

From the customer viewpoint, brands are relationship builders. This paper aims to bridge the gap between Brand Strategy and Customer Experience by introducing the concept of the Brand In this study we choose to evaluate Chinese consumers' behavioral patterns regarding brand experience and brand relationship since Chinese consumers' experience with Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging This study will explore the influence of brand experience on brand loyalty, i.e., attitudinal loyalty and behavioural loyalty of select e-commerce brands. Numerous trade writings have appeared that present useful concepts as well as some ad hoc experience In this paper, we present a conceptual analysis of brand experience theoretical background of the brand experience concept. To be sure, consumers are also looking for value, and for the customers experience the brand persists. Through practice-based design research, this paper describes the development of a Brand Experience Manual over four iteration cycles Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging The study is conducted in the Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments Brand experience affects satisfaction, trust and loyalty. Second, the brand experience model explaining the rela-tionship of brand experience with its antecedents and out lenges regarding 'brand experience'. We will discuss, in particular, three research and practical trends and challenges: (i) the pro-liferation of settings and media that evoke Consumers should be more likely to buy a brand again and recommend it to others and less likely to buy an alternative brand (Mittal and Kamakura; Oliver; Reicheld What ultimately matters to consumers is whether brands can provide attractive experiences for them. In this present research, we propose the effects of brand experiences to build long-lasting brand and customer relationship with brand trust, satisfaction, and loyalty We need to identify the underlying dimensions of brand experience (analogous to the —big fivel dimensions of brand personality or the dimensions of affection, connection and passion that make up brand attachment) and develop a scale that can measure the strength with which a brand evokes each experience dimension The results of this study show that whether the perceptions of Chinese millennial generation consumers toward brand constructs such as brand image, trust, attachment, brand experience influence their purchase intention for global brands This paper aims to bridge the gap between Brand Strategy and Customer Experience by introducing the concept of the Brand Experience Manual.