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MODELLING FACTORS INFLUENCING BRAND EXPERIENCE AND ITS CONSEQUENCES ON MALAYSIA'S NATIONAL AUTOMOTIVE BRANDS

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Automotive players that neglects post purchase have suffered poor sales as consumers no longer tolerate with mediocre services. Not only automotive players produced low quality car but also bad operational facilities when servicing their car. Resulting in low brand experience and consumers are left unsatisfied with their car purchase. However, brand experience has received enormous attention by researchers over the decades. Evidently, past research revealed that brand experience plays a vital role in understanding desired outcome such as brand trust, brand loyalty, brand community, brand attachment and brand engagement. In fact, brand experience has been in the spotlight by both academic and practitioners within design literature, thus bringing two perspectives together. Mehrabian and Russell theory was employed as the theoretical foundation in developing present conceptual framework. This study emphasizes on using PADI model as a tool to measure the new brand experience scale. The significance of this study, lies in the fact that, it attempts to examine the antecedents of brand experience such as servicescape, brand image and servicescape which in turn investigates the consequences within Malaysia national automotive industry. Basically, this study emphasis on theoretical and emotional design of environmental psychology within the business experience process. The data has been extracted from four hundred (400) Malaysia's national car brand urban adults' users with a minimum of one (1) year car consumption via drop off and collect survey technique. Structural Equation Modelling (SEM) was utilized testing hypothesized relationships among the constructs, as postulated in the model. The results derived from this study has shed new insights, firstly on the development of PADI model, the new brand experience scale. Results show that dominance emotion is the most important determinant of brand experience and seconded by intelligent emotion. In terms of the antecedents of brand experience, interesting findings shows that servicescape has no significant relationship with the brand experience of national car users. The most important driver of brand experience is car brand attribute. On another note, brand experience has direct impact on brand trust. However, brand trust has the highest impact on brand loyalty and brand attachment. Ultimately, this study's prior objectives were developing plausible brand experience scale model that has statistical and explanatory power, which permits interpretation of results confidently, achieved after few minor adjustments made to the proposed model. Moreover, this study validates the new brand experience scale named PADI model, which attempts to offer new insights on how consumers feel using their existing national car brand. It relates to the emotions that car users feel about national car brand which influence their experience and behavioural responses. Practitioners and academicians can use PADI model to properly address brand experience. Besides that, assessing brand experience's potential enable them to achieve greater impact on business performance such as expanding profit growth, consumer's retention and minimizing gaps between consumer organization.

ACKNOWLEGMENT

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