

The Effect of Brand Experience on Brand Equity: A study using SEM approach

BY

Daniel Yii Shiing Kai

THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENT FOR THE DEGREE OF
MASTER IN BUSINESS ADMINISTRATION

in the

FACULTY OF BUSINESS & INFORMATION SCIENCE

UCSI University

MALAYSIA

April 2013

ABSTRACT

Brand experience plays an important role in experiential marketing approach. Recent research on brand experience has shifted its focus from defining and measuring the construct to identifying its antecedents and consequences. However, no study has been done to evaluate on how the dimensions of brand experience affects the dimensions of customer based brand equity. Besides, there is lacking of extant literature to identify the determinants of customer based brand equity in Malaysia theme park industry. The objectives of this research are (1) to explore the effects of sub-components of brand experience (include sensory experience, affective experience, intellectual experience and behavioural experience) on customer based brand equity and (2) to explore the determinants of overall customer based brand equity in Malaysia theme park industry. This study involved 258 students, who had went to Genting Them Park for the past one year, from five selected private universities within Klang Valley, employing a questionnaire survey as the main method of data collection. The data analysis was carried out by using SPSS software version 20 and AMOS software version 20. The results of the study indicated that there are two types of relationship, significant and non-significant, between the dimensions of brand experience and customer based brand equity. Besides, the results also revealed that brand loyalty, brand awareness/ association and perceived quality are positively related to overall brand equity. The study provide some insights and feedback for the administrators of the theme park industry in drafting various managerial strategies.