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The brand experience extended model: a meta-analysis

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Abstract This research provides a comprehensive overview of the brand experience effects and proposes an extension to the brand experience model by testing novel direct, moderating, and mediating relationships. The authors conducted a meta-analysis of 256 quantitative studies in 73 papers published between 2009 and 2015. The findings reveal new empirical generalizations about the relationship between brand experience and the relevant constructs. The findings demonstrate the positive influence of brand experience on brand satisfaction and positive influence of brand satisfaction on brand trust, brand loyalty, and word-of-mouth (WOM). Furthermore, this research uncovers important mediation variables (hedonic benefits, brand love, and brand personality) of the relationship between brand experience and brand satisfaction. This paper also tests the moderation effects of methodological (e.g., sample type, sample size), theoretical (product type and product lifecycle), and cultural variables (e.g., level of innovation, level of wealth and Human Development Index). The findings extend the brand experience model, helping managers to understand the positive outcomes of brand experience on satisfaction and to invest in actions that can enhance the brand experience. Furthermore, this study shows that brand managers should consider culture is a key factor when crafting branding experience strategies.

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Introduction

Brand studies in the field of marketing are diverse and heterogeneous. In the beginning, academics and marketing practitioners focused on the relationships between consumers and on rational factors associated with goods and services (Schmitt 1999). The emphasis has been mainly on the functional characteristics of price and quality (Iglesias et al. 2011). Later, the focus shifted to investigations of elements associated with brand experience (Schmitt 1999), which some scholars (Berry et al. 2002; Morrison and Crane 2007) consider key to establishing long-term relationships with consumers.

In recent years, studies focusing on brand experience have become common in brand research. One of the pillars of the evolution of this theme was the editorial made by Schmitt (1999). In this editorial, Schmitt (1999, p. 418) proposed a new concept to overcome traditional brand measurements (e.g., brand equity, brand value), called brand experience: "subjective, internal consumer responses (sensations, feelings and cognitions) as well as behavioral

responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications and environments" (Schmitt 1999, p. 418). In the same year, Brakus et al. (2009) tested a theoretical model associated with brand experience and the resulting constructs. Since the development of the brand experience scale, many studies have examined brand experience in different contexts and environments, supporting an improved understanding of this phenomenon. These relationships vary by place (e.g., hospitals, shopping centers, restaurants, banks), product (e.g., mobile phones, cars, coffee, games), and brand (e.g., BMW, Facebook, Apple, Sony, Adidas). These examples demonstrate the rapid growth of brand experience research. An analysis of major marketing publications revealed 2112 citations for the paper on Brand Experience Model of Brakus et al. (2009).

Although the publication of Brakus et al. (2009) led to an increase in the number of studies on brand experience, conflicting results have been reported in the literature. For example, Nysveen et al. (2013) find a negative relationship between brand experience and brand satisfaction, while Kwong and Candinegara (2014) detect a positive relationship. Likewise, studies on the relationship between brand experience and brand loyalty have detected different types of outcomes: negative (Forsido 2012), neutral (Iglesias et al. 2011) and positive (Francisco-Maffezzolli et al. 2014). Recently, Khan and Rahman (2015) carried out a literature review on brand experience. Despite the acknowledged contribution to the understanding of the phenomenon, the research was not enough to have a definitive contribution to the subject. We contend that different methodological choices (Hedges and Olkin 1985; Pan and Zinkhan 2006), and cultural influences (Minkov 2011) might explain these inconsistencies.

This article reviews the main findings of the brand experience literature, providing a systematization of the empirical results on the construct of the brand experience. Based on this, we conducted a meta-analysis to identify the main constructs and the consequences associated with brand experience and thereby provide generalizable results (Fern and Moroe 1996). We also analyzed these relations across methodological and theoretical moderators. Finally, we applied Meta-Analytic Structural Equation Modeling (MASEM) (Cheung 2015) to test mediators of the relationship between brand experience and brand satisfaction.

Our meta-analysis makes three main contributions to the brand experience literature. First, this research provides a comprehensive overview of the brand experience effects and proposes an extension to the model by testing direct, moderating, and mediating relationships. Unlike a traditional review, the meta-analytic research provides substantial research evidence for the brand experience model using studies in various contexts (Green 2005). That is

because meta-analytic research allows the joint and generalizable analysis of the findings from studies adopting diverse methodologies, sampling, and data collection techniques (Robinson and Dickersin 2002). Second, our meta-analysis overcomes possible biases associated with the research that is carried out and previous research limitations (e.g., size and type of sample, methodological robustness) and allows the estimation of accurate effect sizes for each analyzed relationship (Lipsey and Wilson 2001). Third, the findings reveal new empirical generalizations about the relationship between brand experience and the relevant constructs. Specifically, this research identifies potential mediating and moderating variables and areas in need of further research (Geyskens et al. 2009), contributing to the literature on brand experience. By doing so, this research helps to consolidate investigations tested by MASEM (Cheung 2015) with the main constructs related to the brand experience and possible mediator constructs.

Theoretical background

The theoretical structure of this paper is intended to understand the main relationships existing in the empirical studies on brand experience. For this, the theoretical basis is divided into two phases. The first phase presents the concept of brand experience and its main antecedents and consequents. This form of presentation aims to base the constructs that relate directly to the brand experience in academic literature. In a second phase, we opted for a development of a theoretical model that privilege the main direct relationships being tested by mediating and moderating variables. This second phase aims to expand the main findings of this body of literature through theoretical relations that have not been tested or that have been little tested in the primary studies. We systematize the empirical results of the brand experience in these two phases to improve the understanding of this phenomenon in academic studies.

Antecedents and consequents of brand experience

The concept of brand experience is increasingly raising the attention of marketing scholars (Bertil 2011). The concept of brand experience captures the essence of the brand itself, because for consumers what matters is whether brands can provide attractive experiences (Schmitt 1999). Brand experience is conceptualized as the subjective, internal consumer responses (sensations, feelings, and cognition) and behavioral responses evoked by stimuli that are part of a brand's design, identity, packaging, communications, and environment (Brakus et al. 2009). Based on this concept,

surveys validate a data collection instrument designed to measure this phenomenon. Brakus et al. (2009) conducted six studies to meet the necessary steps to validate a research instrument comprising four dimensions of the construct: sensory, affective, intellectual, and behavioral.

The sensory dimension is linked to aspects of the brand that generate experiences through the consumer's five senses—smell, touch, taste, sight, and hearing (Schmitt 1999; Brakus et al. 2009). In contrast, the affective dimension relates to the moods and emotions evoked by a brand (Schmitt 1999; Brakus et al. 2009). The intellectual dimension is a consequence of the cognitive associations with the brand (Brakus et al. 2009). Finally, the behavioral dimension is associated with the physical experience of interacting with the brand (Brakus et al. 2009).

After the publication of the brand experience scale, several studies examined its effects on other scales associated with consumption (Sarkar et al. 2012; Ding and Tseng 2015; Francisco-Maffezzolli et al. 2014; Ding and Tseng 2015). Studies have examined these effects in various fields of knowledge, thereby expanding understandings of this behavior and of its relationships with several other constructs.

Table 1 gives an overview of consequent brand experience constructs that have been investigated in previous research. The table follows other models from other meta-analytic research (e.g., Palmatier et al. 2006; Crosno and Dahlstrom 2008; Eisend and Stokburger-Sauer 2013). These constructs were mapped from the systematic review, based on the minimum of three relationships among the investigated constructs, the minimum number required to test meta-analytic studies (Hunter and Schmidt 2004).

The brand experience extended model

The brand experience concept has been tested with other constructs within less than a decade. Due to this brief period, there is some inconsistency and conflicts in their relations of antecedents and consequents (Khan and Rahman 2015). To reduce these inconsistencies and conflicts, we propose a theoretical model that aims to broaden the understanding of this phenomenon through the incorporation of mediators and moderators in the most tested relationships. Figure 1 synthesizes our brand experience extended model from MASEM, also including the most tested relationships with the brand experience construct.

Direct relations of brand experience

Constructs that relate directly to brand experience are exposed in scientific articles representing different areas of knowledge, contexts, and methodologies. This provides a wide range of relationships with other constructs. In our theoretical model, we test the direct relationships between the representative variables in our sample: (i) brand experience and brand satisfaction, (ii) brand satisfaction and

Table 1 Antecedents and consequences of brand experience

Variable	Definition
Brand awareness	Consumer's ability to recognize or remember a brand within a product category (Aaker and Equity 1991)
Hedonic benefit	The evocation of the sensory, experiential and pleasure benefits of a good (Babin et al. 1994)
Utility benefit	Outstanding benefits from rational and efficiency characteristics (Batra and Ahtola 1991)
Brand attitude	The general assessment of an object and brand that is formed as a consistent opinion (Olson and Mitchell 2000)
Brand love	The degree of passion and emotion that an individual has a particular brand (Carroll and Ahuvia 2006), which is an affective psychological state (Aron and Westbay 1996)
Brand quality	Subjective and resulting evaluation of intrinsic and extrinsic brand attributes (Aaker and Equity 1991)
Brand personality	The set of human features that can be related to a brand (Aaker 1997)
Brand equity	Corresponds to an incremental value of brand name (Yoo and Donthu 2001), and its design is based on a multidimensional construct (brand loyalty, brand association, brand awareness and brand quality)
Brand satisfaction	The relationship between consumer expectations and the performance of a product (Oliver 1993)
Brand trust	Corresponds to consumer perceptions of the ability of the brand to fulfill what it promises (Chaudhuri and Holbrook 2001)
Brand commitment	An essential component of establishing a relationship with brands (Morgan and Hunt 1994; Chaudhuri and Holbrook 2001)
Worth of mouth (WOM)	Involves the informal spread of information about an object, which is essential in future behavior given the credibility and spontaneity of such information (Brown et al. 2005)
Brand loyalty	A deep commitment to buying a product or service again. Loyalty leads to repeat purchases of the brand or company, even if situational influences and marketing efforts cause changes in behavior (Oliver 1997)

Fig. 1 Brand experience extended model
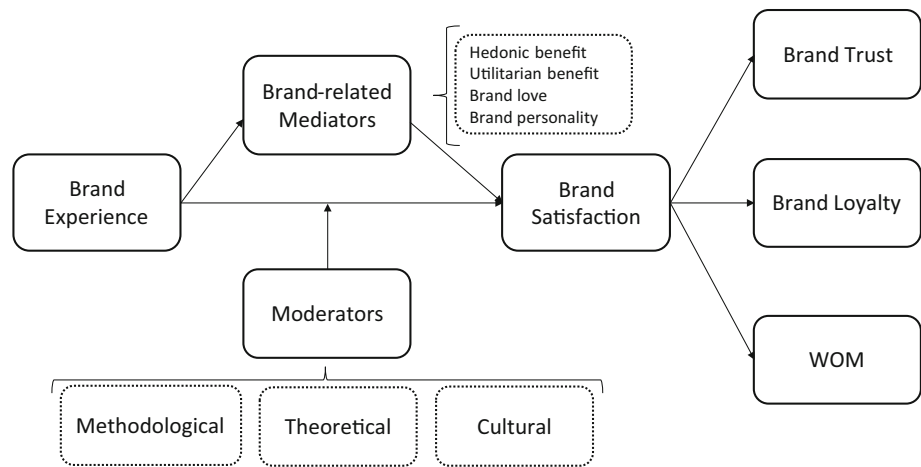
brand trust, (iii) brand satisfaction and brand loyalty, and (iv) brand satisfaction and word-of-mouth (WOM) (Table 2).

The brand experience is directly associated with brand or category familiarity. In this case, consumers tend to have a deeper understanding of the benefits and characteristics of the product. This can lead to greater consumer confidence, which is an important factor in increasing their satisfaction (Ha and Perks 2005). Brand satisfaction is connected to the relationship between consumer expectations and the performance of a product (Oliver 1993). Hence, brand satisfaction unleashed by the cognitive judgments and emotional reactions evoked in the consumer (Oliver 1981; Mano and Oliver 1993). Thus, we propose a positive and significant relationship between brand satisfaction and brand experience both constructs have rational and emotional dimensions (Brakus et al. 2009). These relationships have been empirically tested (Brakus et al. 2009; Kim et al. 2015).

Trust has been the subject of research in the marketing context (Sirdeshmukh et al. 2002) as well as the brand experience investigations (Kumar et al. 2013; Ramaseshan

and Stein 2014). The trust and satisfaction of a brand play an important role in predicting future intentions. Trust is a key variable in a consumer's desire to maintain a long-term relationship (Delgado-Ballester and Luis Munuera-Alemán 2001). Trust is associated with the perceived honesty of the transactional partner (Morgan and Hunt 1994) and relates to the brand credibility (Sirdeshmukh et al. 2002). Taking these concepts for brand satisfaction, we believe that satisfactory relationships will strengthen the sense of trust since the expectation created will be fulfilled (Oliver 1993).

Loyalty is characterized by a deep commitment to buying a product or service again. Brand loyalty indicates that the maintenance of satisfaction is associated with a relationship in which customers defend brands by becoming loyal customers through good comments (Bloemer and Kasper 1995). Loyalty leads to repeat purchases of the brand or company, even if situational influences and marketing efforts cause changes in behavior (Oliver 1997). These feelings may be due to brand satisfaction, a fact already recognized by traditional literature (Oliver 1997) and brand experience (Brakus et al. 2009).

Table 2 Direct relations of brand experience

Variables		Description
Independent	Dependent	
Brand experience	Brand satisfaction	The brand experience is associated with the knowledge and familiarity of the brand or category. This knowledge and familiarity can value the perception of characteristics and benefits influencing satisfaction (Ha and Perks 2005)
Brand satisfaction	Brand trust	Future intentions of behavior are directly associated with trust and brand satisfaction (Delgado-Ballester and Luis Munuera-Alemán 2001)
Brand satisfaction	Brand loyalty	Brand loyalty indicates that the maintenance of satisfaction is associated with a relationship in which customers defend brands by becoming loyal customers through good comments (Ha and Perks 2005)
Brand satisfaction	Word-of-mouth	Word-of-mouth involves the informal spread of information about an object, which is essential for future behavior (Brown et al. 2005)

Finally, a possible influence of the brand satisfaction into word-of-mouth(WOM) was also evaluated. Word-of-mouth (WOM) involves the informal spread of information about an object, which is essential in future behavior given the credibility and spontaneity of such information (Brown et al. 2005). Positive experiences conceived from satisfaction (Oliver 1997) tend to generate pleasurable results and thus encourage consumers to share these results (Carroll and Ahuvia 2006; Sabiote and Ballester 2011).

Mediating factors of brand experience

We analyze the mediating factors that explained the process between brand experience and brand satisfaction. We tested four possible variables that could mediate our theoretical model. We propose that brand experience and brand satisfaction could be mediated by some brand-related variables: hedonic and utilitarian benefits, brand love, and brand personality. These mediators were proposed from the feasibility of integrating the effect sizes obtained in the systematic review which generated a covariance-variance matrix that allows us to test our meta-analytical framework using structural equation modeling (Cheung 2015) (Table 3).

In the first case, we predicted that hedonic benefit could mediate the relationship with brand experience and brand satisfaction. The hedonic benefit is associated with experiential motivation, pleasure, and recreation (Voss et al. 2003). This motivation could be linked to brand experience because this construct tends to evoke hedonic benefits like sensory and affective (Brakus et al. 2009). Past literature also acknowledges the influence of hedonic benefits on brand satisfaction (Batra and Ahtola 1991; Jones et al. 2006). This is because the experience of satisfaction resulting from hedonic consumption tends to create a positive emotional state (Jones et al. 2006).

We also propose that the relationship between brand experience and brand satisfaction could be mediated by

utilitarian benefits. The utility benefit is associated with a preference for rationality and efficiency (Batra and Ahtola 1991). These characteristics are associated with the intellectual and behavioral dimensions of the brand experience (Brakus et al. 2009). The utility benefit influences the satisfaction based on the decision process (Jones et al. 2006) in which the logical judgment will include the confirmation of the confirmation or disconfirmation that generates satisfaction or dissatisfaction (Oliver 1980).

Brand love reflects the degree of passion and emotion that an individual has a particular brand (Carroll and Ahuvia 2006), which is an affective psychological state (Aron and Westbay 1996). The brand experience can evoke brand love since this construct generates feelings that lead to feelings related to affection (Brakus et al. 2009). Brand love is also positively related to brand satisfaction because it relates to a person's affective assessment of a transaction (Carroll and Ahuvia 2006). Thus, we propose that brand love mediates the relationship between brand experience and brand satisfaction.

Brand personality is defined as the set of human features that can be related to a brand (Aaker 1997). In this paper, the authors describe the relationship between feelings and feelings (McCrae and Costa 1997) that have origins in experiences (Ramaseshan and Stein 2014), which are widely tested and proven empirically (Brakus et al. 2009; Nysveen, Pedersen and Skard 2013). Thus, we predict a positive relationship with the brand experience. We also suggest that the brand personality has a positive effect on brand satisfaction. This assumption was based on Aaker (1997) who claimed the brand personality evoke preference, patronage, and higher emotion tie to brand like brand satisfaction (Oliver 1980). Thus, we suggest that the impact of the brand experience on brand satisfaction may be due to the preferences, positive emotions and trust that are characteristic of the brand personality (Nysveen et al. 2013).

Table 3 Possible mediators of brand experience

Variables			Description
Independent	Dependent	Mediators	
Brand experience	Brand satisfaction	Hedonic benefits	The motivations could be a link to brand experience because this construct tends to evoke hedonic benefits influencing satisfaction (Jones et al. 2006)
Brand experience	Brand satisfaction	Utilitarian benefits	The utility benefit is associated with a preference for rationality and efficiency influencing satisfaction in the decision process (Jones et al. 2006)
Brand experience	Brand satisfaction	Brand love	Brand love generates feelings that lead to feelings related to the affection that relates to brand satisfaction (Carroll and Ahuvia 2006)
Brand experience	Brand satisfaction	Brand personality	Brand personality is associated with styles, feelings and actions had a positive effect on brand satisfaction (Brakus et al. 2009)

Moderators of brand experience

We also evaluated possible moderating relationships (methodological, theoretical, and cultural) in the relationship between brand experience and brand satisfaction. This analysis enhances the understanding of the relations originally proposed by Brakus et al. (2009), which became widespread in research applying many different methodologies, theories, and cultures (cultural, economic, and social). Table 4 presents the moderator variables to be tested.

The methodological moderators comprised the following elements: sample type, sample size, type of research, type of publication and type of sampling. The analysis of the methodological moderators is important to avoid

limitations of the effect sizes estimation (Lipsey and Wilson 1993; Fern and Moroe 1996). Regarding the type of sample (students versus nonstudent), we propose that studies using students can potentiate the effects of two behaviors because this type of sample is more homogeneous (Pan and Zinkhan 2006) than nonstudent samples Fern and Moroe 1996). The samples were already classified as large or small. This distinction is considered because the magnitude of an effect might vary depending on the sample size of the study (Hedges and Olkin 1985; Fern and Moroe 1996), and potentiation is more common in small samples (Rosenthal 1979).

We also tested the possible moderator by the type of research: experiment or survey. In a survey, the researcher has little control over extraneous variables. Therefore, the

Table 4 Moderators analyzed in the meta-analysis

Variable	Description	Coding
Sample type	Defines whether the sample is a student or not. This information is obtained in the methodological description of the studies	0 = students 1 = nonstudents
Sample size	The sample is defined as small or large. From the number of the sample declared in each study. The sample sizes were median	0 = small 1 = large
Type of research	Classification of studies in research types: survey or experiment. This information is extracted from the primary articles	0 = experiment 1 = survey
Type of publication	Classification of scientific publications in journals, theses, congresses or work papers	0 = journals 1 = thesis, Congress, and working paper
Type of sampling	The classification of the sample is identified as nonprobabilistic and probabilistic. This information is obtained in the methodology of the investigated studies	0 = probabilistic 1 = nonprobabilistic
Types of goods	The description mentioned in each study regarding brand evaluation under a product or service was followed, following the logic of other meta-analyses (Eisend and Stokburger-Sauer 2013)	0 = product 1 = service
Product lifecycle	Product lifecycle identifies whether the object of research is in the initial or mature phase of the life cycle. This information was obtained directly from the studies under investigation according to other Meta-analyses (Eisend and Stokburger-Sauer 2013)	0 = mature assets 1 = early assets
Type of economic development	Type of Economic Development identifies whether the studies came from developed, emerging or undeveloped countries. This information was extracted from the methodology of the studies and the parameters to identify the classification of the countries was based on the study of Zarantonello et al. (2013)	0 = Developed 1 = Emerging 2 = Not developed
Level of innovation	The level of innovation was established from the Bloomberg Innovation Index 2017. In this case, the median values of each country of origin of the studies analyzed were obtained	0 = less innovation 1 = high innovation
Level of wealth	The level of wealth was established based on the Gini coefficient (UN, 2012) 2017. Again, the median values of each country of origin of the studies analyzed were obtained	0 = less wealthy country 1 = high wealthy country
Level of globalization	The level of globalization had the parameters established by Ernest Young (2006) of the 60 largest economies in the world. In this case, the median values obtained from each country of the study are obtained	0 = less global country 1 = high global country
Level of culture openness	The level of cultural openness also had the parameters established by Ernest Young (2006) of the 60 largest economies in the world. Once again, the values of each country of the study were obtained	0 = less culture openness country 1 = high culture openness country
Human development index	The Human Development Index (HDI) was based on the parameters published by the UN in 2017. In this case, the median values obtained for each country that carried out the study were again obtained	0 = less HDI country 1 = high HDI country

effect sizes have less explanatory power than experimental studies (Fern and Moroe 1996). We also observed the type publication. In this case, we classified the data in two types of publications: journal or nonjournal (thesis, Congress or working paper). We hope to have an overestimate effect on the relationship between brand experience and brand satisfaction on the journals because this type of publication tends to accept significant data (Rosenthal 1979; Lipsey and Wilson 1993).

We also observed the possible methodological moderator type of sampling. In this, the samples were classified as nonprobabilistic and probabilistic. Probabilistic sampling reduces random errors of variance and, therefore, tends to generate stronger effects (Fern and Moroe 1996).

The theoretical moderators involved two variables: types of goods and product lifecycle. These elements were evaluated because they may interfere in the perception about a brand, as already proposed by Aggrawal and McGill (2007) and tested in a recent meta-analysis on branding (Eisend and Stokburger-Sauer 2013). Regarding the type of good, we classified the papers as dealing with products or services. One of the central characteristics and point of differentiation between product and service is the possibility of tangibilization. This feature facilitates the connection with the experience that the brand can evoke (Eisend and Stokburger-Sauer 2013). Brand experience can also be facilitated due to the lower degree of complexity of products in relation to other aspects, such as heterogeneity, inseparability, and perishability (Mosley 2007).

We also tested the possible moderating effect of the life cycle of the evaluated good during the research. In this case, we expect that the relationship between brand experience and brand satisfaction would be stronger for mature goods compared to the initial phase. This is because the brand experience is built over time (Brakus et al. 2009).

The moderators of cultural, economic and social development are tested through six variables: type of economic development, level of innovation, level of wealth, level of globalization, level of cultural openness and human development index. Past research over the last decades (e.g., Belk et al. 1982; Zarantonello et al. 2013) has demonstrated that economic, social, and technological development have an impact on the values and symbolic beliefs of individuals toward brands. In this sense, we argue that is relevant to investigate these elements and their moderating influence on the relationship between brand experience and brand satisfaction.

Type of economic development was tested in the relationship between brand experience and satisfaction. Type of economic development is classified as developed societies, transitional economies, and less developed societies (Zarantonello et al. 2013). Nondeveloped countries are at a more materialistic stage (Zarantonello et al. 2013).

Therefore, they will tend to have a stronger relationship with the need for ownership (Belk et al. 1982). This same logic could be used to reflect the other five moderating variables since they all evaluate the development of the countries in the economic, social and cultural spheres.

Methodological design

The methodological design followed three steps: data search, data collection, and data coding. The search was conducted via the following databases: *EBSCO*; *Elsevier Science Direct*; *Emerald*; *Google Scholar*; *JSTOR*; *SCIELO*; *Scopus*; *and Taylor* and *Francis*. In addition, articles from the following conferences were included: *American Consumer Research Conference and Society for Consumer Psychology*. Finally, a manual search of theses and dissertations was conducted in *Google Scholar*.

Data were collected from the data sources mentioned above using the following term in the "*document title*" or "*short*" fields: brand experience. In addition, the following terms were included in the "any text" field: *Brakus et al.* (2009); *Brakus, Schmitt, and Zarantonello* (2009); *Brand Experience: What is it? How is it measured? Does it Affect loyalty?*

The initial collection process identified 1241 articles meeting one of the search criteria mentioned above. Of these, 407 studies were not within the scope of the analysis because they were qualitative, and 761 were not analyzed because they were not related to the experiences and constructs investigated here. After these exclusions, 73 valid studies were identified and analyzed in this study. These studies generated 256 observations.

The data were recorded on a sheet containing the following information: article identifier, authors, year, source (journal name, Congress, university), country of data collection, sample size, sample type, collection, scale used, number of scale items, type of control, Cronbach's alpha of the brand experience scale, variance extracted from the brand experience scale, relevant construct name, number of items from the construct scale, Cronbach's alpha of the scale, extracted variance of the construct scale, statistical correlation between the construct and segment research.

In a similar procedure to previous studies (Rust and Cooil 1994), two judges analyzed the content of the papers and coded them according to Table 4. Judges agreed in 92% of the cases. In cases where there was no consensus, a third judge analyzed the coding system. All the elements that did not achieve consensus were then analyzed together in a final round of discussion. At this stage, we identified the constructs related to brand experience (utilitarian perception, hedonic perception, brand awareness, brand attitude, brand quality, brand personality, brand love, brand

equity, brand trust, brand commitment, WOM and brand loyalty).

Finally, the analysis of the data considered the Pearson correlation coefficient (r), which indicate the size of the effects found between the construct sales control systems (behavior or result) and the relevant constructs. In the case of studies that did not indicate the correlation, the provided statistics (*t* test, f-test, z-test and β-values) were converted into correlations as suggested by Hedges and Olkin (1985). This procedure was used to analyze the size of the random effects, as suggested by Hunter and Schmidt (2004). The calculation of the fail-safe number for meaningful relationships was also stressed. This index estimates the number of nonsignificant or unpublished studies necessary to refute the findings of this analysis (Rosenthal and Rubin 1991).

Results and data analysis

In the following sections, we present two main results of the research. First, we describe the results of the systematic review and the results of the antecedents and consequents relations. In a second phase, we presented theoretical model tested where we analyze the main relationships with the brand experience.

Antecedents and consequents relationships

The descriptive analysis of the 73 articles included 183,731 subjects (sampled). The average Cronbach's alpha of the brand experience scale developed by Brakus et al. (2009) was 0.855. Table 5 shows the results obtained for the consequents (brand awareness; hedonic benefit; utilitarian benefit; brand attitude; brand love; brand quality; brand personality; brand equity; brand satisfaction; brand trust; brand commitment; WOM and brand loyalty) of the brand experience.

We proposed a positive and significant relationship between brand awareness and brand experience. We analyzed six studies and found a relationship with $r = 0.584$ between the two constructs. The results were significant ($p < 0.001$) and consistent (FSN = 4627). This result validates theoretical studies suggesting that positive experiences will affect the consumer's approach to the brand (Aaker and Equity 1991; Yoo et al. 2000).

We evaluated the relationship between brand experience and hedonic and utilitarian benefits. Our results confirm the relationship between brand experience and hedonic benefit ($r = 0.392$), and the evidence indicates that 968 articles with contrary results would be necessary to refute the findings (fail-safe number–FSN).

We predicted a positive relationship between brand experience and brand attitude. Positive experiences are thought to lead to strong emotional and cognitive sensations with the brand and, as a result, to favorable attitudes (Brakus et al. 2009). The results are shown in Table 5 support this proposition and, therefore. The relationship has $r = 0.438$ and FSN = 438.

The relationship between brand experience and brand love was measured. We expect that a positive experience could result in affective sensations and a long-term relationship with a brand (Brakus et al. 2009; Chen et al. 2014). Our meta-analysis identified 6 studies that generated 13 observations with a cumulative sample of 2289 respondents. The relationship yielded $r = 0.383$ ($p < 0.001$; FSN = 955).

We tested using 8 articles and 12 observations, representing a sample of 3133 the relationship between brand experience and brand quality. We identified a strong correlation ($r = 0.693$) and a significant ($p < 0.001$) and consistent (6103) relationship. These results confirm the positive and significant association between the two constructors (Nysveen et al. 2013; Ramaseshan and Stein 2014).

We also analyzed the relationship between brand experience and brand personality. The results support this relationship because these two behaviors were significant ($p < 0.001$), with $r = 0.535$. The number of articles with null or contrary relationships necessary to reject this finding is 5846. Therefore, the analysis supports the results of previous research, such as Brakus et al. (2009) and Ramaseshan and Stein (2014).

The relationship between brand experience and brand equity was tested. The results in Table 5 confirm a positive relationship ($r = 0.578$, $p < 0.001$, FSN = 10,350). This confirms previous findings (Brakus et al. 2009; Francisco-Maffezzolli et al. 2014; Ding and Tseng 2015) that have found significant associations between brand experience and the dimensions that comprise brand equity. This also reinforces the assumption that the positive experiences lead to long-term benefits for brand value (Schmitt 1999; Brakus et al. 2009).

We expected a positive relationship between brand experience and brand satisfaction because experiences have rational and emotional components (Brakus et al. 2009) that impact satisfaction (Mano and Oliver 1993). An analysis of 50 observations showed a moderate positive correlation ($r = 0.435$) that is significant ($p < 0.001$) and consistent (FSN = 39,863).

We predicted a positive and significant relationship between brand experience and brand trust because positive experiences raise the level of consumer confidence regarding the promised delivery (Chaudhuri and Holbrook

Table 5 Antecedents and consequents of brand experience

Relations	(k)	(o)	N	ES$_{range}$	M$_{Na}$	Sig[1]	ICI (95%)	ICS (95%)	Q	Sig[2]	FSN
Brand awareness	6	13	2562	0.27; 0.72	0.584	0.000	0.54	0.65	192.8	0.000	4627
Hedonic benefit	7	8	1223	0.13; 0.61	0.392	0.000	0.23	0.50	69.8	0.000	968
Utilitarian benefit	6	8	12.596	0.04; 0.77	0.306	0.070	− 0.02	0.62	1345.7	0.000	NC
Brand attitude	5	5	1438	0.08; 0.62	0.438	0.000	0.21	0.61	89.8	0.000	438
Brand love	6	8	2289	− 0.12; 0.68	0.383	0.000	0.18	0.55	254.0	0.000	955
Brand quality	8	12	3133	0.31; 0.90	0.693	0.000	0.58	0.77	668.4	0.000	6103
Brand personality	12	18	3525	0.00; 0.85	0.535	0.000	0.43	0.62	277.8	0.000	5846
Brand equity	10	14	3610	0.18; 0.92	0.578	0.000	0.47	0.66	441.9	0.000	10.350
Brand satisfaction	32	50	10.871	− 0.09; 0.81	0.425	0.000	0.34	0.49	1677.8	0.000	39.863
Brand trust	20	24	7296	0.05; 0.83	0.621	0.000	0.53	0.69	1032.9	0.000	29.743
Brand commitment	8	12	2589	0.29; 0.89	0.685	0.000	0.52	0.79	585.4	0.000	7279
WOM	12	28	3168	− 0.07; 0.99	0.414	0.000	0.21	0.577	2396.9	0.000	10.928
Brand loyalty	37	56	11.987	− 0.06; 0.82	0.543	0.000	0.47	0.60	2501.3	0.000	6391

k number of studies used from analysis, *o* number of observations taken from the analysis of the studies, *N* number of accumulated samples of the assessed studies; ES$_{range}$ = minimum and maximum simple correlation found in the studies; M$_{N\alpha}$ = weighted average effect and corrected from the sample and Alpha obtained in studies; Sig$_1$ = degree of significance of the effect size, *ICI* confidence interval lower; *ICS* confidence interval higher; Q: test of heterogeneity to the individual and aggregate level; Sig$_2$ = significance level of Q; FSN (fail-safe number) = number of items needed for a false result; *NC* not calculated, for effect size was not significant ($p > 0.05$)

2001). Our results confirm this prediction, with $r = 0.621$ ($p < 0.001$).

We also analyzed the relationship between brand experience and brand commitment. The results of eight studies generated 12 observations and a cumulative sample of 2589, which showed a positive and significant relationship ($p < 0.001$), with $r = 0.685$ and a fail-safe number = 7279, supporting the results of previous research (Jung and Soo 2012; Ramaseshan and Stein 2014).

We also evaluated the brand experience might be positively related to WOM face that consumers want to share positive experiences with others (Sabiote and Ballester 2011). The data presented in this study support this relationship in a positive ($r = 0.414$), significant ($p < 0.001$), and consistent way (FSN = 10,929).

The final tested relationship was between brand experience and brand loyalty. We analyzed 56 observations and a cumulative sample of 11,987 respondents. We found a positive relationship with $r = 0.553$ ($p < 0.001$) and fail-safe number = 11.987. Thus, this supports the brand experience theory that assumes that consumers desire to repeat positive experiences with brands (Brakus et al. 2009).

Direct relations and mediators

We analyze the theoretical model presented in Fig. 1 by integrating the results of this meta-analysis and meta-analytic structural equation modeling (MASEM). This technique gives more robust results than primary studies. To validate a theoretical model, a correlation matrix is obtained based on different studies applying diverse methodologies (Cheung 2015). In Table 6, we presented the direct relationships tested as well as the results of the mediations.

The findings of the brand experience extended model indicate that the direct relations were significant. There is a positive and significant relationship between the brand experience and the brand satisfaction ($\beta = .425$, $p < .001$) reinforcing the results found and discussed previously. We have also tested possible consequent relations to the brand satisfaction. First, the relationship between brand satisfaction and brand trust was evaluated. The results presented in Table 6 indicate a positive and significant relation ($\beta = .711$; $p < .001$). Brand satisfaction and brand loyalty also had a positive relationship. The results indicate that brand satisfaction, as in traditional contexts, tends to evoke repeat purchases (Oliver 1997) and, therefore, generate brand loyalty ($\beta = .636$; $p < .001$). Finally, a positive and significant relationship was found between brand satisfaction and WOM ($\beta = .625$; $p < .001$).

We also tested elements that could mediate the relationship between brand experience and brand satisfaction. In order to test this relationship, it was necessary to have a significant relationship between the mediating variables (hedonic and utilitarian benefits, brand love, brand personality and brand attitude) and the independent variable (brand experience). In addition, the mediator variable should have a significant relationship with the dependent variable (brand satisfaction). In addition, when the mediator variable is incorporated in the model, it should

Table 6 Meta-analysis and structural equation modeling

Independent variable		Dependent variable		Beta	Error	Critical value	P value	R²
Main effect								
Brand experience	→	Satisfaction		.425	.042	10.12	.000	82%
Brand satisfaction	→	Trust		.711	.009	79.08	.000	49%
Brand satisfaction	→	Loyalty		.636	.036	17.77	.000	59%
Brand satisfaction	→	WOM		.625	.036	17.26	.000	61%
Indirect effect								
Brand experience →		Hedonic				.392		
		Hedonic	→ Satisfaction			.380		
		Brand experience	→ Satisfaction			.276		
Brand experience →		Utilitarian				.306		
		Utilitarian	→ Satisfaction			− .011[ns]		
		Brand experience	→ Satisfaction			.428		
Brand experience →		Brand love				.383		
		Brand love	→ Satisfaction			.293		
		Brand experience	→ Satisfaction			.313		
Brand experience →		Brand personality				.535		
		Brand personality	→ Satisfaction			.385		
		Brand experience	→ Satisfaction			.219		

eliminate or reduce the relationship between the brand and the brand (brand satisfaction) (Baron and Kenny 1986).

Results show the significant and positive relationship between brand experience and the hedonic benefit ($\beta = .392$; $p < .001$) as well as the relation between hedonic benefit and brand satisfaction ($\beta = .380$; $p < .001$). However, results suggest that the relationship between brand experience and brand satisfaction has its strength decreased ($\beta = .276$; $p < .001$), thus indicating that the hedonic benefit plays a partial mediator role. The relationship between utilitarian benefit and brand satisfaction was not significant, rejecting the mediation assumption (Baron and Kenny 1986).

The brand love relationship in the relationship between brand experience and brand satisfaction has also been tested. The results were partially confirmed. In this case, the relationship between brand experience and brand satisfaction was weakened ($\beta = .313$; $p < .001$) when the brand love brand was incorporated. Results also indicate that the relationship between brand experience and brand love ($\beta = .383$; $p < .001$) was significant as was the relationship between brand love and brand satisfaction ($\beta = .393$; $p < .001$).

The last mediation tested showed partial confirmation. The relationship between brand experience and brand satisfaction was weakened by the incorporation of the brand personality in the model ($\beta = .219$; $p < .001$). Therefore, we partially confirm the mediation of brand personality on the relation between brand experience and brand satisfaction.

Moderation effects: methodological, theoretical, and cultural variables

We analyze the possible moderators (methodological, theoretical, and cultural) of the relation brand experience and brand satisfaction. This investigation was carried out with analysis of variance (ANOVA) (Table 7).

We tested possible methodological moderators. The first concerned the possible influence of the type of sample (student versus nonstudent); the second, the sample size (small versus large). We expected higher valence for samples of students because the homogeneity of this universe tends to overestimate effect sizes (Pan and Zinkhan 2006). The results support this difference in the brand and

Table 7 Analysis of moderators (methodological, theoretical and development)

Moderator	Relationship	Average	Sig	F
Sample type				
Students	Brand experience and	0.54	0.025	5.354
Nonstudents	Brand satisfaction	0.38		
Sample size				
Small	Brand experience and	0.57	0.037	4.563
Large	Brand satisfaction	0.43		
Type of research				
Survey	Brand experience and	0.40	0.147	0.147
Experiment	Brand satisfaction	0.13		
Type of publication				
Journal	Brand experience and	0.38	0.996	0.000
Nonjournal	Brand satisfaction	0.38		
Type of sampling				
Nonprobabilistic	Brand experience and	0.30	0.000	17.596
Probabilistic	Brand satisfaction	0.59		
Types of goods				
Product	Brand experience and	0.48	0.006	8.228
Service	Brand satisfaction	0.29		
Product lifecycle				
Early assets	Brand experience and	0.30	0.001	11.957
Mature assets	Brand satisfaction	0.53		
Type of economic development				
Developed	Brand experience and	0.39	0.332	1.164
Emerging	Brand satisfaction	0.53		
Not developed		0.55		
Level of innovation				
Less innovative country	Brand experience and Brand satisfaction	.41	.001	13.472
Highly innovative country		.16		
Level of wealth				
Less wealthy country	Brand experience and Brand satisfaction	.29	.016	6.290
High wealthy country		.47		
Level of globalization				
Less global country	Brand experience and Brand satisfaction	.36	.820	.054
High global country		.34		
Level of culture openness				
Level of culture openness	Brand experience and	.26	.202	1.808
High of culture openness	Brand satisfaction	.40		
Human Development Index				
Less HDI country	Brand experience and Brand satisfaction	.55	.000	40.638
High HDI country		.17		

brand experience satisfaction relationship was significant ($\mu_{students} = .56$; $\mu_{non\text{-}students} = .38$; $p < .05$; $F = 5.354$).

We tested the possible moderating effect of sample size was tested. Thus, the sample was categorized as either large or small. Studies with small samples are assumed to have stronger effects because research with sample samples tends to overestimate effects, as noted by Hedges and Olkin (1985). In this study, we found support for the

aforementioned proposition that the strength of sizes effects showed higher valence in smaller samples for the relationship between brand experience and brand satisfaction ($\mu_{small} = .57$; $\mu_{large} = .43$; $p < 0.05$; $F = 5.563$).

We also tested the possible moderating effect of the type of study (survey vs. experiment). Past literature suggests that studies conducted through experiments could lead to stronger relations between the constructs analyzed than the

Table 8 Contributions to the brand experience literature

Previous studies	Theoretical contributions	Managerial contributions
Brand awareness is directly associated with brand experience since recognition comes from consumers' life experiences with brands.	The results showed a positive and significant relationship between the two constructs, demonstrating that recognition is an important consequence of the brand experience. Thus, consolidation of results found in previous research (Kumar et al. 2013; Ding and Tseng 2015)	Managers must create branded experiences as they become recognized. Exposure to merchandising material, promotions and posting actions can be an effective way
Brand experience is associated with hedonic benefits. This is because the dimensions (sensory, affective, intellectual, and behavioral) of brand experience are formed by the experimental motivations of pleasure and behaviors of rationality	The analysis of published studies demonstrated that there is a statistically significant relationship between brand experience and hedonic benefits. In contrast, we did not find a statistically significant relationship between brand experience and utilitarian benefits. Thus, our results show that experimental motivations of pleasure form the dimensions of brand experience. This meta-analysis indicates that behaviors of rationality do not generate brand experiences	Managers should focus their brand activities on experiences that evoke fantasy, entertainment, and fun
There is a positive relationship between brand experience and its consequents. These relationships vary according to different places (e.g., hospital, shopping center, restaurants, banks), products (e.g., mobile phone, car, coffee, games) and brands (e.g., BMW, Facebook, Apple, Sony, Adidas)	Our meta-analysis organized the relations for all places, products, and brands. Thus, we can identify the strongest groupings for places relationships, products and brands. The consequent that have strongest positive relationships with brand experience are brand quality ($y = .693$), brand commitment ($y = .685$), brand trust ($y = .621$), brand awareness ($y = .584$), brand equity ($y = .578$), brand loyalty ($y = .543$), brand personality ($y = .535$), brand attitude ($y = .438$), brand satisfaction ($y = .425$) and WOM ($y = .414$)	The results further encourage managers to invest in stocks that can increase the brand experience vis-à-vis consumer to establish long-term relationships
Methodological moderators may interfere with the effect sizes of the relationship between brand experience and brand satisfaction	The size of the effects in relations generated by brand experience can also be influenced by the sample size (small and larger) used by researchers, type of respondent (students and nonstudents) and sampling technique (random versus nonrandom). The strongest effects are found in small, probabilistic, and students	
We consolidated a model in which the main relationships related to brand experience were tested, incorporating mediators and moderators	The results pointed to a strong direct relationship with the brand experience with brand satisfaction, brand satisfaction and brand trust, brand satisfaction and brand loyalty and brand satisfaction and WOM.	Managers should look for alternatives from the brand experience since this will entail important consequential behavior for the sustainable maintenance of the business
Theoretical moderators interfere in the relationship between brand experience and brand satisfaction	Our meta-analysis tested the moderating effect of the type of good (product versus service) and lifecycle (new versus mature) on the relationship between brand experience and brand satisfaction. The results of our meta-analysis have shown that the effects are stronger for products than services in the relationships tested. In addition, we found that mature products also have stronger relationships	Managers should find alternatives to make brands more associated with services. Actions related to standardization and physical elements associated with the service can be effective in this regard. Managers should be aware that it will be more difficult to build the perception of brand experience in the earlier stages of the lifecycle of a good. However, it is possible that brand investments will be stronger in the early stages of the life cycle

Table 8 continued

Previous studies	Theoretical contributions	Managerial contributions
Mediators linked to brand-related variables partially measure the relationship between brand experience and brand satisfaction	Results suggested that the hedonistic benefits, brand love, and brand personality, mediate the relationship between brand experience and brand satisfaction. We suggest that the satisfaction related to the brand experience can be explained by these mediating constructs	Managers should create pleasure and fancy mechanisms associated with a purchase (hedonic benefits) and/or strong link with the brand (brand love) and/or personal relationships that may relate to the brand (brand personality) as this may interfere positively formation of brand satisfaction from the brand experience

survey since they have a more effective control over the independent variable (Fern and Moroe 1996; Churchill 1999). This assumption was not sustained since the difference in the effects found was not significant. Likewise, no significant effect of the effect sizes strength was observed in relation to the type of publication. We found a significant moderating effect of the sampling technique. In this case, effect sizes have always been stronger for probabilistic samples ($\mu_{\text{probabilistic}} = .59$; $\mu_{\text{non\_probabilistc}} = .30$; $p < .001$; $F = 17.596$).

With regard to the theoretical moderators tested, we evaluated the possible influence of the type of good and its life cycle on the relationship between brand experience and brand satisfaction. Regarding the type of good used in the past research, we observed that the applied studies on products always presented stronger effects sizes than services ($\mu_{\text{product}} = .48$; $\mu_{\text{service}} = .29$; $p < .01$; $F = 8.228$). Thus, a theoretical framework that supports better brand fixation linked to tangible goods is reinforced (Aggrawal and McGill 2007). In relation to the product lifecycle, the presented results demonstrated that maturity tends to increase the effects of the relationship between brand experience and Brand satisfaction ($\mu_{\text{mature}} = .53$; $\mu_{\text{early}} = .30$; $p < .01$; $F = 11.957$).

We have tested the moderator proposed by Zarantonello et al. (2013). Although the effect size indicators follow theoretical precepts, they could not be confirmed, since the statistical difference was not significant. Past research indicates that there is a tendency of the nondeveloped and emerging countries to present stronger relations in the relations tested since they are more susceptible to the materialistic behavior, which in turn is associated with the need for ostentation and possession (Belk 1984).

The possible moderating effect of the country's level of innovation was also analyzed. In this case, the countries that originated the surveys that analyzed brand experience and brand satisfaction were classified as low-grade innovation and high-grade innovation. Based on the results found, we observed a significant difference between the groups ($\mu_{\text{less innovation}} = .41$; $\mu_{\text{high innovation}} = .16$; $p < .01$; $F = 13.472$) indicating a stronger relationship between

consumers from countries with a low level of innovation. This result may suggest that countries with a low level of innovation tend to increase the product lifecycle and thus establish a deeper and more consistent relationship with their consumers, which in turn may be linked to the brand experience and satisfaction. This result strengthens the previous finding of the strongest relationship between brand experience and brand satisfaction in mature products.

Another interesting finding concerns the level of wealth of the country. In this case, based on the parameters of the Gini coefficient we separate the studies conducted in countries with more and less level of wealth distribution. The results showed a significant difference ($\mu_{\text{less wealth}} = .29$; $\mu_{\text{high wealth}} = .47$; $p < .01$; $F = 11.957$), reinforcing the assumption that countries with a higher level of wealth will have a stronger relationship between brand experience and brand satisfaction.

Regarding the levels of globalization and cultural openness, results did not support the differences between these constructs ($\mu_{\text{less global country}} = .26$; $\mu_{\text{high global country}} = .40$; $p > .5$; $F = .054$; $\mu_{\text{less culture openness country}} = .26$; $\mu_{\text{high culture openness country}} = .40$; $p > .05$; $F = 1.808$).

Finally, the HDI index was a significant moderating variable. Results suggest that the countries with the lowest HDI indexes have a stronger relationship between brand experience and brand satisfaction ($\mu_{\text{less HDI}} = .55$; $\mu_{\text{high HDI}} = .17$; $p < .001$; $F = 40.638$). These findings reinforce the findings of Zarantonello et al. (2013) that associates the less developed countries with a higher level of materialistic behavior.

Discussion and conclusions

Our study provides a comprehensive overview of the effects of brand experience, providing an extended model of brand experience relationships, mediators, and moderators. We have tested the direct relationships between brand experience and satisfaction and brand satisfaction with some consequents like brand trust, brand loyalty, and WOM. We have also identified mediators and moderators

for the relationship between brand experience and brand satisfaction. The results indicate that the proposed theoretical model shows considerable support for the direct relationship between brand experience and brand satisfaction, brand satisfaction and brand trust, brand satisfaction and brand loyalty and brand satisfaction and WOM. We find partial support for mediators (hedonic benefits, brand love, and brand personality) on the relationship between brand experience and brand satisfaction. Finally, we found the presence of moderation effects of the type size and techniques of the sample, type of product, and product lifecycle.

Theoretical implications

The main objectives of this study were to: (a) provide a comprehensive overview of the brand experience effects and proposes an extension to the model by testing direct, moderating, and mediating relationships; (b) to overcome possible biases associated with the research that was carried out and previous research limitations and; (c) reveal new empirical generalizations about the relationship between brand experience and the relevant constructs.

The first objective was reached from the establishment of the systematic meta-analysis review. In this case, 1241 articles were accessed, of which 73 were considered valid for this meta-analysis, leading to the analysis of 256 observations. This stage also provided the analysis of 13 direct relationships linked to the brand experience, 4 mediator constructs, and 13 moderators of the relationship between brand experience and brand satisfaction. The analysis showed that of the 13 direct relationships, 12 were significantly and positively related to the brand experience. In terms of the 4 mediator constructs, 3 had partial effects. And of the 13 moderators identified, 8 were variables that intervened in the relationship between brand experience and brand satisfaction. Thus, we provide a consistent theoretical review that resulted in a more comprehensive understanding of the effects of brand experience.

The second objective of this study consisted of overcomes possible biases associated with the research that is carried out and previous research limitations. We achieve this goal from the moment through the meta-analysis. This is because this methodology surpasses the conventional theoretical surveys from the integration of the effect sizes of several studies and generates a unique generalizable effect (Robinson and Dickersin 2002). According to Hunter and Schmidt (2004), the generalizable findings obtained in our meta-analysis are not possible in any other type of primary study. In addition, the application of MASEM allowed testing a theoretical model by aggregating the different surveys, samples, and methodologies (Cheung

2015). Thus, this article contributes to demonstrating consolidation between brand experience and brand outcomes, reducing the heterogeneity of the results published to date. Our findings present more consistent results to the existing research in this heterogeneous area.

For our third objective, this research reveals important findings and sheds light on new brand experience relationships. First, the results showed a positive and significant relationship between brand experience and brand awareness, demonstrating that brand recognition is an important consequence of the brand experience (Kumar et al. 2013; Ding and Tseng 2015). In addition to this, other consequent relations to the brand experience were confirmed: hedonic benefit, brand attitude, brand love, brand quality, brand personality, brand equity, brand satisfaction, brand trust, brand commitment, WOM, and brand loyalty. The most significant relations were brand quality, brand commitment, and brand trust. Second, the theoretical model tested pointed to a strong direct relationship of the brand experience with brand satisfaction, and brand satisfaction with other brand outcomes (brand trust, brand loyalty, and WOM). Thus, the results demonstrate the importance of generating brand experience, as it may impact behaviors that are key to establishing long-term relationships (Grönroos 2000), a fact reinforced by the significant relationship with brand loyalty. We also identified a positive consistent relationship with the spontaneous sharing of experiences (Sabiote and Ballester 2011), as indicated by the positive connection with WOM. Third, the findings suggest that the hedonistic benefits, brand love, and brand personality, partially mediate the relationship between brand experience and brand satisfaction. We suggest that the satisfaction generated by the brand experience can be partially explained by these mediating constructs. Our meta-analysis demonstrates that there is a significant relationship between brand experience and hedonic benefits. Our findings reveal that hedonic motivations help to explain the relationship between brand experience and brand satisfaction. In contrast, we did not find the significant relationship between brand experience and utilitarian benefits, suggesting that utilitarian benefits may not explain the impact of brand experience on consumer satisfaction. Finally, our meta-analysis tested the moderating effect of the type of good (product versus service) and lifecycle (new versus mature) on the relationship between brand experience and brand satisfaction. The results of our meta-analysis have shown that the effects are stronger for products than services in the relationships tested. In addition, we found that mature products also have stronger relationships.

Managerial implications

In the managerial scope, marketing managers can use the results of this meta-analysis to increase investment in actions that can increase the perception of experience. Managers could create experiences for their brands as they may become more recognized by the consumers. Exposure to merchandising material, promotions and posting actions can be an effective way to increase brand experience and brand awareness.

Managers should create pleasure and emotional mechanisms associated with a purchase (hedonic benefits) and/or strong link with the brand (brand love) and/or personal relationships that may relate to the brand (brand personality) as this may interfere positively formation of brand satisfaction from the brand experience. Since hedonic benefits mediate the relationship between brand experience and satisfaction, managers should focus their brand activities on experiences that evoke fantasy, entertainment, and fun.

Our findings further encourage managers to invest in actions that can increase the brand experience vis-à-vis consumer to establish long-term relationships. This is because, there have been quite interesting results concerning the essential behaviors for establishing long-term relationships, the case of brand equity, brand love, brand satisfaction, trust brand, brand commitment, WOM and brand loyalty constructs.

We believe that this meta-analysis may enable a better understanding of the brand experience phenomenon, providing greater predictive power, especially by observing that, in some cases, there is no consensus on the findings in the existing research. Managers should look for alternatives from the brand experience since this will entail important consequential behavior for the sustainable maintenance of the business. Managers should find alternatives to make brands more associated with services. Managers should be aware that it will be more difficult to build the perception of brand experience in the earlier stages of the lifecycle of a good. However, it is possible that brand investments will be stronger in the earlier stages of the product lifecycle. In Table 8, we summarize the main theoretical contributions to the brand experience literature and managerial implications.

Limitations and future research

This study reflects on fundamental questions about the effects of brand experience. Future research might include an analysis of qualitative articles because those techniques have not been considered in the analysis in this study. We suggest an analysis of articles that do not have more than three relations, as these could not be used in the model. The following variables deserve further analysis: brand association and brand image, among others. Future research should include other databases to evaluate the possibility of analyzing the variables that are not investigated here. Finally, one of the problems with this type of analysis is the adverse concept in existing secondary data. Therefore, in the case of empirical data obtained from different authors, the effects may be adverse.

Some constructs deserve a better understanding of their relationship in advance or consequence to the Brand Experience since different results are found for the same behavior, such as brand love and brand awareness. New research can advance in the consolidation of these understandings. In addition, it is worth noting that we considered for this work, studies that measured in a unidimensional way the constructs investigated here. Therefore, new research may assess, separately, specific behaviors, such as, for example, the very dimension of brand experience, brand equity, and brand personality. Despite these limitations, this meta-analysis contributes to a better and broader understanding of the effects of brand experience, encouraging new theoretical discussions on the subject.

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