

# **Brand Equity, Brand Experience, Consumer Satisfaction and Loyalty**

## **Abstract**

This study was aimed at evaluating whether brand experience mediates the effects of the components of Consumer Based Brand Equity (CBBE) i.e. lifestyle congruence, staff behavior, physical quality and self-congruence and on consumer satisfaction and loyalty within the confines of Famagusta, North Cyprus. The research adopted a quantitative research methodology where a number of surveys were distributed within Eastern Mediterranean University with a remarkable response rate. An analysis was conducted that proved that most of the respondents had a clear understanding of the survey.

Analysis was done using the structural equations modelling test following the bootstrapping method. However necessary reliability and validity tests were carried out for the scales likewise the confirmatory factor analysis for the construct.

The results of the study showed that brand experience did not mediate the effects of the dimensions of CBBE on brand loyalty. However, brand experience did fully mediate the effects of two of the dimensions of CBBE i.e. brand identification and lifestyle congruence which signifies that consumers tend to be more satisfied with brands that give experiences that match with their lifestyles and self-concepts. The research also further confirmed the facts from previous research that CBBE does have an effect on consumer satisfaction and loyalty.

The study recommended that managers and marketers should seek to understand the interests and needs of consumers and give them experiences that would match their self-concepts and lifestyles thereby stimulating them to show attachment to the brand and identify with it.

**Keywords:** Consumer-Based Brand Equity, Brand Identification, Brand Experience, Brand Loyalty, Consumer Satisfaction.