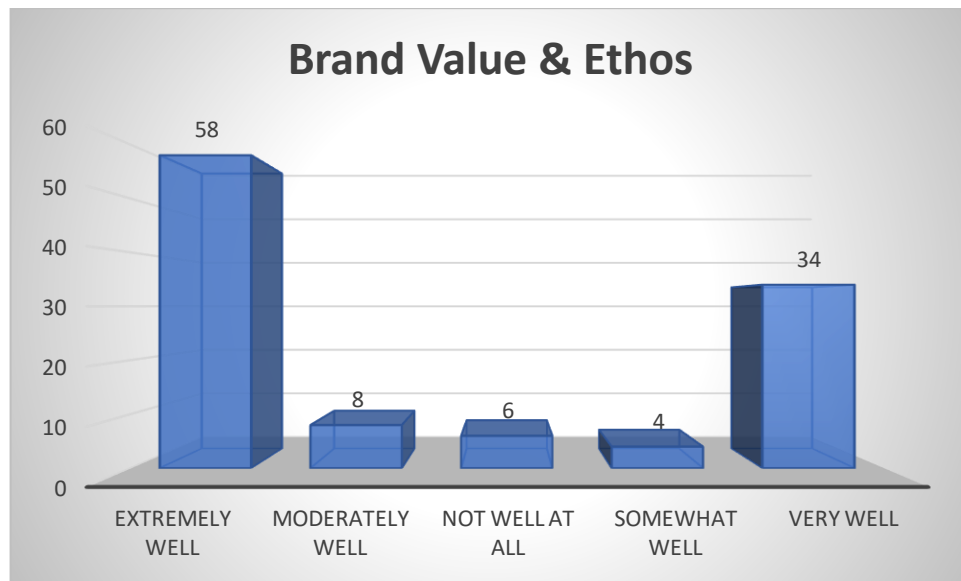
Source: Researcher's own calculation

From the above figure 22, it can be observed that 58 respondents have reported that Tata Motors communicates extremely well their Brand Values and Ethos to customers. While, 34 respondents have reported that Tata Motors communicates very well their Brand Values and Ethos to customers. It is also found that 8 respondents have reported that Tata Motors communicates moderately well their Brand Values and Ethos to customers and 6 respondents have reported that Tata Motors is not well at all in communicating their Brand Values and Ethos to customers. Whereas, 4 respondents have reported that Tata Motors communicates somewhat well their Brand Values and Ethos to customers. Thus, it can be inferred from the study that as per majority of the respondents Tata Motors communicates extremely well their Brand Values and Ethos to customers.

4.6.3 Intellectual Experience Influence Decision to Choose

The following figure 23 shows the graphical representation of Intellectual Experience by the respondents influencing their decision to choose Tata Motors over other brands, presented with the help of 3D clustered column graph revealing with the help of 5-Point Likert scale.

Figure 23 Decision to Choose

Source: Researcher's own calculation

From the above figure 23, it can be observed that 56 respondents have reported that their Intellectual Experience extremely influences their decision to choose Tata Motors over other Brands. While, 37 respondents have reported that their Intellectual Experience very much influences their decision to choose Tata Motors over other Brands. It is also found that 9 respondents have reported that their Intellectual Experience not at all influences their decision to choose Tata Motors over other Brands and 6 respondents have reported that their Intellectual Experience moderately influences their decision to choose Tata Motors over other Brands. Whereas, 2 respondents have reported that their Intellectual Experience slightly influences their decision to choose Tata Motors over other Brands. Thus, it can be inferred from the study that for majority of the respondents their Intellectual Experience extremely influences their decision to choose Tata Motors over other Brands.

4.7   Brand Experience Analysis

The experience relating to the overall brand experience of Tata Motors by the respondents have been gathered with the help of the following information:

4.7.1   Satisfaction with Overall Experience

The following figure 24 shows the graphical representation of Satisfaction with Overall Experience by the respondents regarding Tata Motors, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale.

Figure 24 Satisfaction
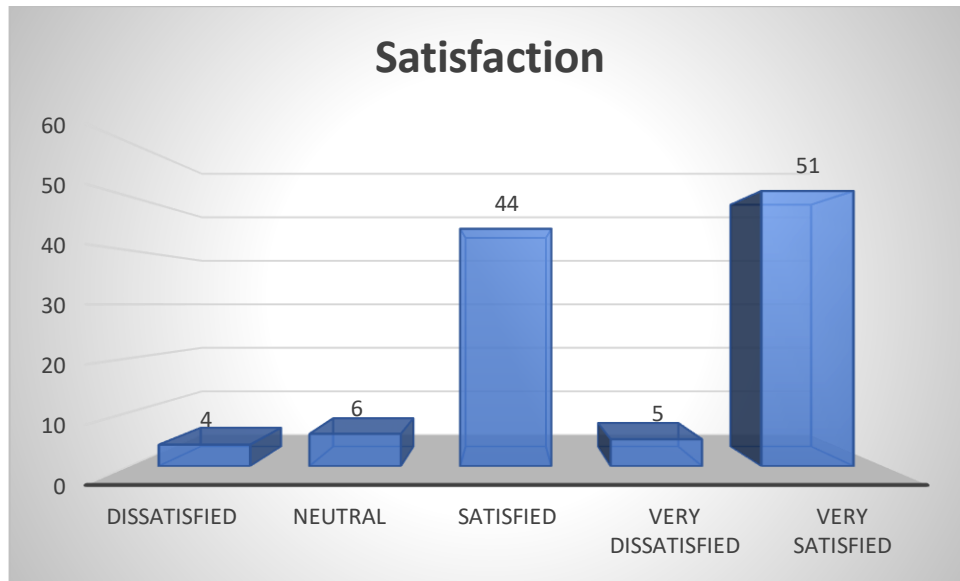
Source: Researcher's own calculation

From the above figure 24, it can be observed that 51 respondents have reported that they are very satisfied with their overall experience of Tata Motors. While, 44 respondents have reported that they are satisfied with the overall experience of Tata Motors. It is also found that 6 respondents have reported that they are neutral regarding their satisfaction pertaining to overall experience of Tata Motors and 5 respondents have reported that they are very dis-satisfied in their overall experience of Tata Motors. Whereas, 4 respondents are dis-satisfied in their overall experience of Tata Motors. Thus, it can be inferred from the study that majority of the respondents are very satisfied with their overall experience of Tata Motors.

4.8   Customer Satisfaction and Brand Loyalty

Following information have been collected to examine the customer satisfaction relating to the products and services of Tata Motors and its impact on Brand Loyalty.

4.8.1   Satisfaction Relating to the following

Following Information have been gathered with the help of 5-point Likert Scale questions, to measure the level of the satisfaction of the respondents relating to the products and services of Tata Motors.

Product Quality

The following figure 25 shows the graphical representation of satisfaction of respondents regarding Product Quality of Tata Motors, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale.

Figure 25 Product Quality
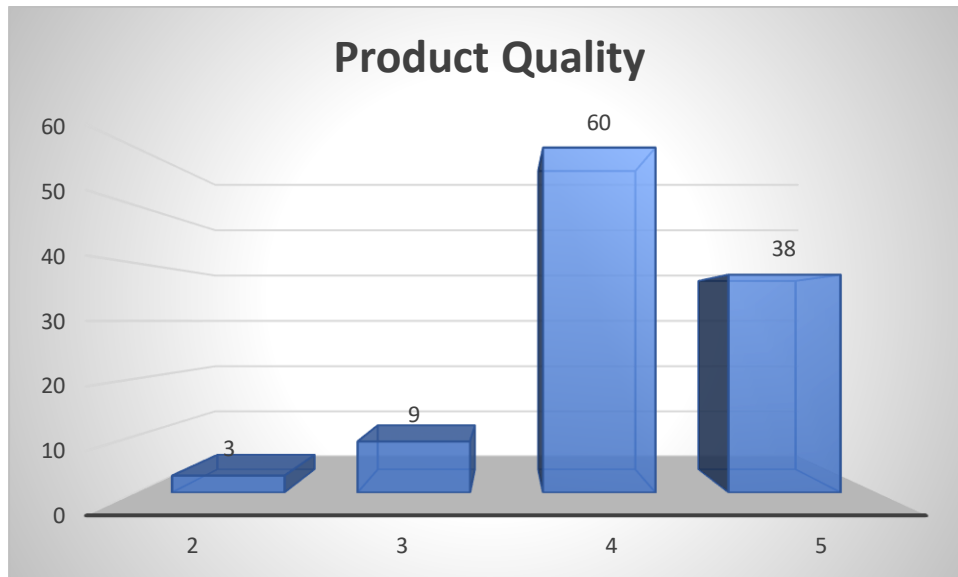
Source: Researcher's own calculation

From the above figure 25, it can be observed that 60 respondents have reported that they are satisfied with Product Quality of Tata Motors. While 38 respondents have reported that they are very satisfied with the Product Quality of Tata Motors. It is also found that 9 respondents have reported that they are neutral regarding their satisfaction pertaining to Product Quality of Tata Motors and 3 respondents have reported that they are dis-satisfied with the Product Quality of Tata Motors. Thus, it can be inferred from the study that majority of the respondents are satisfied with the Product Quality of Tata Motors.

Customer Service

The following figure 26 shows the graphical representation of satisfaction of respondents regarding Customer Service of Tata Motors, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale.
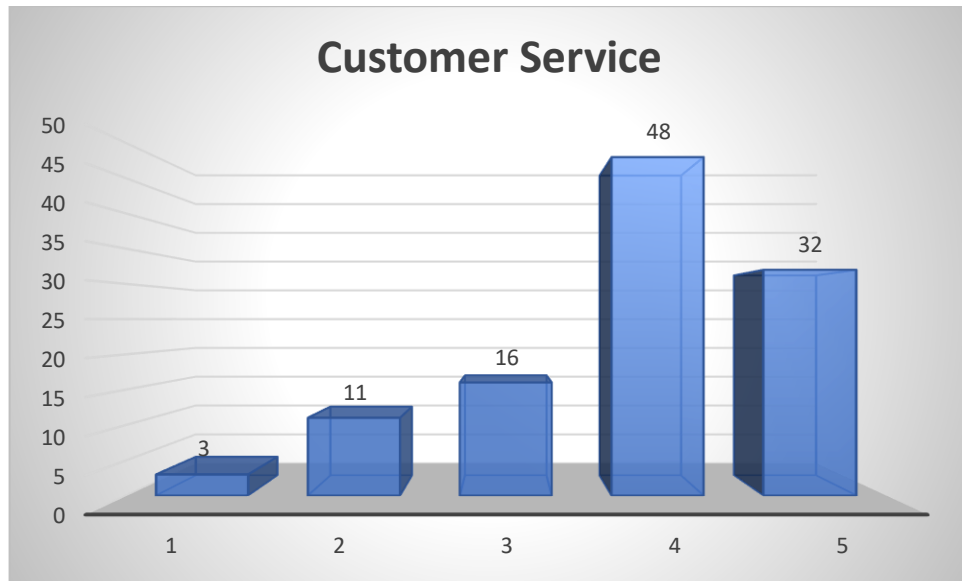
Figure 26 Customer Service

Source: Researcher's own calculation

From the above figure 26, it can be observed that 48 respondents have reported that they are satisfied with Customer Service of Tata Motors. While 32 respondents have reported that they are very satisfied with the Customer Service of Tata Motors. It is also found that 16 respondents have reported that they are neutral regarding their satisfaction pertaining to Customer Service of Tata Motors and 11 respondents have reported that they are dis-satisfied with the Customer Service of Tata Motors. Whereas, 3 respondents are Very Dis-satisfied with the Customer Service of Tata Motors. Thus, it can be inferred from the study that majority of the respondents are satisfied with the Customer Service of Tata Motors.

After-Sales Support

The following figure 27 shows the graphical representation of satisfaction of respondents regarding the after-sales support of Tata Motors, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale.
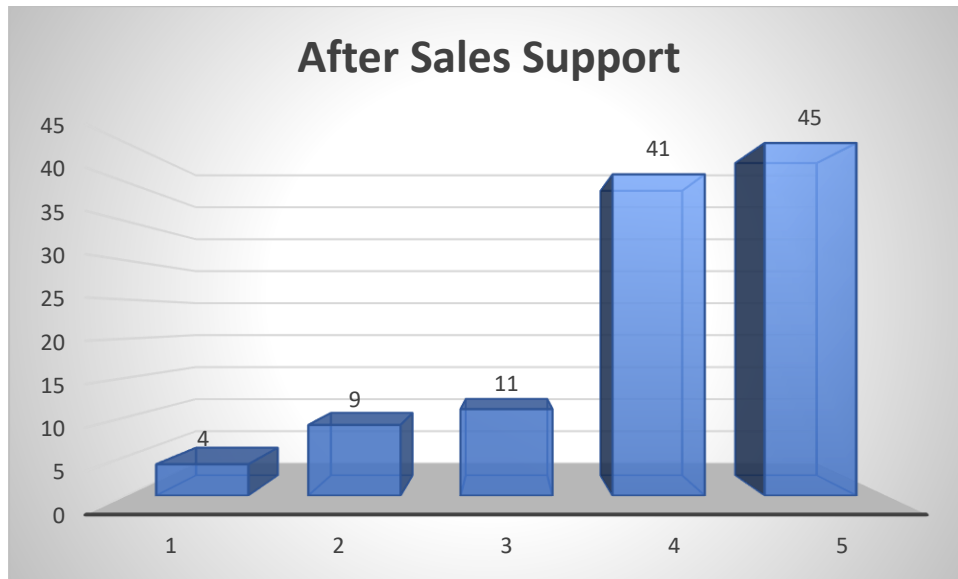
Figure 27 After Sales Support

Source: Researcher's own calculation

From the above figure 27, it can be observed that 45 respondents have reported that they are very satisfied with after sales support of Tata Motors. While 41 respondents have reported that they are satisfied with the after sales support of Tata Motors. It is also found that 11 respondents have reported that they are neutral regarding their satisfaction with after sales support of Tata Motors and 9 respondents have reported that they are dis-satisfied with the after sales support of Tata Motors. Whereas, 4 respondents are Very Dis-satisfied with the after sales support of Tata Motors. Thus, it can be inferred from the study that majority of the respondents are satisfied with the after sales support of Tata Motors.

Value For Money

The following figure 28 shows the graphical representation of satisfaction of the respondents regarding Tata Motors with respect to Value for money, presented with the help of 3D clustered column with the help of 5-Point Likert scale.

Figure 28 Value for Money
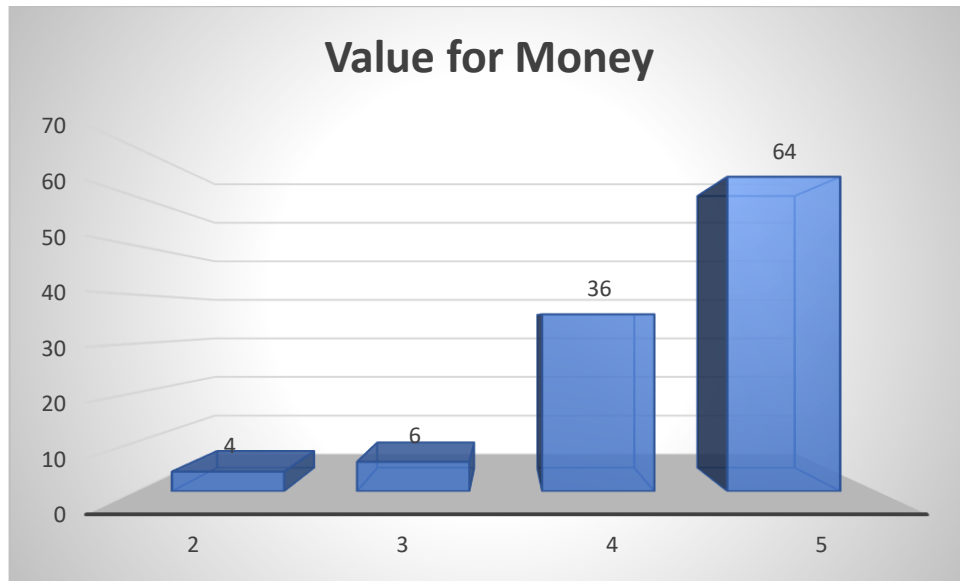
From the above figure 28, it can be observed that majority of the respondents i.e. 64 respondents have reported that they are very satisfied with Tata Motors as it is value for money. While 36 respondents have reported that they are satisfied with Tata Motors as it is value for money for them. It is also found that 6 respondents have reported that they are neutral regarding their satisfaction with Tata Motors being value for money and 4 respondents have reported that they are dis-satisfied with Tata Motors regarding its vehicle being value for money. Thus, it can be inferred from the study that majority of the respondents are satisfied with Tata Motors regarding its vehicle being Value for money to them.

4.8.2 Satisfaction influencing Brand Loyalty

The following figure 29 shows the graphical representation of satisfaction of the respondents regarding Tata Motors influencing their brand loyalty, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale.

Figure 29 Satisfaction Influence Brand Loyalty

From the above figure 29, it can be observed that majority of the respondents i.e. 50 respondents have reported that their satisfaction with Tata Motors have extremely influenced their brand loyalty. While 44 respondents have reported that their satisfaction have very much influenced their brand loyalty towards Tata Motors. It is also found that 7 respondents have reported that they brand loyalty is not at all influenced by their satisfaction with Tata Motors and 6 respondents have reported that their brand loyalty is slightly influenced. Only 3 respondents have reported that their brand loyalty with Tata Motors have been moderately influenced by their satisfaction. Thus, it can be inferred from the study that majority of the respondent's brand loyalty is influenced by their satisfaction with Tata Motors.

4.8.3 Purchase Next Vehicle from Tata Motors

The following figure 30 shows the graphical representation of respondent's likeliness to purchase next vehicle from Tata Motors, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale.

Figure 30 Future Purchase
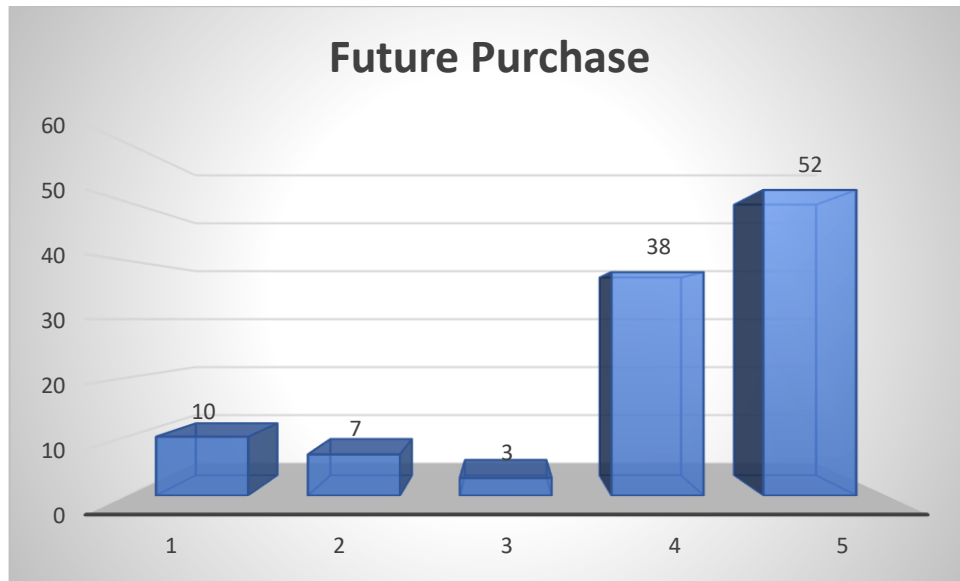
From the above figure 30, it can be observed that 52 respondents have reported they are extremely likely to purchase next vehicle from Tata Motors. While, 38 respondents have reported that they are very likely to purchase their next vehicle from Tata Motors. It is also observed that 10 respondents have reported that they are not at all likely to purchase next vehicle from Tata Motors. While, 7 have reported that they are somewhat likely and 3 respondents have reported that they are moderately likely to purchase next vehicle from Tata Motors. Thus, it can be inferred that majority of the respondents are likely to purchase their next vehicle from Tata Motors.

4.8.4 Recommendation

The following figure 31 shows the graphical representation of Recommendations by respondents regarding Tata Motors to others, presented with the help of 3D clustered column graph with the help of 5-Point Likert scale.

Figure 31 Recommend Tata Motors
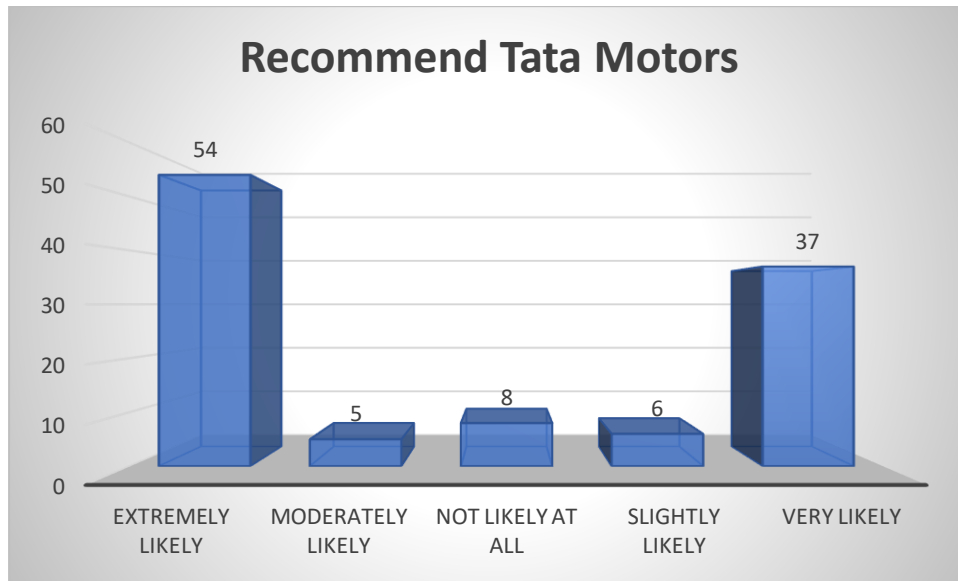
From the above figure 31, it can be observed that respondents have reported in the study that they will recommend Tata Motors to others. While, 37 respondents have reported that they are very likely to recommend Tata Motors to others. It is also observed that 8 respondents have reported that they are not likely at all going to recommend Tata Motors to others and 6 respondents have reported that are slight likely to recommend Tata Motors to others. It is 5 respondents who have reported that they are moderately likely to recommend Tata Motors to others. Thus, it can be inferred from the study that majority of the respondents are extremely likely to recommend Tata Motors to others.

4.9 Hypothesis Testing

The following hypothesis have been framed and tested with the help of Pearson's correlation technique to identify the nature, strength and significance of assoications between the two variables of the study.

4.9.1 Hypothesis 1

The following hypothesis have been framed to check the associations between Gender & Comfortness in Visiting Brand Outlet.

H_0 – There is no association between Gender & Comfortness in Visiting Brand Outlet.

H_1- There is association between Gender & Comfortness in Visiting Brand Outlet.

From the following table 1, we can observe the association of Gender & Comfortness in Visiting Brand Outlet.

Hypothesis	Pearson Correlation	Sig. (2-Tailed)
Gender & Comfortness	-0.030	0.755

Source: Researcher's own calculation

From the above table 1, it can be observed that the Pearson's corelation value is -0.030 which shows that there is negligible & negative corelation between Gender & Comfortness in Visiting Brand Outlet. It is also observed that the p-value is 0.755 which is greater than the p-value of 0.05, from this it can be inferred that there is no significant association between Gender & Comfortness in Visiting Brand Outlet. Therefore, null hypothesis cannot be rejected.

4.9.2 Hypothesis 2

The following hypothesis have been framed to check the associations between Age & Comfortness in Visiting Brand Outlet.

H_0 – There is no association between Age & Comfortness in Visiting Brand Outlet.

H_1- There is association between Age & Comfortness in Visiting Brand Outlet.

From the following table 2, we can observe the association of Age & Comfortness in Visiting Brand Outlet.

Table 2 Age & Comfortness

Hypothesis	Pearson Correlation	Sig. (2-Tailed)
Age & Comfortness	0.237	0.013

Source: Researcher's own calculation

From the above table 2, it can be observed that the Pearson's corelation value is 0.237 which shows that there is negligible & positive corelation between Age & Comfortness in Visiting Brand Outlet. It is also observed that the p-value is 0.013 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between Age & Comfortness in Visiting Brand Outlet. Therefore, null hypothesis is rejected.

4.9.3 Hypothesis 3

The following hypothesis have been framed to check the associations between Age & Overall Satisfaction with Tata Motors.

H_0 – There is no association between Age & Overall Satisfaction with Tata Motors.

H_1- There is association between Age & Overall Satisfaction with Tata Motors.

From the following table 3, we can observe the association Age & Overall Satisfaction with Tata Motors..

Table 3 Age & Overall Satisfaction

Hypothesis	Pearson Correlation	Sig. (2-Tailed)
Age & Overall Satisfaction	0.094	0.327

Source: Researcher's own calculation

From the above table 3, it can be observed that the Pearson's corelation value is 0.094 which shows that there is negligible & positive corelation between Age & Overall Satisfaction with Tata Motors. It is also observed that the p-value is 0.327 which is greater than the p-value of 0.05, from this it can be inferred that there is no significant association between Age & Overall Satisfaction with Tata Motors. Therefore, null hypothesis cannot be rejected.

4.9.4 Hypothesis 4

The following hypothesis have been framed to check the associations between Gender & Recommending Tata Motors to Others.

H_0 – There is no association between Gender & Recommending Tata Motors to Others.

H_1- There is association between Gender & Recommending Tata Motors to Others.

From the following table 4, we can observe the association of Gender & Recommending Tata Motors to Others.

Table 4 Gender & Recommendation

Hypothesis	Pearson Correlation	Sig. (2-Tailed)
Gender & Recommendation	0.096	0.320

Source: Researcher's own calculation

From the above table 4, it can be observed that the Pearson's corelation value is 0.096 which shows that there is negligible & positive corelation between Gender & Recommending Tata Motors to Others. It is also observed that the p-value is 0.320 which is greater than the p-value of 0.05, from this it can be inferred that   Therefore,   null hypothesis cannot be rejected.

4.9.5 Hypothesis 5

The following hypothesis have been framed to check the associations between Age & Recommending Tata Motors to Others.

H_0 – There is no association between Age & Recommending Tata Motors to Others.

H_1- There is association between Age & Recommending Tata Motors to Others.

From the following table 5, we can observe the association of Age & Recommending Tata Motors to Others.

Table 5 Age & Recommendation

Hypothesis	Pearson Correlation	Sig. (2-Tailed)
Age & Recommendation	-0.018	0.855

Source: Researcher's own calculation

From the above table 5, it can be observed that the Pearson's corelation value is -0.018 which shows that there is negligible & negative corelation between Age & Recommending Tata Motors to Others. It is also observed that the p-value is 0.855 which is greater than the p-value of 0.05, from this it can be inferred that there is no significant association between Age & Recommending Tata Motors to Others. Therefore, null hypothesis cannot be rejected.

4.9.6 Hypothesis 6

The following hypothesis have been framed to check the associations between Comfortness in Visiting Brand Outlet & Satisfaction relating to Overall Experience of Tata Motors.

H_0 – There is no association between Comfortness in Visiting Brand Outlet & Satisfaction relating to Overall Experience of Tata Motors.

H_1- There is association between Comfortness in Visiting Brand Outlet & Satisfaction relating to Overall Experience of Tata Motors.

From the following table 6, we can observe the association of Comfortness in Visiting Brand Outlet & Satisfaction relating to Overall Experience of Tata Motors.

Table 6 Comfortness & Satisfaction

Hypothesis	Pearson Correlation	Sig. (2-Tailed)
Comfortness & Satisfaction	0.683	0.000

Source: Researcher's own calculation

From the above table 6, it can be observed that the Pearson's corelation value is 0.683 which shows that there is Moderate & positive corelation between Comfortness in Visiting Brand Outlet & Satisfaction relating to Overall Experience of Tata Motors. It is also observed that the p-value is 0.000 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between Comfortness in Visiting Brand Outlet & Satisfaction relating to Overall Experience of Tata Motors. Therefore, null hypothesis is rejected.

4.9.7   Hypothesis 7

The following hypothesis have been framed to check the associations between Comfortness in Visiting Brand Outlet & Next Vehicle Purchase from Tata Motors.

H_0 – There is no association between Comfortness in Visiting Brand Outlet & Next Vehicle Purchase from Tata Motors.

H_1- There is association between Comfortness in Visiting Brand Outlet & Next Vehicle Purchase from Tata Motors.

From the following table 7, we can observe the association of Comfortness in Visiting Brand Outlet & Next Vehicle Purchase from Tata Motors.

Table 7 Comfortness & Next Vehicle Purchase

Hypothesis	Pearson Correlation	Sig. (2-Tailed)
Comfortness & Next Vehice Purchase	0.586	0.000

Source: Researcher's own calculation

From the above table 7, it can be observed that the Pearson's corelation value is 0.586 which shows that there is Moderate & positive corelation between Comfortness in Visiting Brand Outlet & Next Vehicle Purchase from Tata Motors. It is also observed that the p-value is 0.000 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between Comfortness in Visiting Brand Outlet & Next Vehicle Purchase from Tata Motors. Therefore, null hypothesis is rejected.

4.9.8   Hypothesis 8

The following hypothesis have been framed to check the associations between Comfortness in Visiting Brand Outlet & Recommending Tata Motors to Others.

H_0 – There is no association between Comfortness in Visiting Brand Outlet & Recommending Tata Motors to Others.

H_1- There is association between Comfortness in Visiting Brand Outlet & Recommending Tata Motors to Others.

From the following table 8, we can observe the association of Comfortness in Visiting Brand Outlet & Recommending Tata Motors to Others.

Table 8 Comfortness & Recommendation

Hypothesis	Pearson Correlation	Sig. (2-Tailed)
Comfortness & Recommendation	0.541	0.000

Source: Researcher's own calculation

From the above table 8, it can be observed that the Pearson's corelation value is 0.541 which shows that there is Moderate & positive corelation between Comfortness in Visiting Brand Outlet & Recommending Tata Motors to Others. It is also observed that the p-value is 0.000 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between Comfortness in Visiting Brand Outlet & Recommending Tata Motors to Others. Therefore, null hypothesis is rejected.

4.9.9   Hypothesis 9

The following hypothesis have been framed to check the associations between Overall Satisfaction with Tata Motors & Likeliness to Purchase Next Vehicle from Tata Motors.

H_0 – There is no association between Overall Satisfaction with Tata Motors & Likeliness to Purchase Next Vehicle from Tata Motors.

H_1- There is association between Overall Satisfaction with Tata Motors & Likeliness to Purchase Next Vehicle from Tata Motors.

From the following table 9, we can observe the association of Overall Satisfaction with Tata Motors & Likeliness to Purchase Next Vehicle from Tata Motors.

Table 9 Satisfaction & Next Vehcile Purchase

Hypothesis	Pearson Correlation	Sig. (2-Tailed)
Satisfaction & Next Vehicle Purchase	0.785	0.001

Source: Researcher's own calculation

From the above table 9, it can be observed that the Pearson's corelation value is 0.785 which shows that there is high & positive corelation between Overall Satisfaction with Tata Motors & Likeliness to Purchase Next Vehicle from Tata Motors. It is also observed that the p-value is 0.001 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between Overall Satisfaction with Tata Motors & Likeliness to Purchase Next Vehicle from Tata Motors. Therefore, null hypothesis is rejected.

4.9.10 Hypothesis 10

The following hypothesis have been framed to check the associations between Overall Satisfaction with Tata Motors & Recommendation of Tata Motors to Others.

H_0 – There is no association between Overall Satisfaction with Tata Motors & Recommendation of Tata Motors to Others.

H_1- There is association between Overall Satisfaction with Tata Motors & Recommendation of Tata Motors to Others.

From the following table 10, we can observe the association of Overall Satisfaction with Tata Motors & Recommendation of Tata Motors to Others.

Table 10 Satisfaction & Recommendation

Hypothesis	Pearson Correlation	Sig. (2-Tailed)
Satisfaction & Recommendation	0.859	0.000

Source: Researcher's own calculation

From the above table 10, it can be observed that the Pearson's corelation value is 0.859 which shows that there is high & positive corelation between Overall Satisfaction with Tata Motors & Recommendation of Tata Motors to Others. It is also observed that the p-value is 0.000 which is lesser than the p-value of 0.05, from this it can be inferred that there is significant association between Overall Satisfaction with Tata Motors & Recommendation of Tata Motors to Others. Therefore, null hypothesis is rejected.

5   Findings & Recommendations

5.1   Findings

It is found from the study that majority of the respondents i.e. 62% are males having a major influence in the survey. As well as, it is also found that majority of the respondents i.e. 53% are belonging to mid-range age group which means that they are belonging to the age group of 25-44 years. While looking at their work profile it is found that majority of the respondents i.e. 48% of them are employed in public or private sector. From the study it can also be revealed that majority of the respondents i.e. 44% have been experiencing Tata Motors products and services for 7 years and above.

It is also found from the study that majority of the respondents (49%) have reported that the most appealing thing about Tata Motors is the Feel i.e. comfortness relating to seats, fabric used. While the least appealing thing about Tata motors as reported by 8% of the respondents is Sound i.e. the Music System Quality, Engine Noise, Cabin Noise etc. The study also found that 48.2% respondents have reported that it has been very much comfortable for them in visiting the brand outlet. From the affective experience of the respondents the study revealed that, majority of the respondents i.e. 92.7%, have agreed that brand arouses feeling of Excitement and positive emotions. Whereas, it is found that 90.9% respondents have agreed that Tata Motors conveys a sense of trustworthiness or reliability about its products.

From the Behavioural experience of the respondents, it is found that 25.5% respondents have reported that their experience of the customer service of Tata Motors was average. The showroom experience for majority of the respondents i.e. 84.5%, was good alongwith the Vehicle purchasing process majority of the respondents i.e. 87.3% have had good experience pertaining to the Vehicle Purchasing Process of Tata Motors. It is also found that the post purchase support received by few of the respondents i.e. 14.5% was average. It is also found from the study that majority of the respondents i.e. 86.4% are likely to engage in word-of-mouth promotion based on their behavioural experience with the brand. Moreover, 85.5% have reported that their perception regarding the brand is very much influenced by their interaction with the brand.

From the intellectual experience of the brand, it is found that majority of the respondents i.e. 73.6%, have perceived it as good in Innovation and only few respondents i.e. 19.1%, have found it as average. The study also revealed that 60.9% respondents have perceived Technological advancements of the brand as Excellent. It is also found from the study that the environmental sustainability practices as reported by 60% of the respondents is excellent. Whereas, the perceived quality and reliability of Tata Motor Vehicles is found to be Excellent as reported by 62.7% respondents. Majority of the respondents i.e. 83.6%, have reported that the brand communicates its value & ethos to the customers very well. It is also found that 84.5% respondents have been extremely influenced in their decision to choose the brand because of their intellectual experience.

From the brand experience analysis, it is found that 86.4% of the respondents are satisfied with their overall experience of Tata Motors. From the study it can also be revealed that 89.1% of the respondents are satisfied with the product quality, it is 14.5% respondents who are not satisfied with the customer service and for after sales support majority of the respondents i.e. 78.2%, are satisfied and 90.9% respondents have been satisfied with Tata Motors as it is value for money. The study also revealed that for 85.5% respondents their satisfaction with the brand extremely influences their brand loyalty. The study also revealed that majority of the respondents i.e. 81.8%, have reported that they are likely to purchase next vehicle from Tata Motors and 82.7% respondents are very likely to recommend it to others

5.1.1 Findings from Hypothesis Testing

From the hypothesis testing it is found that there is negligible & negative corelation (-0.03) with no significant association (p-value 0.755) between Gender & Comfortness in Visiting Brand Outlet. While, there is negligible & positive corelation (0.237) with significant association (P-value 0.013) between Age & Comfortness in Visiting Brand Outlet. The study also revealed that, there is negligible & positive corelation (0.094) with no significant association (p-value 0.327) between Age & Overall Satisfaction with Tata Motors. Whereas, Gender & age are found to have no associations with Recommending Tata Motors to Others.

The hypothesis testing also revealed that there is Moderate & positive corelation (0.683) with significant association (p-value 0.000) between Comfortness in Visiting Brand Outlet & Satisfaction relating to Overall Experience of Tata Motors. Also, it is found that there is Moderate & positive corelation (0.586) with significant association (p-value 0.000) between Comfortness in Visiting Brand Outlet & Next Vehicle Purchase from Tata Motors. The study revealed that there is Moderate & positive corelation (0.541) with significant association (p-value 0.000) between Comfortness in Visiting Brand Outlet & Recommending Tata Motors to Others.

It is found from the hypothesis testing of the study that, there is high & positive corelation (0.785) with significant association (p-value 0.001) between Overall Satisfaction with Tata Motors & Likeliness to Purchase Next Vehicle from Tata Motors. It is also found that there is high & positive corelation (0.859) with significant association (p-value 0.000) between Overall Satisfaction with Tata Motors & Recommendation of Tata Motors to Others.

5.2 Recommendations

From the study it is found that the least appealing thing as reported by the respondents is the Sound i.e. the Music System Quality, Engine Noise, Cabin Noise etc. Thus, it is recommended to Tata Motors to work on the sound quality of the music system, engine noise and cabin noise. Moreover, it is recommended to Tata Motors to improve their customer service as few of the respondents have reported it to be average.

The study revealed that the post purchase support received by the few of the respondents was average so it is recommended to Tata Motors to enhance the post purchase support by providing service reminders, making repairs and maintenance easier, engaging on social media and provide prompt customer support to their customers. The study also recommends to the brand that they should try to improve the behavioural experience of the customers by providing great customer experience as it very much influences their perception regarding the brand.

From the Intellectual experience of the customers the study recommends Tata Motors to improve their Innovation by making use of cutting-edge technologies, improve performance of their vehicles by implementing safety, comfort as well as efficiency. Moreover, it is also found that intellectual experience of the customer extremely influences

their decision to choose the brand, so it is recommended to improve the intellectual experience of the customers by engaging more with the customers providing them every information, allowing them test drive of the vehicles so as to help them evaluate and form opinion about the brand.

As it is found from the study that it extremely influences their brand loyalty. It is recommended to Tata Motors to enhance the satisfaction of the customers by providing exceptional customer service, providing multichannel customer support, maintaining transparency in pricing, providing loyalty and referral rewards, building long term relationships, etc. It is also recommended that the brand should start a referral programme so as to increase the recommendations by the present customers and offer personalized experience to delight their customers to have them for future purchases.

From the hypothesis testing it can be recommended to Tata Motors that they should try to generate a more comfortable experience for the customers in visiting their brand outlet as comfortness is found to have significant positive association with satisfaction, next vehicle purchase and recommending the brand to others. As increase in satisfaction is in turn found to have increased likeliness of future purchase and recommendation of brands by customers to others.

6 Conclusion

Today's corporate entities rely on brands as one of their most important as well as strategic assets. The modern business climate is becoming more competitive, products are becoming commodities, and consumers are becoming more knowledgeable. As a result, businesses focus a lot of effort on giving their clients positive brand experiences. In order to maintain their relevance in the current day, businesses must focus on all facets of the brand experience to improve their brand value. Brand experience offers companies several ways to use customer-brand interactions to provide their consumers a positive experience (Beig & Nika, 2019). Tata Motors is one of the leading brands in India, manufacturing automotive vehicles. Therefore, present research aims to study the effect of brand experiences on brand loyalty and customer satisfaction.

For the accomplishment of the above objective the research study is divided into two sections, first section which comprises of the theoretical part and the second section comprising of the practical part. The present study is descriptive in nature and makes use of primary as well as secondary data. For the theoretical part which consists of the literature review secondary data is collected regarding the concepts like Brand, Brand Experience comprising of Sensory experience, Affective experience, Intellectual experience and Behavioural Experience, Customer satisfaction, its levels, its importance, Brand Loyalty, Segments and Determinants have been studied from various secondary sources like reference books, magazines, journals, research papers, articles, blogs, websites, etc.Whereas, the practical part comprises of the Analysis and Interpretation of Primary data gathered with the help of survey method making use of sturtured questionnaire comprising of 5-point likert scale questions. This questionnaire is circulated to the respondents via social media networking platforms and 110 responses have been gathered. The responses gathered are analyzed making use of Graphs, Charts with the help of Microsoft office. While hypothesis framed in the study are tested making use of statistical technique of Pearson's corelation analysis to check the nature, strength and significance of associations amongst the variables taken into consideration for study purpose.

In order to accomplish the main objective of the study the first sub-objective framed was to study the brand experience of the customers of Tata Motors and it has been concluded

from the study that majority of the respondents have been experiencing Tata Motors products and services for quite a long time and the most appealing things is Feel and the Least appealing thing is the sound of Tata Motors Vehicles. It is also concluded that respondents have been comfortable in visiting brand outlet. Also, the brand arouses feeling of Excitement and positive emotions, trustworthiness and reliability regarding its products and services to the customers. From the Behavioural experience of the customers, it can be concluded that few customers have average experience pertaining to customer service and their showroom experience is good. While, the study concludes that majority of the respondents have an excellent experience regarding Vehicle purchasing process as well as their post purchasing experience is excellent. It can also be concluded from the study that because of their favourable behavioural experience with Tata Motors majority of the respondents are extremely likely to engage in word-of-mouth promotion.

It can also be concluded from the study that majority of the customers have reported that their perception is extremely influenced by their interaction with the brand. From the intellectual experience of the respondents, it is inferred that majority of the respondents perceive Innovation of Tata Motors as good, Technological Advancements of Tata Motors as Excellent, Environmental Sustainability Practices of Tata Motor Vehicles as Excellent, Quality and Reliability of Tata Motor Vehicles as excellent. It can also be inferred from the study that as per majority of the respondents Tata Motors communicates extremely well their Brand Values and Ethos to customers. Moreover, it can be inferred from the study that for majority of the respondents their Intellectual Experience extremely influences their decision to choose Tata Motors over other Brands. Lastly, it is inferred from the study that majority of the respondents are very satisfied with their overall experience of Tata Motors.

The second sub-objective framed for the fulfilment of the main objective is to analyse the effect of Brand experience on Customer Satisfaction and it can be concluded from the study that majority of the respondents are satisfied with the Product Quality, few of the respondents have reported their satisfaction as neutral for Customer Service & After sales support. From the study it can be inferred that majority of the respondents are satisfied with Tata Motors regarding its vehicle being Value for money to them.

The third sub-objective of the study was to analyse the effect of customer satisfaction on brand loyalty. It has been concluded from the study that for majority of the respondent's brand loyalty is influenced by their satisfaction with the brand. And, it is also concluded from the study that majority of the respondents are likely to purchase next vehicle from Tata Motors and majority of the customers have reported that they are extremely likely to recommend the brand to others.

From the hypothesis testing of the study, it can be inferred that there is no significant association between Gender & Comfortness in Visiting Brand Outlet. Whereas, the study concludes that there is significant association between Age & Comfortness in Visiting Brand Outlet. It is also inferred that there is no significant association between Age & Overall Satisfaction with Tata Motors. While it can be concluded that there is no significant association between Gender and Age and Recommending Tata Motors to Others. The study also concludes that there is significant association between Comfortness in Visiting Brand Outlet & Satisfaction relating to Overall Experience of Tata Motors. Further, the hypothesis testing of the study concluded that that there is significant association between Comfortness in Visiting Brand Outlet & Next Vehicle Purchase from Tata Motors. Also, it can be concluded that there is significant association between Comfortness in Visiting Brand Outlet & Recommending Tata Motors to Others.

Lastly it can be concluded from the study that there exist high positive corelation with significant association between Overall Satisfaction with Tata Motors & Likeliness to Purchase Next Vehicle from Tata Motors. Whereas, there is high positive and significant association between Overall Satisfaction with Tata Motors & Recommendation of Tata Motors to Others. Hence it can be finally concluded from the study that there is significant impact of brand experiences on customer satisfaction. While, customer satisfaction significantly impacts the brand loyalty of customers. Therefore, Tata Motors should try to enhance its positive brand experience to its customers so as to provide maximum satisfaction to its customer which in turn leads to brand loyalty by them.

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8 List of pictures, tables, graphs and abbreviations

8.1 List of Figures

8.2   List of tables

Appendix

Appendix 1

The google form link to the questionnaire: https://forms.gle/w7hDw2FiPvTKXxoT6

Appendix 2

Questionnaire

Hi, I am Tanwar Paras, I hope this message finds you well. As part of my ongoing research into understanding the factors that influence brand loyalty and customer satisfaction, I kindly request your participation in a brief questionnaire. Your insights are invaluable in helping me understand the impact of brand experiences on consumer behavior. Your responses will remain anonymous and will be used solely for research purposes.

Note: The Brand experience here relates to the experience of the customer of Light Motor Vehicles (Cars) used by them.

Section 1: Demographic Information

1. **Gender:**
   - Male
   - Female

2. **Age:**
   - 18-24
   - 25-34
   - 35-44
   - 45-54
   - 55 and above

3. **Occupation:**
   - Student
   - Employed
   - Self-employed
   - Unemployed
   - Other (please specify)

4. **How long have you been a customer of Tata Motors?**
   - Less than 1 year
   - 1-3 years
   - 4-6 years

7 years and above

Section 2: Brand Experience

5. **Which is the most appealing thing about Tata Motors vehicles?**

    Appearance (Design, Colour range of car)

    Touch (External Metal used, Internal seat cushions)

    Feel (Comfortness relating to seats, fabrics used)

    Sound (Music system quality, engine noise, cabin noise, etc.)

6. **Rate your comfortness visiting this brand outlet.**

    • Not at all

    • Slightly

    • Moderately

    • Very much

    • Extremely

Affective Experiences

7. **This Brand arouses feeling of excitement and positive emotions.**

    • Strongly Disagree

    • Disagree

    • Neutral

    • Agree

    • Strongly Agree

8. **To what extent does Tata Motors convey a sense of trustworthiness or reliability about its product?**

    Not at all

    Slightly

    Moderately

    Very much

    Extremely

Behavioural Experiences

9. **On a scale of 1 to 5, please rate the following aspects of your experience with Tata Motors: (1 being Poor, 5 being Excellent)**

    • Customer Service (1 to 5)

    • Showroom Experience (1 to 5)

    • Vehicle Purchasing Process (1 to 5)

- Post-Purchase Support (1 to 5)

10. How likely are you to engage in word-of-mouth promotion (spoken promotion) based on your behavioral brand experience with Tata Motors?

Not likely at all

Slightly likely

Moderately likely

Very likely

Extremely likely

11. To what extent do you believe your interactions (communications) with Tata Motors have positively influenced your perception of the brand?

- Not at all
- Slightly
- Moderately
- Very much
- Extremely

Intellectual Experiences

13. On a scale of 1 to 5, please rate the following intellectual aspects of your brand experience with Tata Motors: (1 being Poor, 5 being Excellent)

Perceived Innovation:

Technological Advancements:

Environmental Sustainability Practices:

Perceived Quality and Reliability:

14. How well do you think Tata Motors communicates its brand values and ethos (Characteristics) to customers?

Not well at all

Somewhat well

Moderately well

Very well

Extremely well

15. To what extent does the intellectual (cognitive) brand experience influence your decision to choose Tata Motors over other brands?

Not at all

Slightly

Moderately

Very much

Extremely

Section 3: Brand Experience Analysis

16. **How satisfied are you with your overall experience with Tata Motors?**

    Very Dissatisfied

    Dissatisfied

    Neutral

    Satisfied

    Very Satisfied

Section 4: Customer Satisfaction and Brand Loyalty

17. **Please rate your satisfaction with the following aspects of Tata Motors: (1 being Very Dissatisfied, 5 being Very Satisfied)**

    Product Quality

    Customer Service

    After-Sales Support

    Value for Money

18. **To what extent does your satisfaction with Tata Motors influence your loyalty to the brand?**

    Not at all

    Slightly

    Moderately

    Very much

    Extremely

19. **On a scale of 1 to 5, how likely are you to purchase your next vehicle from Tata Motors? (1 being Not likely at all, 5 being Extremely likely)**

20. **How likely are you to recommend Tata Motors to others?**

    Not likely at all

    Slightly likely

    Moderately likely

    Very likely

    Extremely likely