

Brand Sentiment, Customer Interaction and Consumer Purchasing Behavior

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ABSTRACT. *A good brand experience can have a positive impact on the consumer-brand relationship. This paper has a positive impact on the brand emotion, brand experience dimension and brand relationship quality. The scale provided by Brakus and Schmitt was used to measure brand experience, and the structural equation model was used to analyze data, so as to obtain an acceptable procedure for the evaluation model of goodness of fit for multiple indicators. The level of consumer interaction participation and the level of consumer interaction contribution have a positive impact on consumer purchasing behavior. The higher the quality of interaction, the more purchasing behavior it will lead to.*

KEYWORDS: *Brand consumption, Customer interaction, Consumer purchasing behavior*

1. Research background

1.1 Brand Experience

The shopping and service experience occurs when consumers come into contact with the physical environment, policies and practices of the mall [1]. Therefore, in this aspect, we mainly study the atmosphere variables and how the salesmen influence the consumers' experience.

Moreover, when consumers consume and use products, they will have consumption experience. These are all multi-dimensional and involve a hedonic dimension, such as feeling, pleasure and imagination. Many studies of consumer experiences have found that hedonic goals occur during or after a consumer's participation in a concert or sports event. Brand experiences vary in intensity and length. At the same time, it has different titer [2].

Consumers may encounter positive or negative, transient or lasting experiences. Lasting brand experience, stored in consumers' memory, will affect consumers' loyalty and satisfaction. This brand experience is different from brand image and brand association.

1.2 Brand Experience Dimension

(1) Sensory dimension refers to the strong visual effect a brand can have on consumers. Zarantonello and Schmitt (2010) pointed out that the sensory dimension is "the visual, auditory, tactile, taste and olfactory stimuli caused by the brand". (2) Emotional dimension refers to the emotion or emotion induced by the brand. The emotional dimension includes the emotions generated by brands and the emotional bonds between them and consumers. (3) Intelligence dimension refers to the ability of a brand to make consumers think or feel curious. (4) Behavioral dimension refers to the physical activity generated by customers when they use a brand. The behavioral dimension includes physical experience, lifestyle and interaction with the brand.

1.3 Quality of Brand Relationship

If a brand has a negative event, consumers who perceive a high level of relationship quality are more likely to take defensive actions [3]. When consumers feel good about their relationship with a brand, there is a high level of commitment and loyalty. Consumers' positive brand experience can influence consumers' brand awareness, commitment, purchase intention and brand reputation. Relationship quality can be used as a predictive variable for consumer retention and purchase decisions. Assume that consumers with a high level of brand experience have a strong brand relationship:

H1 brand experience will positively affect the quality of consumers' brand relationship.

H1a emotional brand experience can positively influence consumers' brand trust.

H1b behavioral brand experience will positively affect consumers' brand trust.

H1c emotional brand experience will positively influence consumers' brand commitment.

H1d behavioral brand experience will positively influence consumers' brand commitment.

2. Research Methods

A total of 189 undergraduates and postgraduates were selected, and the remaining 177 samples were removed from some incomplete samples. Brand experience was measured by using the scale provided by Brakus, Schmitt and Zarantonello(2009). We used structural equation model for data analysis, which is a multivariate statistical method [4].

Table 1 Factor Analysis of Brand Experience Verification

construct	multi-item	emotional	behavior	The reliability
Brand experience	This brand will arouse my emotions and emotions	0.798	/	0.749
	There are no strong feelings about the brand	0.810	/	
	It's an emotional brand	0.738	/	
	When using this brand, there is physical activity	/	0.939	0.881
	The brand brings physical experience	/	0.919	

3. The Results

There are many goodness-of-fit indicators used to assess the acceptability of a model. Among them, the comparison fitting index (CFI) and the standard fitting index (NFI) are the preferred measures. We used AMOS18.0 to analyze the hypothesis model, and then adopted the two-step method to build the model. We performed confirmatory factor analysis before validating the structural model and then used maximum likelihood estimation. In this study, we tested the validity of the model by using confirmatory factor analysis. The results of the structural model are shown in table 3. In structural equation model analysis, there are several commonly used structural equation model analysis of goodness of fit index [5]: GFI, AGFI, RMR, and CFI. AMOS 18.0 was used for structural model test. CFI, IFI and TLI were used as fitting indexes. For the sample size, CFI will show some small standard errors due to the size of the sample, while IFI does not consider the sample size, while TLI is related to the degree of freedom. A model is considered approximate when its GFI, AGFI, and CFI indicators are greater than 0.9 and their RMR and RMSEA are between 0.05 and 0.08. In this data, all the goodness of fit indexes meet the requirements, and the above fitting indexes are suitable for various sample sizes.

Table 2 Fitting Quantities of Confirmatory Factor Analysis

chi-square	The numerical
df	78
GFI	0.898
TLI	0.926
AFGI	0.877
NFI	0.918
CFI	0.936
IFI	0.715
RMR	0.058
RMSA	0.081

4. Discuss

As mentioned earlier, we verified that consumer interaction has a positive impact on consumer buying

behavior (hypothesis H1a, hypothesis H2b). When designing the consumer interaction scale, the consumer interaction is quantified into two factors: the level of consumer interaction participation and the level of consumer interaction contribution [6]. Through data analysis, it is found that these two factors have a positive impact on consumers' purchasing behavior, indicating that the more frequently consumers participate in the interaction with relevant brands and the more active they are in the participation attitude, the higher the likelihood of consumers to buy the brand. It is consistent with the actual situation of consumers in the new media environment: in the era of information explosion, consumers can often independently choose the content they want to pay attention to, and the information they get within their limited energy scope is more likely to be converted into further behaviors. Therefore, in the design of brand marketing strategy, we should focus on the development of activities to stimulate consumers to participate in the interaction.

At the same time, this paper explores the intermediary mechanism behind the interaction of consumers to influence the purchase behavior [7]. The research found that the consumer interaction in the new media environment has no direct influence on consumers' purchase, but is generated through brand emotion. The level of consumers' interactive behavior and interactive contribution will enhance consumers' continuous purchasing behavior by strengthening their brand emotion (hypothesis H2, hypothesis H3, hypothesis H4). The reason is that the interaction of consumers in the new media environment can stimulate the generation of consumers' brand emotion. Studies have fully shown that consumers' brand emotion has a positive impact on consumers' continuous buying behavior. When analyzing consumers' brand emotions, we believe that there is a multi-emotion relationship between consumers and brands. According to their different emotional degrees, we divide consumers' brand emotions into brand satisfaction, brand identity and brand happiness. Existing studies have shown that brand satisfaction is the basis of various emotions of a brand and the most direct response of consumers to brand value. When consumers' experience reaches or exceeds their expectations, there will be a sense of pleasure, that is, brand satisfaction. When the level of consumers' interactive participation and contribution is improved, consumers will have a brand identity associated with themselves, and brand identity will strengthen consumers' purchasing behavior. A more stable and solid emotion will be generated between consumers and brands, that is, brand happiness. Brand happiness has social attribution. It is not only a strong emotion consumers have for brands, but also a social connection established with other consumers based on brands. The generation of brand happiness will establish an invisible community among consumers, form a social group consciousness within a small group, and lead to more user interaction, which is to spread brand happiness out.

Brand emotion is the link that connects consumers with the brand. Brand emotion makes consumers want to get close to the brand and stimulate their buying behavior [8]. With the upgrading of the emotional level of the brand, the brand will bring consumers a sense of trust and even a sense of security. At this time, the purchase behavior can avoid the lack of consumer security. It is worth pointing out that although consumer happiness can promote consumers' purchasing behavior, such stimulation is not significant. The possible reason is that happiness is more about social belonging, and its effect on brand communication is greater than that of stimulating consumers' purchasing behavior. Brand trust can have a positive impact on brand commitment. We also found that the quality of brand relationships affects brand loyalty. High level of brand trust and commitment will positively influence brand preference, brand affection and purchase intention. Therefore, we can conclude that certain brand experiences will affect the quality of brand relationship and ultimately brand loyalty [9].

Consumer interaction will stimulate the generation of brand emotion. With the continuous interaction, brand emotion will show brand satisfaction, brand identity and brand happiness in different stages. These three emotions will influence the purchasing behavior to different degrees, among which brand identity plays the biggest role in promoting the purchasing behavior.

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