

## Study the effect of brand experience dimensions on customer satisfaction

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### Abstract:

The aim of this research is to study the effect of the brand experience on customer satisfaction, and to achieve this a questionnaire was distributed to a group of individuals dealing with various brands in the field of cars and mobile phones, and the research data was analyzed by a simple regression model, and it was reached through this The research indicates that there is a positive effect with a statistical significance for each of: the sensory dimension, the emotional dimension, the intellectual dimension, the behavioral dimension, the social dimension, the functional dimension on customer satisfaction.

**key words:** Brand experience; customer satisfaction; functional dimension; sensory dimension; emotional dimension.

### ملخص:

الهدف من هذا البحث هو دراسة تأثير أبعاد تجربة العلامة التجارية على رضا الزبون، ولتحقيق ذلك تم توزيع استبيان على مجموعة من الأفراد يتعاملون مع مختلف العلامات التجارية في مجال السيارات والهواتف النقالة، وتم تحليل بيانات البحث عن طريق نموذج الانحدار البسيط، وتم التوصل من خلال هذا البحث إلى أن هناك تأثير ايجابي ذو دلالة إحصائية لكل من: البعد الحسي، البعد العاطفي، البعد الفكري، البعد السلوكي، البعد الاجتماعي، البعد الوظيفي على رضا الزبون.

**كلمات مفتاحية:** تجربة العلامة، رضا الزبون، بعد وظيفي، بعد حسي، بعد عاطفي.

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## Introduction:

The field of marketing has recently witnessed fundamental developments, as the concept of marketing has shifted from a mere function concerned with dispensing and selling products in the market to the stage of focusing on the customer as a strategic partner for the success of the brand, and researchers in the field of marketing have developed several terms that help companies to Understanding the customer or consumer, given that understanding the customer is the biggest goal that companies and economic institutions can achieve, in order to determine his needs and desires and then be able to meet them, and among the terms that have been developed recently, is the term brand experience, where these researchers went to The brand experience is not limited to the functional and utilitarian aspect of the brand, but there are other aspects that are no less important and can contribute to achieving an enjoyable experience for the brand, including the sensory, emotional, intellectual, behavioral, social and functional aspects.

**The problem of the study:** The problem of the study is represented in the following: What is the extent of the impact of the dimensions of the brand experience on customer satisfaction?

### **The study hypotheses:**

**The main hypothesis:** There is a statistically significant positive effect of the brand experience dimensions on customer satisfaction.

### **Sub-hypotheses:**

-The first sub-hypothesis: There is a statistically significant positive effect of the sensory dimension on customer satisfaction.

-The second sub-hypothesis: There is a statistically significant positive effect of the emotional dimension on customer satisfaction.

- The third sub-hypothesis: There is a statistically significant positive effect of the behavioral dimension on customer satisfaction.

- The fourth sub-hypothesis: There is a statistically significant positive effect of the intellectual dimension on customer satisfaction.

-The fifth sub-hypothesis: There is a statistically significant positive effect of the social dimension on customer satisfaction.

- The sixth sub-hypothesis: There is a statistically significant positive effect of the functional dimension on customer satisfaction.

### **The importance of the study:**

The importance of this study is derived from the importance of the subject of customer satisfaction as the ultimate goal that any brand seeks to achieve and as the main key to achieving competitive advantage and the role that it can play

in creating customer loyalty and thus its contribution to spreading the word transmitted to the rest of friends and colleagues.

**Objectives of the study:**

- Defining the term brand experience and its dimensions.
- Defining the term customer satisfaction and clarifying its importance in relation to the brand.
- Studying the effect of brand dimensions on customer satisfaction towards a group of brands in Algeria, which included car brands and mobile phones.

**Previous studies:**

**study Dhananjay Bapat,Jayanthi Thanigan ,2016<sup>1</sup>**

A questionnaire was distributed to a group of customers of the Indian company AMUL for food products and included a sample of 188 customers. The purpose of this study was to explore the effect of brand experience dimensions on brand evaluation and loyalty to it, using structural equations modeling. The study concluded that the emotional and cognitive brand experience dimensions Affect brand valuation, brand valuation affects brand loyalty.

**Study (İ. Uğur BAŞER, İ. Gökhan CİNTAMÜR,F. Müge ARSLAN İ.İ.B. Dergisi YIL . 2015)<sup>2</sup>**

This study aimed to investigate the direct and indirect effects of the brand experience on customer satisfaction, brand trust and brand loyalty. This study touched 1102 customers of four different brands from different product categories. Structural equation modeling was used for analysis. The study concluded that the brand experience It directly and positively affected consumer satisfaction, brand trust and loyalty. In addition, brand experience was shown to have an indirect effect on brand loyalty through customer satisfaction and brand trust. **Study(Richard Chinomona, 2013)<sup>3</sup>**

This study aimed to investigate the effect of brand experience on brand satisfaction, trust, and brand attachment. Five hypotheses were put forward and for empirical testing a sample of 151 individuals was collected in South Africa. This study found that brand experience positively affects brand satisfaction, brand trust, and brand attachment.

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<sup>1</sup> Bapat,Dhananjay and Thanigan ,Jayanthi.(2016).Exploring Relationship among Brand Experience Dimensions, Brand Evaluation and Brand Loyalty,*Global Business Review*.17(6),pp.1357–1372 .

<sup>2</sup> BAŞER, İ. Uğur, İ. Gökhan CİNTAMÜR, and F. Müge ARSLAN,EXAMINING THE EFFECT OF BRAND EXPERIENCE ON CONSUMER SATISFACTION, BRAND TRUST AND BRAND LOYALTY.*Marmara University Journal of Economic & Administrative Sciences*, 37(2),2015, pp.101-128.

<sup>3</sup> Chinomona ,Richard,The Influence Of Brand Experience On Brand Satisfaction, Trust And Attachment In South Africa.*International Business & Economics,Research Journal*.12(10),2013,pp.1303-1316.

**Oriol Iglesias, et al., 2011)<sup>4</sup>:( study**

This study aimed to analyze the direct and indirect effect of brand experience on brand loyalty, with emotional commitment as a mediating variable. Data was collected by distributing a questionnaire to a group of MBA students at the Barcelona Business School. The sample size was 195 individuals and included The study found three categories of products, namely cars, laptops, and sports shoes, and this study found that brand experience affects customer loyalty only through emotional commitment.

**First, THEORETICAL BACKGROUND OF THE SYUDY :**

**1.The brand experience :**

**1.1Definition of Brand Experience:**

defines experience as anything that can be perceived or felt, and on the other hand.<sup>5</sup> defines experience as anything that happens to you that may contribute to influencing your feeling, which means that experiences relate to emotional reactions to an event, and in Marketing thanks Hoolbrok and Hirshman(1982) For being the first to introduce the empirical perspective of consumer behavior and marketing<sup>6</sup>, as their point of view represents a shift from the analytical and cognitive perspective of consumers as information processors, towards a more comprehensive perspective that takes into account the rational and emotional aspects of customer value<sup>7</sup>.

**1.2 Destruction of the brand experience:**

most research agreed to design the dimensions of the brand experience as follows:

**The sensory dimension:** It refers to the stimulation associated with vision, hearing, smell, taste and touch provided by the brand, which can be captured by the five human senses. The sensory dimension contributes to providing the strong and attractive impression of the brand. **The emotional dimension** With the emotional ability of the consumer, such as the mood, the state of fun, happiness and pleasure. **The intellectual dimension:** It is the cognitive response to the consumer towards the brand, in which the consumer is urged to think or feel curious about certain aspects within the brand and for example curiosity about the meaning behind the design or slogan of the brand

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<sup>4</sup> Oriol Iglesias, J.J Singh, Joan Manuel Batista-Foguet the role of brand experience and affective commitment in determining brand loyalty *Journal of Brand Management*18 (08),2011,pp 570-582.

<sup>5</sup> Berry, L., L. , Relationship Marketing of Services Perspectives from 1983 and 2000, *Journal of Relationship Marketing*, 1,2002, 59-77.

<sup>6</sup> Souri, Farbod.(2017).Investigate The relationship between brand equity, brand loyalty and customer satisfaction.*International Journal Of Scientific & Technology Research*,65(6), pp225-231.

<sup>7</sup> Nysveen, Herbjørn & Pedersen, Per & Skard, Siv,Brand Experiences in Service Organizations: Exploring the Individual Effects of Brand Experience Dimensions.*The Journal of Brand Management*,20,2013,pp 404-423.

Commercial. **Behavioral dimension:** Refers to the physical behavior or action motivated by the brand. This behavioral dimension relates to physical experiences, lifestyles, and interaction with the brand, for example, the consumer's desire to exercise or run when they watch an Adidas advertisement on television.<sup>8</sup> **Social dimension:** The social brand experience refers to the relationship with others, as brands motivate individuals to consume products or services along with other individuals, thus creating a link between them through the sharing of space and time, and the social dimension confirms social identity, which Generates a sense of social acceptance and distinction from other social groups through trademarks.<sup>9</sup>

**1.3 The importance of brand experience:** Some studies have found that brand experience affects customer satisfaction and brand loyalty, in addition to the significant impact of customer experience on spreading the word transmitted, especially in the field of services.<sup>10</sup> The results of some studies also revealed that brand experiences create a distinct competitive position and an excellent price for it. Some other studies also found that distinguished brand experience has a positive effect on brand confidence, brand commitment and also contributed to the brand credibility.<sup>11</sup>

## **2. Customer Satisfaction:**

**2.1. Defining Customer Satisfaction:** is a process of comparison between expectations and perceived performance of a product or service and can be defined as an immediate evaluative judgment after the purchase process or an emotional reaction as a result of the most recent transaction with the company<sup>12</sup>, as satisfaction is known The customer is the good or bad feeling that the consumer feels as a result of the process of comparing the level of sacrifices (physical or psychological) made by the consumer and the compensation he gets after purchasing a product or A specific service.,<sup>13</sup> And defines satisfaction as a pleasant work, meaning that the customer feels that his purchase of a specific product or service will meet his needs, satisfy his desires,

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<sup>8</sup> Kwong,Zerlina and Candinegara, Ivan,Relationship between Brand Experience, Brand Personality, Consumer Satisfaction, and Consumer Loyalty of DSSMF Brand .*iBuss Management*,2,2014,pp.89-98.

<sup>9</sup> Ramirez ,Richard and Merunka,Dwight,Brand experience effects on brand attachment: The role of brand trust, age, and income. *European Business Review*,31(5),2019, pp.610-645.

<sup>10</sup> Khan, Imran and Zillur Rahman,Brand experience formation mechanism and its possible outcomes: A theoretical framework.*The Marketing Review*,15(2),2015,pp.239-259.

<sup>11</sup> .sahin ,Azize, et al,The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands.*Procedia Social and Behavioral Sciences*,24,2011,pp.1288–1301 .

<sup>12</sup> Anne Francoise-Pontevia,etude de la dynamique de la satisfaction :bilan et perspectives de la recherché,Acte de congrer international de L'AFM ,2001.

<sup>13</sup> RAY Daniel,*mesurer et développer la satisfaction clients* .paris :éditions d'organisation,2001.

or achieve some of his goals, and therefore the customer's sense of satisfaction is the feeling that his consumption For a product or service that provides a state of pleasure and the opposite of that is a state of dissatisfaction.<sup>14</sup>

**2.2 The importance of customer satisfaction:** Customer satisfaction is usually viewed as a fundamental determinant of consumer behavior in the long term, and much research has focused on the relationship between customer satisfaction and actual customer behavior.<sup>15</sup> just as satisfaction leads to an increase in the value of consumer spending and an increase in consumer spending leads in turn to an increase in revenue, and in return an increase in revenue leads to an increase in profits .

### Second, the field study:

**1.The study sample:**The research sample consists of 67 individuals, as we received some difficulties in order to expand the sample size, and this is due to the spread of the Corona epidemic, which forced us to distribute an electronic questionnaire via the Internet and Facebook, and the focus through this study was on targeting The category of employees by 20.9% and university professors, where they numbered 34, or 50.7% of the research sample, in addition to these categories, the category of doctoral students was also targeted, as they numbered 13 students, or 19.4% of the research sample, as shown in Table No ( 01).

**Table No. (01): Distribution of the research sample according to personal characteristics**

| percentage  | Repetition | Data                 |                   |
|-------------|------------|----------------------|-------------------|
| 40.3%       | 27         | Male                 | SEX               |
| 59.7%       | 40         | Female               |                   |
| <b>100%</b> | <b>67</b>  | <b>Total</b>         |                   |
| 1.5%        | 01         | secondary            | Educational level |
| 11.9%       | 08         | University           |                   |
| 86.6%       | 58         | Postgraduate         |                   |
| <b>100%</b> | <b>67</b>  | <b>Total</b>         |                   |
| 50.7%       | 34         | University Professor | Occupation        |
| 20.9%       | 14         | employee             |                   |
| 19.4%       | 13         | student              |                   |

<sup>14</sup> Oliver, Richard, Whence Consumer Loyalty. *Journal of Marketing*. Vol.63,1999,pp.33-44.

<sup>15</sup> Cooil, Bruce, et al, A longitudinal analysis of customer satisfaction and share of wallet: investigating the moderating effect of customer characteristics. *Journal of marketing*,71(1),2007,pp67-83.

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|             |           |                    |  |
|-------------|-----------|--------------------|--|
| 9%          | 6         | Another profession |  |
| <b>100%</b> | <b>67</b> | <b>Total</b>       |  |

Source: Prepared by the researchers based on the output of the spss program

**Table No. (02): Distribution of the research sample by brands of mobile phones**

| percentage  | Repetition | Brand        |
|-------------|------------|--------------|
| 51%         | 18         | SAMSUNG      |
| 17%         | 6          | OPPO         |
| 11%         | 4          | HUAWEI       |
| 11%         | 4          | CONDOR       |
| 6%          | 2          | LG           |
| 3%          | 1          | APPLE        |
| <b>100%</b> | <b>35</b>  | <b>Total</b> |

Source: Prepared by the researchers based on the output of the spss program

According to Table No. (02), the majority of the research sample use phones with foreign brands, especially Asian brands, while the share of the only national brand represented by the Condor brand did not exceed 11%, and this reflects the Algerian customer's lack of confidence in other local brands.

**Table No. (03): Distribution of the research sample according to car brands.**

| percentage  | Repetition | Brand        |
|-------------|------------|--------------|
| 21.875%     | 7          | RENAULT      |
| 18.75%      | 6          | VOLKSWAGEN   |
| 12.5%       | 4          | CHEVROLET    |
| 09.37%      | 3          | DACIA        |
| 09.375%     | 3          | KIA          |
| 09.375%     | 3          | PEUGEOT      |
| 06.25%      | 2          | HYUNDAI      |
| 06.25%      | 2          | FORD         |
| 03.125%     | 1          | SEAT         |
| 03.125%     | 1          | CITROEN      |
| <b>100%</b> | <b>32</b>  | <b>Total</b> |

Source: Prepared by the researchers based on the output of the spss program

**2.Study tool:** The study tool is a questionnaire consisting of two parts as follows: The first section: includes personal data represented by gender, job,

educational level, and income. The second section: It includes a set of axes as follows: The brand experience axis includes 06 dimensions

### 3.Statistical treatment methods:

In order to process the study data, the statistical program for social sciences spss was used, and the following statistical methods were relied upon: Cronbag alpha test to measure the stability and validity of the study tool, frequencies and arithmetic averages, in addition to applying the simple regression model to study the effect of the dimensions of the brand experience To customer satisfaction.

### 4. Study Results:

#### 1.4. Measuring the reliability and stability of the study tool:

To measure the degree of stability of the study tool, Cronbach's Alpha method was used, which depends on internal consistency and gives an idea of the consistency of the questions with each other and with all the questions in general.

**Table No. (04): Cronbach's alpha coefficient to measure the stability of the study tool.**

| Alpha Cronbach | Dimensions and axes    | Number of phrases |
|----------------|------------------------|-------------------|
| 0.910          | sensory dimension      | 05 phrases        |
| 0.902          | emotional dimension    | 05 phrases        |
| 0.915          | behavioral dimension   | 05 phrases        |
| 0.906          | intellectual dimension | 04 phrases        |
| 0.928          | Social dimension       | 05 phrases        |
| 0.911          | Functional dimension   | 07 phrases        |
| 0.913          | satisfaction           | 04 phrases        |
| 0.893          | Brand experience       | 31 phrases        |
| 0.92           | all phrases            | 35 phrases        |

Source: Prepared by the researchers based on the output of the spss program

### 4.2. Analyzing the results of the study axes

**4.2.1. Analyzing trends in evaluating the research sample for the sensory dimension:** According to Table No. (06), most of the expressions of the sensory dimension exceeded the average of measurement 3, and the average

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of the sensory dimension received a high evaluation and obtained the highest evaluation compared to the rest of the dimensions of the brand experience. It can also be noted through Table No. (06) that the phrase feeling comfortable While using the products of the different brands that were studied through this research It obtained the highest evaluation, i.e. a value of 4.1.

**Table No. (05): Results of the study sample evaluation of the sensory dimension**

| Rating level | Arithmetic mean | phrases                                                                                   |
|--------------|-----------------|-------------------------------------------------------------------------------------------|
| Excellent    | 4.1094          | Feel comfortable using this brand                                                         |
| Excellent    | 4.0469          | I love the design and decoration of this brand                                            |
| Excellent    | 3.8281          | This brand has a strong effect on the sensory visual screen or colors)(                   |
| Excellent    | 3.8125          | This brand has a strong effect on my auditory sense (the sound of music, or a car engine) |
| Excellent    | 3.7031          | I find this brand sensually intriguing                                                    |
| Excellent    | <b>3.9000</b>   | <b>Arithmetic mean sensory dimension</b>                                                  |

Source: Prepared by the researchers based on the output of the spss program

**4.2.2. Analyzing the trends in the evaluation of the research sample for the emotional dimension:**According to Table No. (07), the emotional dimension received an average evaluation by the research sample, and the phrase “love for the brand” obtained the highest evaluation, which indicates that the members of the research sample raised the relationship between them and the brand to the degree of love due to their conviction of the importance and quality of products .

| Rating level | Arithmetic mean | phrases                                          |
|--------------|-----------------|--------------------------------------------------|
| Excellent    | 4.0781          | I love this brand                                |
| Excellent    | 3.6563          | I am proud to use this brand's products          |
| Medium       | 3.5625          | Feel happy when using the products of this brand |
| Medium       | 3.3438          | This sign contributes to improving my mood       |

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|        |               |                                    |
|--------|---------------|------------------------------------|
| Medium | 3.3125        | This sign gives me positive energy |
| Medium | <b>3.5906</b> | <b>average emotional dimension</b> |

**Table No. (06): Analysis of the trends of the research sample's evaluation of the emotional dimension**

Source: Prepared by the researchers based on the output of the spss program

**4.2.3. Analyzing trends in evaluating the research sample for the behavioral dimension** According to Table No. (08), the behavioral dimension received an average rating. On the other hand, the phrase “helping the brand’s products to carry out activities in the best way” came in the first place, while the phrase “motivating the brand’s products to do some activities” came in the second place.

**Table No. (07): Analysis of trends in the evaluation of the research sample for the behavioral dimension**

| Rating level | Arithmetic mean | phrases                                                                       |
|--------------|-----------------|-------------------------------------------------------------------------------|
| Medium       | 3.5313          | The products of this brand help me to carry out my activities in the best way |
| Medium       | 3.3438          | This brand motivates me to do some activities                                 |
| Medium       | 3.2500          | This brand can influence my behavior and activities                           |
| Medium       | 3.1563          | This brand reminds me of the activities I can do                              |
| Medium       | 2.9219          | I use this brand when doing some physical activities                          |
| Medium       | <b>3.2406</b>   | <b>Average behavioral dimension</b>                                           |

Source: Prepared by the researchers based on the output of the spss program

**4.2.4. Analyzing trends in evaluating the research sample for the intellectual dimension** According to Table No. (09), the evaluation of the intellectual dimension received an average evaluation, and in contrast, the order of the phrase “arousing the mark to the curiosity of customers” came in the first place, while the phrase “the mark makes the customer think” came in the last place.

**Table No. (08): Evaluation of the research sample members for the intellectual dimension**

| Rating level | Arithmetic mean | phrases |
|--------------|-----------------|---------|
|--------------|-----------------|---------|

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|        |               |                                       |
|--------|---------------|---------------------------------------|
| Medium | 3.3125        | This brand piques my curiosity        |
| Medium | 3.1250        | This brand is developing my skills    |
| Medium | 2.8906        | This sign is developing my thinking   |
| Medium | 2.8750        | This brand makes me think             |
| Medium | <b>3.0508</b> | <b>Average intellectual dimension</b> |

Source: Prepared by the researchers based on the output of the spss program

**4.2.5 Analyzing trends in evaluating the research sample for the social dimension** According to Table No. (10) most of the social dimension expressions obtained an average evaluation, as the phrase society's view of the individual who uses the brand's products reached the highest evaluation within this dimension .

**Table No. (09): Evaluation of the research sample members for the social dimension**

| Rating level | Arithmetic mean | phrases                                                          |
|--------------|-----------------|------------------------------------------------------------------|
| Medium       | 3.1250          | This brand improves the way society looks at me                  |
| Medium       | 3.0625          | I would love for others to see me using this brand               |
| Medium       | 3.0313          | This brand expresses my lifestyle                                |
| Medium       | 2.9375          | This brand enhances my social relationships with others          |
| Medium       | 2.8750          | This sign has a positive effect on what other people think of me |
| Medium       | <b>3.0063</b>   | <b>Average social distance</b>                                   |

Source: Prepared by the researchers based on the output of the spss program

**4.2.6 Analysis of trends in the evaluation of the research sample for the functional dimension:** According to Table No. (11), the functional dimension won a high evaluation, as it exceeded the value of 3.66 and a solution in the second salary within the evaluation of the members of the research sample for the dimensions of the brand experience.

**Table No. (10): Evaluation of the research sample members for the functional dimension**

| Rating level | Arithmetic mean | Phrases                          |
|--------------|-----------------|----------------------------------|
| Excellent    | 4.2031          | The brand's products are easy to |

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|           |               |                                                                           |
|-----------|---------------|---------------------------------------------------------------------------|
|           |               | use                                                                       |
| Excellent | 4.1094        | This brand can be relied upon                                             |
| Excellent | 4.0469        | I consider my experience with the products of this brand useful           |
| Excellent | 3.9063        | This brand is of high quality                                             |
| Excellent | 3.9063        | The quality of the brand's products often matches what I expect from them |
| Excellent | 3.8594        | The brand's products have a longer shelf life (longer use period)         |
| Medium    | 3.2656        | This brand provides good after-sales services (service après vente).      |
| Medium    | <b>3.8996</b> | <b>Average job dimension</b>                                              |

Source: Prepared by the researchers based on the outputs of the spss program

**4.2.7. Analyzing the trends of the research sample members' evaluation of the satisfaction axis** According to Table No. (12), the evaluation of the research sample members for the satisfaction axis was high, which reflects the great satisfaction of customers with the products of the brands that were studied through this research.

**Table No. (11): Evaluation of the research sample members for the satisfaction axi**

| Rating level | Arithmetic mean | phrases                                          |
|--------------|-----------------|--------------------------------------------------|
| Excellent    | 4.1250          | This brand fulfills my needs and desires         |
| Excellent    | 4.1250          | I am satisfied with the experience of this brand |
| Excellent    | 4.0313          | I am completely satisfied with this brand        |
| Excellent    | 4.0000          | I made a good decision when I bought this brand  |
| Excellent    | <b>4.07</b>     | <b>Satisfaction average</b>                      |

Source: Prepared by the researcher based on the output of the spss program

**Table No. (12): Average brand experience and customer satisfaction**

| significance level | Arithmetic mean | The focus             |
|--------------------|-----------------|-----------------------|
| 0.000              | 3.45            | Brand experience      |
| 0.000              | 4.07            | Customer satisfaction |

Source: Prepared by the researchers based on the output of the spss program

Through Table No. (12), it is clear that the average of the brand experience axis and the satisfaction axis were greater than the measurement average, which is 3. According to the significance level values, the research sample members consider their evaluation of the brand experience axis and satisfaction to be statistically significant, given that the value of the significance level is less than 0.05, which expresses About the positive evaluation of the brand experience, in addition to the fact that most of the users of the studied brand products expressed their satisfaction with them .

**4.2.8. Evaluation of the degree of correlation between the dimensions of the brand experience dimensions** According to Table No. (13), most of the correlation coefficients between the dimensions of the brand experience were statistically significant, given that the value of the level of significance for the correlations between the dimensions of the brand experience was less than 0.01.

**Table No. (13): Correlation coefficients between brand experience**

\*\* The significance level is less than 0.01

| Functional dimension | Social dimension | intellectual dimension | behavioral dimension | emotional dimension | Sensory dimension |                        |
|----------------------|------------------|------------------------|----------------------|---------------------|-------------------|------------------------|
|                      |                  |                        |                      |                     | 1                 | sensory dimension      |
|                      |                  |                        |                      | 1                   | 0.730**           | emotional dimension    |
|                      |                  |                        | 1                    | 0.583**             | 0.561**           | behavioral dimension   |
|                      |                  | 1                      | 0.673**              | 0.739**             | 0.575**           | intellectual dimension |
|                      | 1                | 0.543**                | 0.425**              | 0.504**             | 0.342**           | Social dimension       |
| 1                    | 0.450**          | 0.542**                | 0.477**              | 0.590**             | 0.677**           | Functional dimension   |

**4.2.9 Comparison of the level of evaluation of the brand experience and satisfaction of the study sample with respect to different brands:**According to Table No. (14), we note that the LG brand received the highest rating for the brand's experience, followed by the Huawei brand, and in the third place came the Samsung brand, and this arrangement reflects the great compatibility between the level of the brand's experience and the degree of customer satisfaction with it.

**Table No. (14): Comparison of the level of evaluation of the study sample for the brand experience**

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| Arithmetic mean | The brand  | The focus               |
|-----------------|------------|-------------------------|
| 4.5575          | KIA        | Auto brand experience   |
| 3.5093          | VOLKSWAGEN |                         |
| 3.6290          | PEUGEOT    |                         |
| 3.3655          | LG         | Mobile brand experience |
| 3.5503          | HUAWEI     |                         |
| 3.5427          | SAMSUNG    |                         |

Source: Prepared by the researchers based on the output of the spss program

**Table No. (15): Comparison between the level of satisfaction of the study sample towards the different brands.**

| Arithmetic mean | The brand  | The focus                                             |
|-----------------|------------|-------------------------------------------------------|
| 5.0000          | KIA        | Customer satisfaction with the brand of cars          |
| 4.3333          | VOLKSWAGEN |                                                       |
| 4.2500          | PEUGEOT    |                                                       |
| 4.5000          | LG         | Customer satisfaction with the brand of mobile phones |
| 4.2500          | HUAWEI     |                                                       |
| 4.1471          | SAMSUNG    |                                                       |

Source: Prepared by the researchers based on the output of the spss program

As for the level of customer satisfaction, according to Table No. (15), we note that the LG brand has the highest level of satisfaction in the field of mobile phone brands.

## 5. hypothesis test results

**5.1 Main Hypothesis Test:** According to Table No. (16), the value of F is equal to 59 and the level of significance is equal to 0.000, which is less than 0.05, and this supports the form of the model for the main hypothesis test, as the value of B = 0.768, and accordingly we accept the main hypothesis that states However, there is a positive impact with statistically significant to the dimensions of the brand's experience.

**Table No. (16): Results of testing the main hypothesis**

| Summary of the form |         |       |                        |  |
|---------------------|---------|-------|------------------------|--|
| significance level  | F value | R2    | Correltion coefficient |  |
| 0.000               | 59      | 0.488 | 0.698                  |  |

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| Estimation of model parameters |       |       |                  | Main hypothesis:<br>There is a statistically significant positive effect of brand experience on customer satisfaction. |
|--------------------------------|-------|-------|------------------|------------------------------------------------------------------------------------------------------------------------|
| significance level             | BETA  | B     |                  |                                                                                                                        |
| 0.000                          |       | 1.423 | Fixed            |                                                                                                                        |
| 0.000                          | 0.698 | 0.768 | Brand experience |                                                                                                                        |

Source: Prepared by the researchers based on the output of the spss program

According to Table No. (16), the value = 0.488  $R^2$ , and this means that the dimensions of the brand experience were able to explain the variation in customer satisfaction by 48.8%, which is an important percentage. Table No. (16) also included the value of the coefficient  $B = 0.768$ , through which we can explain that increasing the level of customer evaluation of the brand experience by 100% leads to an increase and improvement in their satisfaction by 76.8.

## 5.2. Sub-hypothesis testing:

**5.2.1. Test the first sub-hypothesis** According to Table No. (17), the value of  $F$  is equal to 44.33, and the level of significance is equal to 0.000, which is less than 0.05. This supports the validity of the model to test the first sub-hypothesis, as it was shown through Table No. (17) that the sensory dimension has a positive effect with a statistical significance on customer satisfaction. This is because the level of significance is equal to 0.000, which is less than 0.05, and the value of  $B = 0.652$ . Accordingly, we accept the first sub-hypothesis, which states that there is a statistically significant positive effect of the sensory dimension of the brand on customer satisfaction. According to Table No. (17), the Value = 0.417  $R^2$  This means that the sensory dimension of the brand was able to explain the variation in customer satisfaction by 41.7%. Table No. (17) also included a coefficient value of  $B = 0.652$ , through which we can explain that the sensory dimension of the brand increased by 100 %, leads to an increase and improvement in customer satisfaction by 65.2%.

## 5.2.2. The second sub -hypothesis test:

According to Table No. (17), the value of  $F$  is equal to 45.8, and the level of significance is equal to 0.000, which is less than 0.05. This supports the validity of the model to test the second sub-hypothesis, as it was shown through Table No. (17) that the emotional dimension has a statistically significant positive effect on customer satisfaction. This is because the level of significance is equal to 0.000, which is less than 0.05, and the value of  $B = 0.540$ . Accordingly, we accept the second sub-hypothesis, which states that there is a statistically significant positive effect of the emotional dimension of the brand

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on customer satisfaction. According to Table No. (17), the Value = 0.425  $R^2$  This means that the emotional dimension of the brand was able to explain the variation in customer satisfaction by 42.5%. Table No. (17) also included the value of the coefficient B = 0.540, through which we can explain that the emotional dimension of the brand increased by 100 %, leads to an increase and improvement in customer satisfaction by 54%.

### 5.2.3. Test the third sub-hypothesis

According to Table No. (17), the value of F is equal to 16, and the level of significance is equal to 0.000, which is less than 0.05. This supports the validity of the model to test the third sub-hypothesis, as it was shown through Table No. (17) that the behavioral dimension has a statistically significant positive effect on customer satisfaction. This is because the level of significance is equal to 0.000, which is less than 0.05, and the B value = 0.373. Accordingly, we accept the third sub-hypothesis, which states that there is a statistically significant positive effect of the behavioral dimension of the brand on customer satisfaction. According to Table No. (17), the Value = 0.205  $R^2$  This means that the behavioral dimension of the brand was able to explain the variation in customer satisfaction by 20.5%. Table No. (17) also included the value of the coefficient B = 0.373, through which we can explain that the behavioral dimension of the brand increased by 100 %, leads to an increase and improvement in customer satisfaction by 37.3%.

**Table No. (17): Results of testing sub-hypotheses.**

| Value<br>SIG | معامل<br>الانحدار<br>المعياري | Regression | F     | $R^2$ | Correltion<br>coefficient | الفرضيات                                            |
|--------------|-------------------------------|------------|-------|-------|---------------------------|-----------------------------------------------------|
| 0.000        | 0.646                         | 0.652      | 44.33 | 0.417 | 0.646                     | The first sub-hypothesis (the sensory dimension)    |
| 0.000        | 0.652                         | 0.540      | 45.8  | 0.425 | 0.652                     | The second sub-hypothesis (the emotional dimension) |
| 0.000        | 0.452                         | 0.373      | 16    | 0.205 | 0.452                     | The third sub-hypothesis (behavioral)               |

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|       |       |       |       |       |       |                                                                      |
|-------|-------|-------|-------|-------|-------|----------------------------------------------------------------------|
| 0.000 | 0.486 | 0.406 | 19.2  | 0.236 | 0.486 | dimension)<br>The fourth sub-hypothesis (the intellectual dimension) |
| 0.003 | 0.371 | 0.272 | 9.9   | 0.138 | 0.371 | The Fifth Sub-Hypothesis (Social Dimension)                          |
| 0.000 | 0.835 | 0.932 | 142.8 | 0.697 | 0.853 | Sixth sub-hypothesis (functional dimension)                          |

Source: Prepared by the researchers based on the output of the spss program

#### 5.2.4. Testing the fourth sub-hypothesis:

According to Table No. (17), the value of F is equal to 19.2, and the level of significance is equal to 0.000, which is less than 0.05. This supports the validity of the model to test the fourth sub-hypothesis, as it was shown through Table No. (17) that the intellectual dimension has a positive effect with a statistical significance on customer satisfaction. This is because the level of significance is equal to 0.000, which is less than 0.05, and the value of B = 0.406. Accordingly, we accept the fourth sub-hypothesis, which states that there is a statistically significant positive effect of the intellectual dimension of the brand on customer satisfaction. According to Table No. (17), the Value = 0.236  $R^2$  This means that the intellectual dimension of the brand was able to explain the variation in customer satisfaction by 23.6%. Table No. (17) also included the value of the coefficient B = 0.406, through which we can explain that the intellectual dimension of the brand increased by 100 %, leads to an increase and improvement in customer satisfaction by 40.6%.

#### 5.2.5 Fifth sub-hypothesis test:

According to Table No. (17), the value of F is equal to 9.9, and the level of significance is equal to 0.003, which is less than 0.05. This supports the validity of the model to test the fifth sub-hypothesis, as it was shown through Table No. (17) that the social dimension has a positive effect with a statistical significance on customer satisfaction. This is because the level of significance is equal to 0.003, which is less than 0.05, and the B value = 0.272. Accordingly, we accept the fifth sub-hypothesis, which states that there is a statistically significant positive effect of the social dimension of the brand on customer satisfaction.

According to Table No. (17), the Value = 0.138  $R^2$  This means that the social dimension of the brand was able to explain the variation in customer satisfaction by 13.8%. Table No. (17) also included the value of the coefficient  $B = 0.272$ , through which we can explain that the increase in the social dimension of the brand by 100 %, leads to an increase and improvement in customer satisfaction by 27.2%.

#### **5.2.6. Test the sixth sub-hypothesis:**

According to Table No. (17), the value of F is equal to 142.8, and the level of significance is equal to 0.000, which is less than 0.05. This supports the validity of the model to test the sixth sub-hypothesis, as it was shown through Table No. (17) that the functional dimension has a positive effect with a statistical significance on customer satisfaction. This is because the level of significance is equal to 0.000, which is less than 0.05, and the B value = 0.932. Accordingly, we accept the sixth sub-hypothesis, which states that there is a statistically significant positive effect of the functional dimension of the brand on customer satisfaction. According to Table No. (17), the Value = 0.697  $R^2$  This means that the functional dimension of the brand was able to explain the variation in customer satisfaction by 69.7%. Table No. (17) also included the value of the coefficient  $B = 0.932$ , through which we can explain that the functional dimension of the brand increased by 100 %, leads to an increase and improvement in customer satisfaction by 93.2%.

#### **Conclusion :**

There is no doubt that the obsession of any brand is how to increase its share in the market or in the worst case, ensuring its previous share remains, and there is no doubt that the most important factor can contribute to expanding the brand's share in the markets is to ensure customer satisfaction with it, which is what we tried to study through this research by analyzing the extent The effect of the brand experience on the customer's satisfaction, where the following results were reached:

- It was concluded through this study that there is a positive effect of the dimensions of the brand experience, which are taken together, on customer satisfaction, as these dimensions were able to explain the variation in the level of customer satisfaction by 48.8%, while the rest of the percentage is attributed to other factors that were not addressed through this study.

- Through Table No. (18) and according to the values of the BETA standard coefficients, the effect of the brand experience dimensions on customer satisfaction can be arranged as follows: the functional dimension, the emotional dimension, the sensory dimension, the intellectual dimension, the behavioral dimension, and the social dimension.

• Through this study, it was concluded that there is a significant correlation between the intellectual dimension and the emotional dimension, while the relationship between the social dimension and the sensory dimension was known to have the lowest value of the correlation coefficient.

**Recommendations:**

- Through this study, it was also found that the emotional dimension and the sensory dimension are no less important than the functional dimension within the influence of the brand experience dimensions on customer satisfaction. Therefore, we recommend through this study that brand owners need to focus on visual and sensory effects while designing brand products, to Focusing on aspects that increase emotional commitment to the brand, and achieve happiness while purchasing the brand's products.
- Through this study, it was found that there is a complete absence of national trademarks among the trademarks used by the members of the research sample, especially in the field of mobile phones, with the exception of the CONDOR brand, which did not get a good evaluation of the brand's experience, nor did it achieve a good level of customer satisfaction, and from here we advise National brands need to pay attention to the concept of brand experience and work to improve it as a key factor in achieving customer satisfaction.

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