The Impact of Brand Experience on Consumer Brand Trust in LaptopComputer Industry in Ratnapura District

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Abstract

The attempt of this study is to examine the impact of the brand experience generates on consumer brand trust especially concerning to Laptops. Hence, the purpose of the study is to determine the factors contribute to construct brand experience in the mind of consumer and to what extent they influence on consumers' brand trust towards Laptops. The researchers initiated the study in finding relevant literature with regard to the brand experience and consumer brand trust. Based on that literature, the conceptual framework is developed and examined during the study taking the variables from the available literature. The factors such as brand experience company reputation and brand trust are the main variables investigated in the current study. The research methodology mainly focused on gathering primary data using a questionnaire. The analysis of primary data allowed the researcher to examine the hypotheses developed based on the variables identified as main contributory factors in constructing brand experience which influence the brand trust of the consumer. The aim of this study was to determine the factors that contribute to construct brand experience in the mind of consumer and examine what extent those factors influence on consumers' brand trust, especially concerning in laptop and computer industry in Rathnapura district. Based on the previous literature, researcher developed brand experience using five dimensions namely, sensory experience, affective experience, intellectual experience, behavioural experience and social related experience. Population of the study considered as people who were age between 18 and 45, lived in Rathnapura district and based on the convenience sampling method 384 respondents were selected for analysis. Furthermore, study used a structured questionnaire to collect primary data and hypotheses were tested by using mainly regression, correlation and descriptive analysis. The conclusion of the study revealed that there is statically significant impact of identified variables on brand trust. Hence, as the recommendations researchers suggested to increase effectiveness of factors affecting on constructing the brand experience towards the selected laptop brands.

Keywords: Brand experience, brand trust, laptop brands