

# The Impact of Brand Experience on Consumer Engagement

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## ABSTRACT

The purpose of this study is to examine the effect of brand experience (with the dimensions of perceptual, social, epistemic, and embodied experiences) on consumer engagement. One hundred followers of the Facebook page acted as the survey sample chosen using convenience sampling. Descriptive and multiple linear regression analyses were used to analyze and test the hypothesis. The research results indicate that the respondent has a good impression of the perceptive, social and epistemic experience. According to the hypothesis testing, perceptual and epistemic experiences did not affect consumer engagement, while social experience and embodied experience affected consumer engagement. This result was caused by the followers' characteristics that prefer to have social and embodied experience while consuming Facebook brand page.

**Keywords:** *Perceptual Experience, Social Experience, Epistemic Experience, Embodied Experience, Consumer Engagement.*

## 1. INTRODUCTION

Providing brand experiences online is vital for strengthening the relationship between consumers and corporate brands in the digital age, but many brands still struggle to benefit from this [1]. Amid intense business competition, consumers no longer only expect functional value from a brand because they also expect to be involved in sharing purchasing experiences [2]. Brand Experience plays an essential role in achieving profitability, especially in a highly competitive environment [3]. This experience is formed whenever consumers directly or indirectly interact with a brand [4]. Research conducted by Brakus [5] empirically and conceptually have proven that brand experience is related to brand attitude, brand personality, brand interaction, and customer delight. Consumer engagement plays a crucial role in creating online brand experiences [1]. The high number of uses of social media forces companies to integrate social media into marketing strategies, especially in engaging consumers [6], [7]. Consumer engagement is one component that plays an important role in consumer purchasing decisions [8]. Consumers

use social media platforms to get feedback from other product users before making a product purchase [9]. Social media currently works as an online medium that allows consumers to interact directly with the selected brand and allows potential buyers to get feedback about the brand they will choose from other product users [6]. The use of social media as an integral part of marketing a brand is inevitable. Research on the impact of online brand experience on consumer engagement has attracted the attention of academics, especially with the presence of social media that allows the creation of online brand experiences and digital consumer engagement. Stephen & Galak [10] found that social media plays an important role in establishing interactions and conversations that drive sales. Companies use social media to promote their products, services, and brands in the world [6]. The importance of social media in marketing practice is its ability to share experiences and ideas from users and share information [11]. Tafesse [12] has examined how the impact of brand engagement on brand page views on Facebook impacts the formation of customer engagement. However, research on brand experiences

formed on social media is still an area that has a significant gap in research in this area [13]. This study aimed at investigating whether brand experience influenced consumer engagement in the Telco industry in Indonesia.

## ***1.1. Literature Review***

### ***1.1.1. Brand Experience***

Brand experience is a subjective internal response consisting of sensations, feelings, cognitive, and behavioral of a person arising from stimuli related to the brand, which can consist of stimuli in the form of parts of design and brand identity, packaging, communication, and environment [5]. The brand experience consists of 4 dimensions: sensory, affective, cognitive, and engagement [1]. Regarding online brand experience, Tafesse's research suggests four concepts of brand experience on Facebook social media, namely the affordance of perceptual experience, the affordance of social experience, the affordance of epistemic experience, and the affordance of embodied using data from content and brand page posts on Facebook. Based on Tafesse [12], each of the brand experiences on Facebook pages refers to the brand experience dimensions presented in previous studies with differences in the data types used in the study. While other studies use primary data from respondents, Tafesse uses primary data from Facebook content which makes Tafesse's research unique to find out how content shapes brand experience, which in turn is related to the formation of consumer engagement on Facebook followers.

Perceptual experience refers to the sensory aspects of consumers that involve the use of visual sight, audio hearing, and touch that can stimulate consumer interest [14]. Tafesse [12] found that brand pages with more posts containing perceptual experiences can affect the formation of consumer engagement. Based on these findings, the first hypothesis proposed by this study is:

H1: Perceptual experience influences consumer engagement.

Social experience refers to the involvement and participation of consumers in creating interactive and meaningful experiences [15], [16]. The importance of creating social experiences is related to human nature as social beings, facilitated by social media. Efforts to build social experiences can be made, for example, by asking consumers for opinions about the company's brand, asking consumers to highlight celebrities or influencers, and sponsoring events to enrich consumers' interactive brand experiences [12]. Based on this study, the second hypothesis proposed is:

H2: Social experience influences consumer engagement.

Epistemic experience is a consumer experience with a brand that involves the cognitive aspect of consumers to describe information about a brand that is newly known and relevant to needs [16], [17]. Information received by consumers specifically encourages consumers to have creative thinking in recognizing brands or solving problems related to brands functionally. Types of consumer epistemic experiences with brands, for example, are information containing educational content, information on the latest brand features, and brand heritage [12]. Based on this study, the third hypothesis proposed is:

H3: Epistemic experience influences consumer engagement

Embodied experience refers to a consumer's experience with a brand that involves physical interaction with the brand, such as touching, smelling, tasting, and using the product [12]. This real interaction is believed to produce rich information about the brand's taste, feel, aesthetic, and functional effects so that consumers have a physical and emotional connection with the brand. Based on this study, the fourth hypothesis proposed is:

H4: Embodied experience influences consumer engagement

### ***1.1.2. Consumer Engagement***

Consumer engagement is defined as an effort to differentiate consumer attitudes and behaviors beyond buying behavior [18]. Hollebeek [19] suggests three dimensions of consumer engagement: cognitive, affective, and behavioral aspects. Based on the concepts that have been described, the concept of social media engagement with consumer engagement on social media is a similar condition. Referring to consumer engagement on social media, Tafesse [12] suggests that engagement is measured by the number of likes and shares made by social media users.

### ***1.1.3 Research Framework***

The conceptual framework in this research refers to Tafesse [12] because it follows the research objectives. This study did not use control variables because it was carried out on one research object. The framework to be researched will be illustrated in Figure 1.

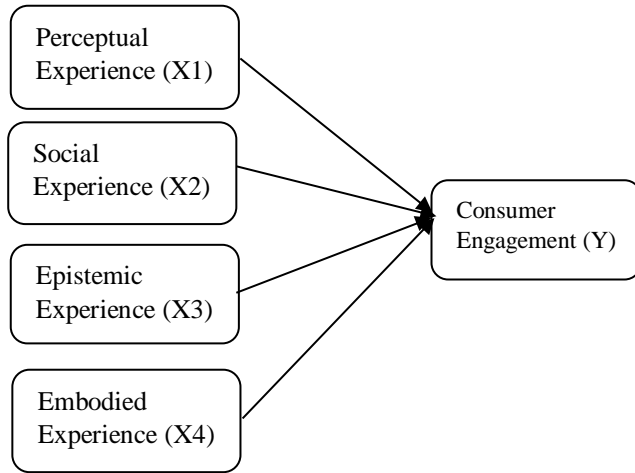


Figure 1 Research Framework Source: Tafesse, 2016

2. METHODS

This study uses the quantitative descriptive analysis method to obtain results that can answer the research hypothesis. The population of this research is the cellular operator's Facebook followers with the highest number of consumers in Indonesia, namely Telkomsel. The sampling technique used purposive sampling with a total of 100 respondents (10% significance level). The data collection technique employed questionnaire with 24 question items related to the dimensions of brand experience and consumer engagement modified from Tafesse's [12] research. The validity and reliability tests of the data were done using the Pearson product-moment with Rtable 0.3 and Cronbach alpha 0.7, showing that all items were valid and reliable. The hypothesis was tested using multiple linear regression with a significance value of <0.05.

3. RESULTS AND DISCUSSION

This study used data from 100 respondents who follow Telkomsel's Facebook account to assess how brand experience affects consumer engagement from the perceptual, social, epistemic, and embodied dimensions. The profile of the respondents in this study consisted of 39% women and 61% men. Respondents' ages were in the range of <18 years as much as 8%, 18-25 years as much as 47%, 26-30 years as much as 18%, 31-35 years as many as 15%, and ages > 35 years as many as 14%. Respondents' occupations were as students as much as 43%, working in private companies 23%, government employee/police/TNI as many as 10%, entrepreneurs

3.1 Classic Assumption Test

The classical assumption test is carried out before testing the hypothesis. The classical assumption test is carried out to ensure that the regression equation obtained has estimation accuracy, is unbiased, and is consistent. The normality test in this study used the Kolmogorov-

Smirnov (K-S) normal test using the SPSS version 24.0 program. The results of the normality test can be seen in Table 1

Table 1 Normality Test Result

One-Sample Kolmogorov-Smirnov Test	
Asymp. Sig. (2-tailed)	0,200

Based on table 1, the normality test results with Kolmogorov-Smirnov show that the significance result (Sig.) is 0.200, which is obtained from the Kolmogorov-Smirnov test results, which means that this study is normally distributed because the significance result is greater than 0.05. This shows that the research data is normally distributed.

Table 2 Multicollinearity Result

Model	Coefficient			
	B	Sig.	t	Vif
Constant	1.795	0.238	1.189	
Perceptual Experience	0,155	0.150	1.450	1.810
Social Experience	0.196	0.024	2.289	1.625
Epistemic Experience	-0.080	0.307	-1.028	2.038
Embodied Experience	0.363	.000	4.643	1.200

Based on the results of multicollinearity in Table 2, it can be seen that the VIF value for perceptual experience is 1.810, social experience is 1.625, epistemic experience is 2.038, and embodied experience is 1.200. Therefore, overall, no VIF value exceeds 10, so there are no symptoms of multicollinearity among the independent variables. The results of the heteroscedasticity test are presented in the form of a scatterplot pattern in Figure 2

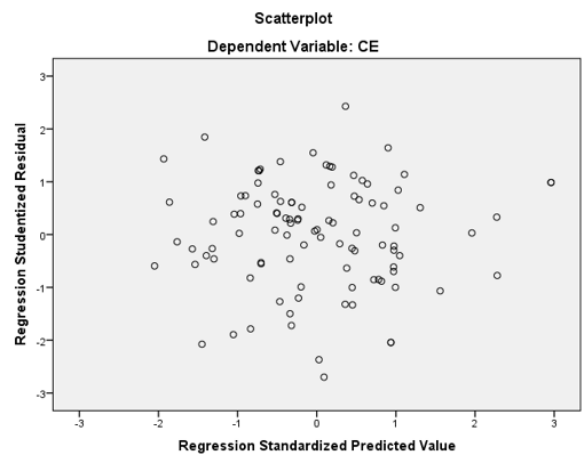


Figure 2 Scatterplot Result

Figure 2 shows that the points are randomly distributed above zero and below the number 0 on the Y-

axis. Therefore, it can be concluded that there is no heteroscedasticity in this study.

**3.2 Hypothesis testing**

The results summary of partial hypothesis testing can be seen in Table 3, with the basis for making test decisions:

- a) If  $t_{count} > t_{Table}$  then  $H_0$  is rejected
- b) If  $t_{count} < t_{Table}$  then  $H_0$  is accepted

**Table 3** Hypothesis Summary Result

No.	Hypothesis	T-Count	T-Table	Result
1.	Perceptual (X1) → Consumer Engagement (Y)	1.450	1.661	Not Supported
2.	Social (X2) → Consumer Engagement (Y)	2.289	1.661	Supported
3.	Epistemic (X3) → Consumer Engagement (Y)	-1.028	1.661	Not Supported
4.	Embodied (X4) → Consumer Engagement (Y)	4.643	1.661	Supported

Table 3 shows the hypothesis result. This result shows that perceptual experience and epistemic experience have no effect on consumer engagement, and social experience and embodied experience affect consumer engagement. Table 4 presents the results of multiple linear regression analysis from the F-test.

**Table 4** F-Test Result

ANOVA*						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	278.603	4	66.651	11.902	.000 <sup>b</sup>
	Residual	555.944	95	5.582		
	Total	834,547	99			

**3.3 Discussion**

Based on the F-test in table 4, the data processing results show the Fcount value of 11,902 with a significance of 0.000. Thus, Fcount (11.902) > Ftable (3.090) with Sig. (0.000) < 0.005. This result shows a significant influence between brand experience and consumer engagement; therefore,  $H_0$  is rejected, and  $H_1$  is accepted. The regression equation of this study is based on the value of the T-test so that it can be concluded that the perceptual and epistemic variables have a significance value greater than 0.05, which means that

there is no significant effect of perceptual and epistemic variables on consumer engagement. While social and embodied variables have a significance value less than 0.05, which means that there is a significant effect on consumer engagement.

$$Y = 1,795 + 0,155 X_1 + 0,196 X_2 - 0,080 X_3 + 0,363 X_4$$

The conclusion from the multiple regression analysis (coefficient) is that if the constant value is 1.795 and if the value of all brand experience variables is 0, then the value of consumer engagement will be 1.795. Embodied experience has the highest value of 0.363 on the regression coefficient, which means that the embodied experience is considered the most influential on consumer engagement. If the value of embodied experience increases, consumer engagement will also increase. This result has differences with [12], who found that perceptual, epistemic, and social experience influence consumer engagement.

Based on the results of hypothesis testing, it was found that social experience affects consumer engagement, which means that interactions between fellow Telkomsel Facebook followers and between Telkomsel Facebook admins and Telkomsel Facebook followers can affect consumer engagement [20]. Consumer Engagement can be considered the dynamic involvement of customers with a brand, product, service, or company; with interaction, customers are considered to be engaged with a company. In testing the hypothesis, it was found that the embodied experience affected consumer engagement because, according to [21], this materialized experience involves active consumers, and there is physical interaction with the object of a brand. This interaction often produces information that is rich in tastes, feelings, aesthetics, and functionality of the product to offer a strong background for connecting with the brand both physically and emotionally.

**4. CONCLUSIONS**

This study aims to examine the effect of brand experience on consumer engagement. The results showed that there was a simultaneous influence between brand experience on consumer engagement. Partially, social and embodied experiences affected consumer engagement. The finding also shows that there was no effect of perceptual and epistemic experiences on consumer engagement. The suggestion for the company is that the company can improve the social and embodied experience on its Facebook page, such as leveraging the admin response on the Telkomsel Facebook page and giving more interactive quizzes to their followers.

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