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The Mediating Role of Customer's Brand Trust and Brand Love Experience: An Empirical Study on Smartphones in the Context Bangladesh

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ABSTRACT

This study has focused on brand experience of smartphone users in Bangladesh. In Bangladesh, both domestic as well as foreign brands available for users and the numbers of smartphone user are increasing vary rapidly. To address these important but unanswered questions, this study proposes a model, imitated by brand experience, mediated by brand trust and brand love, and ended with an outcome brand loyalty, i.e., behavioral, attitudinal, and word of mouth. The focus of this study is really crucial in the industry perspective as it going to explore some vital unexplored mechanisms in between brand experience and brand love. Hopefully, it will generate some significant insights towards making and maintaining customers more loyal and to facilitate customer's word-of-mouth in favor of the brand. Expecting this research outcomes will expedite some sort of business success.

Key Words: *smartphones; brand attributes; brand loyalty;*

1. Introduction

This study has focused on brand experience of smartphone users in Bangladesh. In Bangladesh, both domestic as well as foreign brands available for users and the numbers of smartphone user are increasing vary rapidly. This study examines and analyses the users brand experiences of different smartphone brands. Today, many companies create their products and services in order to deliver unforgettable experiences, especially when the importance of the customer experience increases (Pine B. &, 2011; Schmitt B. &, 2008). According to Sharon Madeline S. O., (2019) "Many companies are adopting one of the essential marketing strategies, which is companies' customer acquisition. Companies that use this strategy focus on increasing consumers' brand experience". Studies have confirmed that modern consumers are rational as well as emotional human beings who buy products and services not only on the basis of their functional features and benefits (Schmitt B. , 1999; Schmitt BH, 2008) but also to gain pleasurable experiences from their purchases (Morrison S, 2007). This fact highlights the importance of the brand experience concept in marketing and brand management literature and has been acknowledged by researchers which is evident by the increasing amount of research in the brand experience domain (Fatma I. K., 2017). "According to Fatma I. K. While there has been a growing number of studies in the area, brand experience as a phenomenon remains relatively unexplored as compared to other branding phenomena such as brand equity, brand personality, brand attitude, brand association and brand value".

Despite the importance of brand experience and customer loyalty, however, rare marketing literature has examined the intermediate mechanisms between the relationships of these two constructs (Huang C.-C. , 2017). There are some marketing literature has examined the intermediate mechanisms between the relationships of these two constructs. However, not many of them discussed the impact of brand trust and brand love on brand experience and brand loyalty (Sharon Madeline S. O., 2019). With the focus of prior studies, this study going to tests their specific dimensions namely three of brand loyalty, i.e., attitudinal brand loyalty, behavioral brand loyalty, and word-of-mouth. Therefore,

the goal of this research is to fill the gap in the relationships between brand experience and brand loyalty through brand love and brand trust (Sharon Madeline S. O., 2019). This study thus fills this gap, and demonstrates two important mediators of brand love and brand trust, on the relationships between brand experience and brand loyalty. This study thus presents a more detailed process model of how and what extent customers develop their brand loyalty, than prior studies (Huang C.-C., 2017; (Payne, 2008).

To address these important but unanswered questions, this study proposes a model, initiated by brand experience, mediated by brand trust and brand love, and ended with an outcome brand loyalty, i.e., behavioral, attitudinal, and word of mouth. The focus of this study is really crucial in the industry perspective as it going to explore some vital unexplored mechanisms in between brand experience and brand love. Hopefully, It will generate some significant insights towards making and maintaining customers more loyal and to facilitate customers word-of-mouth in favor of the brand. Expecting this research outcomes will expedite some sort of business success.

2. Literature Review and Hypothesis Development

2.1 Brand Experience

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 (Brakus J. S., 2009). Brand experience is not specific to a channel or media type. Rather, it's the result or the lasting impression that remains after someone encounters or engages with a brand in *any* environment (Schueller, 2021). Brand experience is important because positive experiences facilitate deeper connections, inspire audiences, and ultimately deliver results. A positive brand experience can often mean the difference between being chosen over another brand or losing the sale. Because of this, it's easy to see why companies go out of their way to craft impressive and attention-grabbing brand experiences (Schueller, 2021).

2.2 Mediators

2.2.1 Brand trust & brand love

Brand trust is "a feeling of security held by the consumer in his/her interaction with the brand, such that it is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer" (Perks, 2005). When consumers purchase a branded product, they have various expectations from it (Michel Laroche, 2012). Consumers trust those brands that meet their expectations (Karjaluo, 2016). The three major antecedents to brand trust are brand characteristics (Loureiro S. M., 2017), company characteristics (Jain, 2011) and consumer brand characteristics. Doney (1997) believe that brand trust plays an important role in long-term customer relationships and that brand trust can reduce the uncertainty customers feel about a product when finding it difficult to make a purchase decision (Charon-Vachet, 2018).

Brand love is a concept from social psychology (Huang C.-C. , 2017). Love is a positive feeling that reflects an emotional attachment that goes beyond brand liking (Carroll, 2006). According to Junaid (2019), Brand love is a strong sentimental tendency towards brands, the amount of cognitive behavior driven by liking for a brand, and a set of cognitions, emotions, and behavior that are regulated by consumers in mental prototypes. Brand love is a passionate affection that consumers have towards a brand. Brand love is an essential element in consumer-brand relationships.

2.3 Relationship between Brand Experience & Brand Trust

Brand experience conceptualization is very important for understanding and managing brand trust and loyalty concepts (Brakus J. S., 2009). Personality and social psychology theories also state that trust develops from prior interaction and past experiences (Rempel, 1985). Moreover, brand experience can positively affect consumer satisfaction and brand loyalty, as well as brand trust (Zarantenello, 2000; and Perks, 2005). Several researchers have found a significant relationship between brand experience and brand trust. Among them, Delgado-Ballester E. a.-A., (2001), the method by which a person gains trust in a brand is determined by his or her experiences with that brand. According to (Fatma I. K., 2019), experiences with a brand are valuable sources of personal information that can help a

consumer develop trusting attitudes. Perks (2005) in a study of e-consumer behavior “brand trust is achieved through the search for information and various brand experience”. Therefore, the higher the degree of positive brand experience the customers realize, the more they are satisfied and tend to trust that brand (Chinomona, 2013). Thus, based on the above arguments the following hypothesis is proposed:

Hypothesis: 1- Brand experience affects brand trust positively.

2.5 Relationship between Brand Experience and Brand Love

Experiences are becoming increasingly important to today's consumers consumption. Aside from product features and benefits, current consumers are keen on the holistic experience that businesses can give. (Holbrook, 1982; Schmitt, 1999). Consumers value brands that can provide emotional experiences and products that engross them with their senses. (Brakus J. S., 2009) (Tynan, 2009). Several researcher have found the relationship between brand experience and brand love. Among them, Pedro FERREIRA, (2019) stated that, one of the most essential antecedents of brand love is brand experience. (Junaid, 2019) The relationship between brand experience and customer engagement is bridged by brand love. This means that through establishing a brand experience, a brand love will be established, which will help to strengthen consumer relationships. (Huang C.-C. , 2017; Beig, 2019). Past studies have suggested that a brand experience-related phenomenon “consumer delights “can be an antecedent of brand love. Consumer delight relates to the consumer's feeling of excitement and surprise, which is essentially sensory and effective. When the emotional component of customer joy improves over time, brand love increases. Thus, we suggest the following hypothesis:

H2: Brand experience positively affects brand love

2.6 Loyalty & Brand Loyalty

Loyalty, as defined by (Oliver & Rust, 1997), is "a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (Chaudhuri, 2001). In marketing literature the term loyalty has often been used interchangeably with its operational (measurement) definition to refer to; repeat purchase, preference, commitment and allegiance.

Brand loyalty is often understood as “a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior” (R.L., 1999)

2.7 Attitudinal & Behavioral Loyalty

Attitudinal loyalty is an attitudinal predisposition consisting of commitment to a brand and intention to repurchase the brand (Steenkamp, 1996). The commitment aspect reflects the affective component of an attitude and the intention aspect reflects the cognitive or evaluative component (Rebekah Russell-Bennett, 2007). Attitudinal loyalty concept refers to consumers’ deal with the intensive problem solving behavior that covers the brand and feature comparisons and leads to strong brand preferences (Bennett, 2002). Within this context; attitudinal loyalty is an analysis of the consumer attitudes that include the consumer’s psychological loyalty for the brand (Quester, 2003). Measurements for attitudinal loyalty use the attitudinal data which indicate the affective and psychological factors within the structure of brand loyalty and it is stated that these measurements are related with the commitment and loyalty feelings (Bowen, 2001).

It is said that there is a relation between attitudinal loyalty and behavioral loyalty. While Bennett, (2002) discussed that behavioral loyalty is an observable result of attitudinal loyalty; Thiele,(2001) discussed that the correlation between attitudinal and behavioral loyalty should be positive.

Behavioral loyalty considers brand loyalty as a behavior. The person who buys a certain brand continuously is loyal to this brand (Odin, 2001). Behavioral loyalty can be defined as a behavior that is shown by a consumer to a brand within the form of repeated purchases (Back, 2003). However; behavioral measurement are insufficient to explain how and why the brand loyalty develops on the consumer (Dick, 1994) and they do not enable the study to reveal whether the repeated purchase arise from situational reasons or different complicated psychological causes other than habitual actions (Odin, 2001). Behavioral loyalty can be described as purchase loyalty as well (Zengin, 2013).

2.7 Relationship between Brand Experience and Attitudinal & Behavioral Loyalty

Consumers that have favourable brand experiences are more likely to buy a brand again purchase brand loyalty, recommend it to others (attitudinal brand loyalty), and are less likely to buy an alternative brand (Chaudhuri, 2001). Brand experience provides a better understanding of the value proposition a brand offers (Brakus J. S., 2009). When consumers experience greater value in the brand, they are more likely to purchase the brand and recommend it to others. For instance, Brakus, (2009) pointed out that positive brand experiences enhances a brand's value, and thus, is likely to make a consumer loyal to the brand. Additionally, Gentile (2007) point out that a positive customer experience could promote the creation of an emotional tie between a firm's brand and its customers, which in turn enhances customer loyalty. Hence, the more experiential dimensions the brand evokes, the greater the experience for the consumer, enticing him/ her to repeat or re- immerse the experience over again, resulting in brand loyalty (Stein, Connecting brand experience with loyalty , 2014). Some prior studies said that brand experience had influenced brand loyalty (Thanigan, 2016; Fernando H.S.M, 2018; Omar, 2020). Previous studies also disclosed that brand experience had a predictor of attitudinal and behavioral loyalty (Ong CH., 2015; (Han L., 2012). On these ground we propose the following hypothesis:

H3: Brand experience has a positive effect on attitudinal loyalty.

H4: Brand experience has a positive effect on behavioral loyalty

2.9 Relationship between Brand Experience & Word of Mouth

This study identified another outcome of brand experience is an individual's behavior to spread positive information for a brand, that is, word of mouth (Fatma I. K., 2017). Consumers communicate their brand with the other individuals whom they are connected through formal or informal experiences with the other informal groups (RA., 1987). With the focus of WOM, various aspects of brand-customer relationships have been studied. Ismail (2012) have studied the influence of brand love and brand image on WOM. Several researchers have found a significant relationship in between brand experience and word-of-mouth. Among them (Berry, 2002; Morrison, 2007) Brands that deliver a unique and distinctive experience to customers manage the functional and emotional elements of the offering. Brands which are capable of providing their customers with a superior experience can create greater affective attachment with customers (Iglesias, 2011). Practitioners can establish strong brands through positive customers experiences, and its is logical that brand experiences drive WOM (Alexandrov, 2013;Ismail, 2012). On these ground we propose the following hypothesis:

H5: Brand experience has significant relationship with word-of-mouth

3. Relationship among Brand Trust, Brand Love, Attitudinal, And Behavioral Loyalty

It is stated that, brand trust is an important mediator factor on the customer behaviors before and after the purchase of the product ; and it causes long term loyalty and strengthens the relation between two parties (Liu, 2011). Brand trust is one of the vital factors which directly influence brand loyalty. The impact of the trust on loyalty becomes exclusively relevant and important in case of decision taken for changing the brand due to high level of perceived risk and obscurity (Ibanez, 2006). Trust plays a key role in increasing brand loyalty and also has an impact on the factors such as sustaining market share and price flexibility which are related with marketing results (Gommans, 2001). Oliver & Rust, (1997), define customer loyalty as "a deep held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set

purchasing, despite situational influences and marketing efforts that have the potential to cause switching behavior". This conceptual definition encompasses two distinct aspect of loyalty: attitudinal and behavioral. According to a recent study by Sharon Madeline S. O., (2019), from a conceptual point of view, if consumers feel a sense of security, that is, believe in a brand, they might buy it in the near future or they have purchase intentions and also behavioral loyalty. Not only behavioral loyalty, customer attitude loyalty must also develop over time, when their trust in a brand builds up (Sharon Madeline S. O., 2019). In most of the studies; brand loyalty is measured and evaluated in respect of two categories namely as attitudinal loyalty and behavioral loyalty.

There are studies which explain the significant impacts of brand trust both on attitudinal loyalty and behavioral loyalty (Matzler, 2006 ; Matzler K. K., 2008; Sharon Madeline S. O., 2019). Thus from the discussions above we propose the following hypothesis:

H6: Brand trust has significant effects on attitudinal loyalty

H7: Brand trust has significant effects on behavioral loyalty

Emotions shape brand love. Specifically, emotions such as passion, positive attitude and evaluation, liking, attachment, commitment, and others form brand love (Albert N. M.-F., 2008; Batra, 2012). Thus, it can be said that brand love has an emotional component. In words of Batra, (2012), if consumers like a brand, then they might have greater brand loyalty. Not only that, they have the desire to use, and also the willingness to invest more resources in buying the brand. This is called faithful behavior to be more involved, and to spread positive word of mouth (WOM), and have a positive attitude (Batra, 2012). There are also related studies that show the significant effects of this emotional component, for example, attachment on brand loyalty (Konadu, 2018; Bozbay, 2018; Bairrada, 2018; Huang C.C. , 2017; Ferreira, 2017; Fuchs, 2015; Drennan, 2015). On these grounds we propose the following hypothesis:

H8: Brand love has significant effects on attitudinal loyalty

H9: Brand love has significant effects on behavioral loyalty

Ahuvia, (2006) believe that when a brand maintains and develops a sustainable trading relationship with its customers, knowing whether it can satisfy the emotional needs of customers will help it to predict or explain customer behavior and generate high satisfaction. Since the customer believes the brand to be reliable and trusts in the promises the brand makes (Sirdeshmukh, 2002), brand trust can reduce uncertainty related to customers' purchases (Gommans, 2001), and strengthen the emotional antecedents (Heinrich, 2012). Chaudhuri, (2001) point out that brand trust and brand affect are important factors impacting brand loyalty, though the specific relationship is not clearly indicated. Song, (2012) highlight that brand affect influences brand trust. Brand trust positively influences brand enthusiasm (Albert N. a., 2013), which is one of the components of brand love, and brand trust positively impacts brand love (Albert, 2013; Huang Y. T., 2015). Thus, we suggest the following hypothesis:

H10: Brand trust has a positive influence on brand love.

3.1 Brand Trust & Brand Love As Mediators

This study follows the rationales that brand loyalty could be achieved started with brand experience followed by both emotional and rational routes, i.e., brand trust and brand love (Keller, 2013). Brakus J. S., (2009) measured brand experience using sensory, affective, intellectual and behavioural dimensions. "Sensory dimensions were related to making strong, visual impression on the customer; affective dimension induced feelings and sentiments; the intellectual dimension referred to the brand's ability to make customers think; and behavioural dimension included bodily experiences, lifestyles and interaction with the brands" (Jung, 2012; Zarantonello, 2010). As experiences serve as a valuable source of personal input, brand experiences can cultivate notions of trust in a consumer (Stein, 2014). If consumers obtain extra value from a branded product beyond expectation, consumers will have a

pleasant experience with using the brand. Moreover, emotions and connections with the brand contribute in enhancing consumer brand experience (Fullerton, 2005). Consumers' long term emotional attachment with a brand is referred to as brand love (Khalique, 2019). Consumers explicitly and implicitly purchase the brands they love. Subsequently, this behavior stimulates brand loyalty (Dutton, 1994; Khan, 2015). Moreover, prior studies also suggest the mediating factors of brand love and trust to customers' positive responses, e.g., commitment self-identity (Delgado-Ballester E. a.-A., 2001; Loureiro S. R., 2012; Laroche, 2012; Maxian, 2013). We thus hypothesize that:

H11: Brand trust has mediating effects on the relationships between brand experience and attitudinal loyalty.

H12: Brand trust has mediating effects on the relationships between brand experience and behavioral loyalty.

H13: Brand love has mediating effects on the relationships between brand experience and attitudinal loyalty.

H14: Brand love has mediating effects on the relationships between brand experience and behavioral loyalty.

3.2 Analysis and interpretation

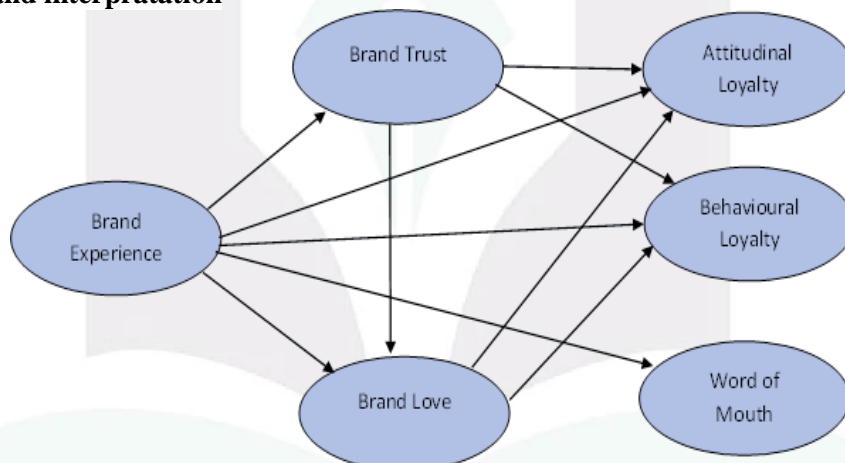


Figure 1: Research Framework

H1- Brand experience affects brand trust positively

H2: Brand experience positively affects brand love

H3: Brand experience has a positive effect on attitudinal loyalty.

H4: Brand experience has a positive effect on behavioral loyalty

H5: Brand experience has significant relationship with word-of-mouth

H6: Brand trust has significant effects on attitudinal loyalty

H7: Brand trust has significant effects on behavioral loyalty

H8: Brand trust has a positive influence on brand love.

H9: Brand love has significant effects on attitudinal loyalty

H10: Brand love has significant effects on behavioral loyalty

H11: Brand trust has mediating effects on the relationships between brand experience and attitudinal loyalty.

H12: Brand trust has mediating effects on the relationships between brand experience and behavioral loyalty.

H13: Brand love has mediating effects on the relationships between brand experience and attitudinal loyalty.

H14: Brand love has mediating effects on the relationships between brand experience and behavioral loyalty.

3.3 Results

3.3.1 Demographic profile

Gender	Frequency	Percent
Female	55	21.1
Male	205	78.9
Total	260	100.0

Age	Frequency	Percent
18-24	154	59.4
25-34	86	33.1
35-44	16	6.0
45-55	4	1.5
Total	260	100.0

Brand	Frequency	Percent
Huawei	20	7.5
iPhone	27	10.5
OnePlus	6	2.3
Oppo	22	8.6
Others	14	5.3
Realme	8	3.1
Samsung	92	35.3
Symphony	6	2.3
Vivo	12	4.7
Walton	4	1.6
Xiaome	49	18.8
Total	260	100.0

3.3.2 Measurement Analysis

Table 1: Factor Loadings and Reliability Statistics

	FL	CA	CR	AVE
Brand Experience [(Khalique, 2019)]		.873	.878	.645
BE1: The brand impresses me	.699			
BE2: I feel happy when I buy this brand	.822			
BE3: I have strong emotions for this brand	.858			
BE4: This brand provides me a positive experience	.824			
Brand Trust [(Imran Khan, 2017)]		.906	.909	.714
BT1: I trust this smartphone phone brand	.841			
BT2: This cell phone brand is reliable	.861			
BT3: This is an honest cell phone brand	.816			
BT4: This cell phone brand is safe	.862			
Brand Love [(Khalique, 2019)]		.922	.924	.753
BL1: The brand makes me very happy	.868			
BL2: I love this brand	.882			
BL3: The brand is a pure delight	.830			
BL4: I am very attached to this brand	.889			
Attitudinal Loyalty [(Shikun Zhang, 2020)]		.889	.890	.730
AL1: I am committed to this cell phone brand	.849			
AL2: I would be willing to pay a higher price for this brand over other brands	.880			
AL3: If this brand is out of stock, I will wait and refuse any substitutes	.834			

Behavioral Loyalty [(Young Gin Choi, 2011)]		.874	.878	.707
BHL1: I intend to keep purchasing cell phones of this brand	.905			
BHL2: If I need phone, this brand would be my preferred choice	.871			
BHL3: I intend to encourage other people to buy cell phones of this brand	.737			
Word of mouth [(Adil Khan, 2020)]		.888	.889	.728
WM1: I have recommended this brand to many people	.869			
WM2: I have spoken about this brand to my friends	.856			
WM3: I have said positive things about this brand	.834			

Note: FL=Factor loading, CA=Cronbach Alpha, CR=Composite reliability, AVE=Average Variance Explained.

3.3.3 Common method bias:

Total variance explained: 41.3% which is less than 50%.

KMO= .933 & Sig= .000 in single factor.

Table 2: Fornell-Larcker Correlation Matrix, normality data & R²

	BE	BT	BL	AL	BHL	WM
Brand Experience (BE)	1					
Brand Trust (BT)	.631**	1				
Brand Love (BL)	.561**	.594**	1			
Attitudinal Loyalty (AL)	.554**	.632**	.570**	1		
Behavioral Loyalty (BHL)	.380**	.400**	.399**	.385**	1	
Word of mouth (WM)	.654**	.684**	.605**	.617**	.337**	1
Mean	3.634	3.564	3.928	3.745	4.421	3.480
Standard Deviation	1.261	1.525	1.656	1.583	1.558	1.610
Skewness	.684	.683	.249	.315	-.303	.734
Kurtosis	-.337	-1.153	-1.659	-1.397	-1.269	-.986
R ²	--	.53	.47	.57	0.24	0.59

** Correlation is significant at the 0.01 level (2-tailed).

Table 3: Heterotrait-Monotrait (HTMT) and Multi-collinearity

	BE	BT	BL	AL	BHL	WM	Tolerance	VIF
Brand Experience (BE)	--						.483	2.072
Brand Trust (BT)	0.703	--					.437	2.289
Brand Love (BL)	0.621	0.646	--				.535	1.870
Attitudinal Loyalty (AL)	0.625	0.598	0.630	--			--	--
Behavioral Loyalty (BHL)	0.433	0.444	0.445	0.436	--		.787	1.270
Word of mouth (WM)	0.738	0.759	0.670	0.694	0.384	--	.421	2.375

3.3.4 Confirmatory Factor Analysis:

Table 4: Results of CFA and Structural model with standards

Fit indices	Measurement values for CFA	Meas. values for Structural Model	Standards with Sources	
χ^2/df	1.355	1.738	<3	(Holbert & Stephenson, 2002)
IFI	.985	0.968	>0.900	(Bentler & Bonett, 1980)
NFI	.945	0.928	>0.900	(Bentler & Bonett, 1980)
CFI	.985	0.968	>0.900	(Jöreskog & Sörbom, 1993)

GFI	.923	0.910	>0.900	(Bentler & Bonett, 1980)
AGFI	.915	0.903	>0.900	(Fornell & Larcker, 1981)
TLI	.982	0.962	≥ 0.90	McDonald and Ho (2002)
RMSEA	.037	0.053	<0.080	McDonald and Ho (2002), Bagozzi and Yi (1988)

3.3.5 Structural Modeling

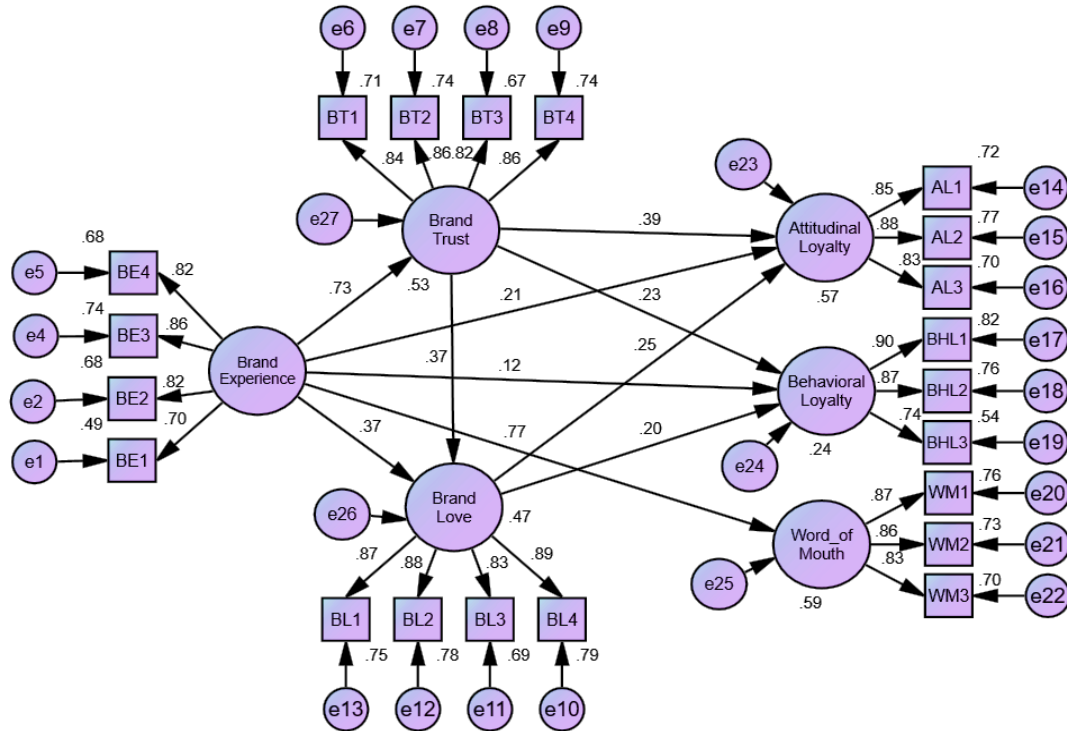


Fig 2: Structural Model

Table 5: Structural Model and Hypothesis Testing Result

Hypothesis	STD Beta	STD Error	t-Values	P-Values	Significance (p<0.05)
H1: BE → BT	.725	.095	9.692***	.000	Supported
H2 : BE → BL	.367	.118	4.191***	.000	Supported
H3 : BE → AL	.210	.108	2.449**	.014	Supported
H4 : BE → BHL	.122	.151	1.169	.242	Not Supported
H5: BE → WM	.768	.101	10.289***	.000	Supported
H6 : BT → AL	.391	.085	4.527***	.000	Supported
H7 : BT → BHL	.229	.119	2.204**	.028	Supported
H8: BT → BL	.370	.090	4.348***	.000	Supported
H9: BL → AL	.247	.067	3.421***	.000	Supported
H10 :BL → BHL	.200	.095	2.257**	.024	Supported
H11:BE → BT → AL	.283	.086	4.101***	.000	Supported (Partial)
H12: BE → BT → BHL	.166	.112	2.149**	.032	Supported (Full)
H13: BE → BL → AL	.090	.039	3.847***	.000	Supported (Partial)
H14: BE → BL → BHL	.073	.051	1.987**	.047	Supported (Full)

Note: BE=Brand Experience, BT =Brand Trust, BL=Brand Love, AL=Attitudinal Loyalty, BHL=Behavioral Loyalty,

WM=Word of mouth. *** Significant at the 0.01 level (2-tailed). ** Significant at the 0.05 level (2-tailed).

4. Findings and Recommendations

Brand experience of smartphone users play key role for the economy of the country. However, several lack of importance is still found of training in this area. Therefore, in order to accelerate the success of this area, the following lines of actions are suggested:

- a. Smartphone firms should work to create a very favorable overall brand experience journey between customers and the company, since this study has demonstrated that customers' entire brand experience favorably affects their faith in the brand.
- b. Companies are advised to foster repeat business in order to build brand trust, as brand experience has less of an impact on consumers' behavioral loyalty.
- c. Given that consumers adore the brands they trust, it seems sense that brand-related trust has a big influence on consumers' positive sentiments and brand devotion.
- d. Behavioral loyalty is facilitated by the customer's experience with brand trust, hence it is imperative to satisfy customers since this guarantees attitudinal loyalty.
- e. Customer's entire experience with a brand is crucial for assessing its performance in terms of brand loyalty, love, and trust. So it is recommended to nurture overall experience with the brand.
- f. In Bangladesh, a lot of consumers prioritize trust when making purchases, particularly for smartphones. This leads to brand love and devotion. Therefore, it is crucial for brand management to establish and uphold strong brand equity performance in order to win over customers' trust.

5. Limitations of the Study

Because of the correct direction and information, the researcher was unable to obtain sufficient data. There has been very little research done in this connected area, which is why there is no unique correct precise advice. The importance and challenges of brand experience of smartphone users in Bangladesh and international enterprises were the focus of this study. As a result, the data was created solely for a certain location.

6. Conclusion

This study has focused on brand experience of smartphone users in Bangladesh. In Bangladesh, both domestic as well as foreign brands available for users and the numbers of smartphone user are increasing vary rapidly. This study examines and analyses the users brand experiences of different smartphone brands. The focus of this study is really crucial in the industry perspective as it going to explore some vital unexplored mechanisms in between brand experiece and brand love. Hopefully, It will generate some significant insights towards making and maitaining customers more loyal and to facilitate customers word-of-mouth in favor of the brand. Expecting this research outcomes will expedite some sort of business success.

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