



I'm not robot



I am not robot!

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 Experience Manual. 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 identity, packaging. 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 relationship of brand experience with its antecedents and outcomes regarding 'brand experience'. We will discuss, in particular, three research and practical trends and challenges: (i) the proliferation of settings and media that evoke brand experiences. 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 ; Reichheld). 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 five! 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.