

The Relationship between Brand Experience, Brand Personality and Customer Loyalty

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Abstract

The purpose of this research is to clarify and address how to measure a customer's brand experience in the fashion industry of Ho Chi Minh City, Vietnam so as to understand the impacts of brand experience and brand personality on customer loyalty as well as to suggest solutions to increase loyalty. This research uses data of 408 customers from fashion stores in Ho Chi Minh City and employs multiple analysis methods including descriptive statistics, Exploratory Factor Analysis (EFA), and Cronbach's Alpha to analyze the data. The final results confirm that brand experience and brand personality do play a indispensable role in the context of Vietnam's fashion market, because of their significant impacts on customer satisfaction and customer satisfaction. Finally, some managerial implications are presented based on the research findings.

Key words: brand experience; brand personality; customer satisfaction; customer loyalty; fashion

JEL classification: M31

1. Introduction

Along with the fast development of the intelligent technology industry, domestic and international fashion industries have also gained some remarkable achievements during the past decades with many new and strong brands offering anything from affordable to luxurious products. Due to this powerful development with diversified strategies, competition in the fashion industry has increased steeply and intensely. Therefore, the majority of fashion businesspersons concentrate on developing both wider and deeper product lines in order to accommodate strong

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market shares and creating more high-quality product, outstanding designs, and creative promotion campaigns.

With the recent increase in economic growth, integration, and globalization, customers' aesthetics in the fashion area have dramatically risen. Fashion consumers now have more complex product requirements, such as not only price and duration, but also specific personalities that fashion brands can bring to consumers, as well as suitability in different contexts from office to daily activities. This is a global trend and Vietnam has certainly followed along.

One problem, however, is that the country's domestic fashion merchandisers seem to be unaware of this global aspect or of their customers' demand. According to The Laborers, Vietnamese fashion brands for young consumers earn a relatively low market share compared to foreign competitors due to their poor quality, material, and models. This low market share is happening in all segments. For instance, in the low and medium segments, domestic brands have to compete intensely with brands from Thailand, China, and other sources of cheap and decent quality products. In the high-class segment, Vietnamese brands such as Nha Be, Viet Tien, and An Phuoc have built strong positions and reputations in the market, but the opinions of Vietnamese consumers on these brands vary. Moreover, when TPP (Trans-Pacific Partnership Agreement) is accepted, the current import taxes for garments will decrease from 20% to 0%, showing once again how domestic products may find it difficult to survive in such intense and inequivalent competition.

Domestic fashion manufacturers face several serious problems. First, domestic garment companies mainly focus on exporting to foreign markets and have neglected the local market for a long time. As a result, it is difficult for domestic brands to re-penetrate and build their reputation in their own country where consumers are too familiar with foreign brands that have higher quality than domestic brands in their point of view. Second, many sewing outsourcing factories and domestic manufacturers mainly developed under a high-quantity strategy only and did not invest in increasing product quality. Consequently, these companies can sell their products at a low price and gain a reputation in the international market for low price and mass production, but from the domestic consumers' perspective, these domestic brands are not a good choice due to low quality and lack of creative designs. In the current fashion industry, one of the most critical aspects to gain consumers' attention and consumption is that a fashion outfit must express consumers' own personality and characteristics. For that reason, brand managers and marketers in fashion companies need to learn more about the way consumers experience their products and their initial ideas about personality in fashion.

Many new concepts related to consumer's experience of a brand have been developed and measured during the past decades based on the brand literature, such as brand personality, brand community, brand trust, and brand love. However, the definition and measurement for brand experience have not gained enough attention from researchers and academics, whereas in marketing practices, marketers have recognized the importance of brand experience in developing marketing strategies for goods and services.

According to Brakus et al. (2009), brand experience has a direct influence on consumer behavior, specifically consumer satisfaction and loyalty, and an indirect impact through brand personality. Their study gained meaningful results in different fields such as computer, garment, footwear, automobile, magazine, and drink and presented strong evidence to reconsider the importance of brand experience in studying marketing, brand, and loyalty. Additionally, brand experience is a relatively new concept for Vietnamese consumers, but plays a critical role in the tight relationship between brand personality, brand experience, consumer satisfaction, and consumer loyalty. Therefore, the need to identify the impact level of brand experience directly on brand personality, consumer satisfaction, and loyalty or indirectly through brand personality is critical and urgent.

Based on these given gaps in the literature, this research is the first to identify the relationship between brand experience, brand personality, consumer satisfaction, and loyalty in the fashion market of Vietnam. Second, the research measures the direct and indirect impacts among these factors. Third, the research provides practical solutions for domestic fashion manufacturers in Vietnam to gain higher and more efficient business by increasing customer loyalty on domestic brands.

2. Theoretical Framework, Method, and Research Model

2.1 Theoretical Framework

2.1.1 Brand Experience

Brand experience refers to “subjective, internal consumer responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments (Brakus et al., 2009). Brakus et al. (2009) also found the four dimensions of brand experience: sensory, effective, intellectual, and behavioral. Sensory is considered to be an individual’s awareness of a product or service image that raises an emotion (Hulten, 2009). Effective is measured by the impression that consumers can gain from a brand and their emotion for that brand. Intellectual is the attractiveness of a brand and makes consumers curious to learn more about that brand. Behavioral appears when using the product, when the consumer is attracted through behaviors, manners, and initial personal experience (Brakus et al., 2009; Hulten, 2009). Brand experiences differ in strength and intensity; that is, some brand experiences are stronger or more intense than others. Similar to product experiences, brand experiences also differ in perspective; that is, some are more positive than others, and a few experiences may even be negative. In addition, some brand experiences happen suddenly without much reflection and are brief; others happen more deliberately and last longer. After some time, these durable brand experiences, stored in consumer memory, may influence shoppers’ satisfaction and loyalty (Oliver, 1993).

Customers’ brand experience includes consumers’ knowledge and their familiarity with a typical company brand or product brand category. Users’

experience with a brand has a greater effect than products' features and elements. It definitely create a more meaningful image and is more crucial, which can yield more prominent client trust in the brand. If the level of consumers' brand experience, then it has been proposed that their probability to categorize brands by qualities and attributes is improved (Ha and Perks, 2005). Similarly, many scholars have argued that brand experience should be examined especially in the relationship with customers' emotions (Bal et al., 2009; Martensen et al., 2007). Researchers have illustrated that the purchasing actions of consumers can help companies create a full feeling reaction in customers' mind and build up a passionate connection with them. In addition, it is also suggested that brand experience can be enhanced by stimulating consumers' sense and engaging them in an active manner.

2.1.2 Brand Personality

Brand personality is the collection of human characteristics attached to a brand. Brand personality is defined formally here as "the set of human characteristics associated with a brand". In contrast to "product-related attributes" which tend to serve a utilitarian function for consumers, brand personality tends to serve a symbolic or self-expressive function (Keller, 1993). According to Keller (1993), brand personality is the opposite of "related product attribute" and serves as a convenient function for consumers. Aaker (1997) also defined brand personality as an aggregation of human attributes that are attached to a brand; therefore, brand personality is akin to a human with characteristics such as ruggedness, excitement, competence, or sophistication. Plummer (2000) suggested that brand personality has an important role in understanding a consumer's brand choice. Indeed, while competitors can easily copy a product's apparent characteristics, a characteristic representing strong brand recognition and personality is valuable and critical to building up brand equity (Van Reko et al., 2006).

One of the most used models to measure brand personality is proposed by Aaker (1997). She developed a theoretical framework for brand personality by identifying the quantity and nature of brand personality measurement, and the results of Exploratory Factor Analysis (EFA) confirmed that brand personality includes five main factors (or the Big Five): ruggedness, excitement, competence, sophistication, and sincerity. Sincerity is a collection of characteristics related to down-to-earth, honest, wholesome, and cheerful. Excitement can be represented by daring, spirited, imaginative, and up-to-date. Competence can be measured by reliable, intelligent, and successful. Sophistication is upper class and charming. Finally, ruggedness is featured by outdoorsy and tough. Since their birth, Aaker's (1997) findings about the five dimensions of brand personality have been replicated, utilizing different shopper brands with various product categories and across different cultures (Aaker et al., 2001).

Fashion brands convey their identities or personalities specifically through the apparel things or items themselves, or indirectly through advertising, store physical facilities and design, shopping centers, and so forth. For example, Levi Jeans and Victoria's Secret evoke a feeling of excitement, fashionable, shopaholic, young, and

active. The fit between a fashion brand's personality and the purchaser's personality may have essential managerial implications (Rageh and Spinelli, 2012). For instance, it has been contended that brand personality contributes a lot to brand equity (Aaker, 1992) and may prompt a more positive assessment of the brand by the purchaser. Hence, by purchasing a fashion brand that has something in common or is similar to the shopper's personality, he/she is conveying something about him/herself (Aaker, 1997; Keller, 1993).

2.1.3 Consumer Satisfaction

This concept has been studied for a long time with various versions of definitions. Consumer satisfaction can be considered as a mediator in studying consumers' past experience and explaining post-purchase behavior such as complaining, worth-of-mouth, and repurchase intention (Brakus et al., 2009). According to Voss, Parasuraman, and Grewal (1998), consumer satisfaction involves feedbacks and reactions about the difference between actual experience after using a product/service and the expectation before using it. When their actual experience is higher than their expectation about a product/service, consumers will be pleased and satisfied. Kotler (2000) also indicated that consumer satisfaction is a consumer's satisfaction or disappointment resulting from comparing the reality and expectation of using a product/service. Customer satisfaction therefore is based on one's knowledge of the product/service, which formulates subjective opinions about the individual and is based on the buying experience. After purchasing and using products or services, customers can make a comparison between the actual value brought and their expectation before using. When the expected level is higher than the actual level received, the customer will feel dissatisfied; and vice versa, when the actual value is higher, the customer will feel satisfied and accompanied. The satisfaction is pleasant, comfortable, and stimulating (Kotler, 2000).

Szymanski and Henard (2001) investigated the outcomes of customer satisfaction and summarized that there are three consequences of customer satisfaction: complaining behavior, negative word of mouth (WOM), and repurchase intentions. First, consumers' tendency to complain to sellers usually appears when they have a problem relating to products or services leading to dissatisfaction. In other words, given the proper ability and motivation, as well as a favorable alignment of perceived costs, benefits, and assessments of success in regard to complaining, the expectation is that less dissatisfaction would be manifested in less complaining to sellers. The second consequence of customer satisfaction is negative WOM behavior, which is another platform of complaining behavior. Consumers disappointed in products/services have motivations for telling potential buyers about a dissatisfying experience to gain sympathy from others and convey to others not to buy. Finally, the last result of customer satisfaction is repurchase intention. Oliver (2014) discussed loyalty as an outcome of satisfaction. He suggested three phases of satisfaction – cognitive, effective, and conative – that culminate in action loyalty such as repeat buying.

2.1.4 Consumer Loyalty

Loyalty represents the level of consumer repurchase intention of products from specific brands (Gremler & Brown, 1996). Consumer loyalty is based on the real purchase behavior of consumers, measured by the number of times they buy products. Consumer satisfaction is considered as the most important factor to identify consumer loyalty. Customer loyalty to a brand is defined based on the actual buying behavior of the consumer. Actual buying behavior is measured by the number of purchases or total purchases. Oh and Fiorito (2002) built customer loyalty toward a brand and showed that there are four categories: behavior, attitude, multi-brand loyalty, and overall loyalty. Copeland (1923) indicated that loyalty is the final stage of consumer attitude with a specific product/brand. At this point, consumers will not use or accept any alternative products. Consumer loyalty can be measured from two perspectives: behavior and attitude; and there are three main issues: I will buy this product if I have demand, I will introduce this product to my friends and relatives, and I will wait to buy this product if it is not available now.

Loyalty can be of significant incentive to both clients and the firm. Clients or customers are willing to invest their loyalty in a business that can convey better self-esteem relative to the offerings of competitors (Yang and Peterson, 2004). When they are faithful to a firm or products/services, buyers may limit time spent on seeking, finding, and assessing purchasing choices. Likewise, consumers can stay away from the learning procedure that may devour time and effort to become familiar with a new seller. Customer loyalty is one noteworthy driver of achievement in the fashion market (Rageh and Spinelli, 2012). Faithful customers frequently will, after some time, acquire significant incomes and request less time and consideration from the organizations they patronize. Numerous customers are inclined to forgive customer-service mishaps, show decreasing sensitivity to price, and deliver positive word-of-mouth about the business to others. Thus, loyal customers play a crucial part of sustained development and benefit and are a solid resource (Anderson and Mittal, 2000).

2.1.5 The Relationship among Brand Experience, Brand Personality, Consumer Satisfaction, and Consumer Loyalty

Brand experience impacts consumer behavior directly and indirectly. If a brand allows the consumer to experience the product, then satisfaction can be formed and followed by the increase of consumer loyalty. Fazio and Zanna (1981) indicated that an attitude initiated from direct behavior or experience is easier to arise than an attitude initiated from information or other indirect behavior. Chang and Chieng (2006) also investigated the impact of brand experience and brand personality on brand relationship. However, their study did not include many brands, but just focused on coffee shops in Shanghai and Taipei and mainly measured one scale of brand personality (Charming).

2.1.6 Previous Studies on Brand Experience and Brand Personality

Brand experience has been recently studied and there are two highlight types of research. The first study by Brakus et al. (2009) indicated that the measurement scale for brand experience should address the relationship among brand experience, brand personality, satisfaction, and loyalty. As shown in the results, brand experience has a stronger impact on actual purchase behavior than brand personality does. Therefore, this result reflects the nature of consumers' brand experience. Another study on brand experience is developed by Chang and Chieng (2006). They took a new perspective about consumers, starting with experience. The authors compared different consuming cultures by investigating consumers at a series of coffee shops in Shanghai (China) and Taipei (Taiwan). As a result, individual experience does not have a positive and significant impact on the general experience, and so brand managers should focus more on designing effective campaigns to create the ultimate individual experience.

There are also two remarkable types of research that have studied the concept of brand personality. Aaker (1997) became the leader in this area by building the measurement scale for brand personality based on human characteristics with highly reliable and meaningful results. The results of that paper suggested that brand personality has five components: ruggedness, sophistication, competence, excitement, and sincerity. One paper investigating brand personality is the research of Geuens et al. (2009). This paper also targets on forming a new measurement scale for brand personality. The results of this paper also indicate five components for brand personality, but are different from the previous scale of Aaker (1997), including activity, responsibility, aggressiveness, simplicity, and emotionality.

2.1.7 Proposed Research Model

Based on the previous research studies on brand experience and brand personality, this study proposes the following research model as shown in Figure 1, which is mainly inherited from Brakus et al. (2009) with some adjustments in measuring brand experience.

The suggested model includes six hypotheses as follows:

H1: Brand experience has a positive impact on consumer satisfaction

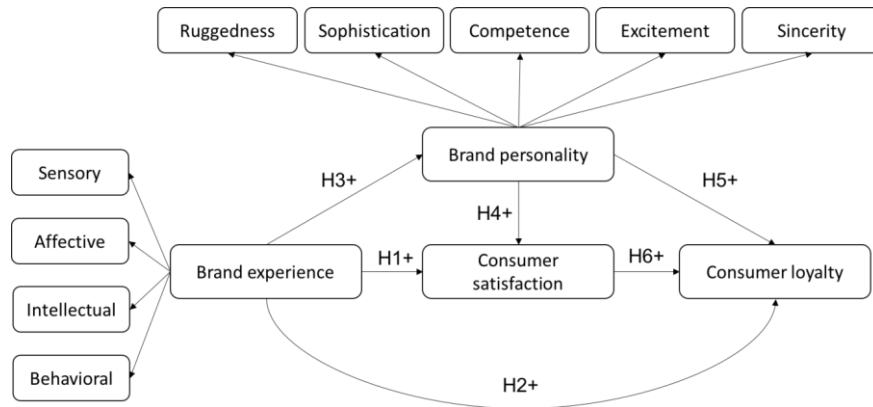
H2: Brand experience has a positive impact on consumer loyalty

H3: Brand experience has a positive impact on brand personality

H4: Brand personality has a positive impact on consumer satisfaction

H5: Brand personality has a positive impact on consumer loyalty

H6: Consumer satisfaction has a positive impact on consumer loyalty

Figure 1. Proposed Model

2.2 Research Methodology

2.2.1 Research Methodology

This study conducts the research in two stages: qualitative analysis to adjust the theoretical model and complete the measurement scale through exploratory analysis or preliminary analysis, while quantitative analysis collects, handles, and analyzes the data and checks the scale. The purpose of qualitative research is to correct and revise all items measuring the research concepts through group discussion techniques. The subjects selected for the interview include 20 participants divided into 5 groups (according to the 5 fashion brands of Viet Tien, An Phuoc, Nha Be, PT2000, and Ninomaxx). The interviewees live in Ho Chi Minh City. They are 10 males and 10 females with different occupations such as teachers, office workers, managers, self-employers, housewives, and others. The preliminary questionnaire is developed from the scale of previous researchers. The results of the qualitative analysis show that the questions to measure factors' sensory, competency, and sophistication need to be adjusted to adapt to the context in Vietnam. The results of the qualitative analysis are used to form the questionnaires for the next stage of quantitative analysis.

The quantitative study is conducted after the completion of qualitative research. The respondents are the customers of many fashion brands whose ages are from 16 to 55. Questionnaires are distributed through two channels: the first way is that the interviewer approaches the customers in fashion stores and asks them to answer the questionnaire; while the other way is to share the questionnaire on the Internet. The interviewees must be people who have already experienced buying products like clothes during the last 3 months. The sample is collected by the convenient method of sampling or non-probability sampling technique. The total number of

questionnaires received was 525, of which 236 and 289 were online and direct questionnaires, respectively. After rejecting incorrect forms such as missing information, the number of acceptable online questionnaires was 161, whereas the figure for direct survey was 247. Therefore, the sample size of this study is 408 (77.71%). Information about the sample is shown in Table 1. In quantitative analysis, quantitative methods such as Cronbach's Alpha coefficient test, Exploratory Factor Analysis (EFA), and Structural Equation Modeling (SEM) were applied herein. Cronbach's Alpha and EFA test the reliability and suitability of the scale used.

2.2.2 Research Sample

According to Hair et al. (2010), in order to apply the Exploratory Factor Analysis, an item needs to have at least five samples. Additionally, Tabachnick et al. (2001) also suggested that the sample size has to follow this formula:

$$n \geq 8m + 50$$

with n = sample size

m : number of items

Therefore, because this model has 37 items, the minimum sample size should be 346 interviewees (each brand has 69 people answering the questionnaire). The sample is collected by the convenient method of sampling or non-probability sampling technique. Table 1 lists the descriptive statistics of the surveyed sample.

Table 1. Description of Surveyed Sample (Descriptive Statistics)

Group	Criterion	Frequency	Percentage
Gender	Male	146	35.80
	Female	262	64.20
Age	16 – 25	160	39.20
	26 – 35	134	32.80
	36 – 45	75	18.40
	46 - 55	39	9.60
Income	0 – 5 million (VND)	68	16.70
	5 – 10 million (VND)	172	42.20
	10 – 15 million (VND)	96	23.50
	15 – 20 million (VND)	53	13.00
Occupation	Above 20 million (VND)	19	4.70
	Manager	104	25.50
	Office executive	117	28.70
	Private business	80	19.60
	Teacher	69	16.90
	Housewife	20	4.90
Brand	Others	18	4.40
	Viet Tien	64	15.70
	An Phuoc	108	26.50
	Nha Be	60	14.70
	PT2000	95	23.30
	Ninomaxx	67	16.40
Total	Other	14	3.40
		408	100

2.2.3 Scale Establishment

Table 2 illustrates the scale of the research model. The scale of Likert 5 points is applied: from 1 – “Strongly disagree” to 5 – “Strongly agree”.

Table 2. The Scale of Factors in the Proposed Model

CODE	DESCRIPTION VARIABLE	SOURCE
Brand Experience		
GiacQuan3	The store of this brand is clean and clear.	
GiacQuan4	The sound of the store makes me feel comfortable.	
GiacQuan5	The store employees are happy and polite.	
GiacQuan6	The store employees understand their products.	Hulten (2011); Brakus et al. (2009)
GiacQuan7	The products have eye-catching packing.	
GiacQuan8	The product’s material is comfortable (soft).	
GiacQuan9	The logo brand impresses my visual sense.	
TinhCam1	This brand makes a strong impression on my visual sense or other senses.	Edell and Burke (1987); Izard (1978); Plutchik and Kellerman (1989); Richins (1997)
TinhCam2	I find this brand interesting in a sensory way.	
TriTue1	This brand stimulates my curiosity and problem-solving.	Guilford (1956); Smith and Yang (2004)
TriTue2	I engage in a lot of thinking when I encounter this brand.	
HanhVi1	I engage in physical actions and behaviors when I use this brand.	Helman and De Chernatony (1999); (Solomon, 2004)
HanhVi2	This brand results in bodily experiences.	
Brand Personality		
ChanThanh1	For me, this is a practical brand.	
ChanThanh2	For me, this is truthful brand.	
ChanThanh3	For me, this is a healthy brand.	Aaker (1997)
ChanThanh4	When I use this brand, I feel happy/comfortable.	
SoiNoi1	When I use this brand, I feel active.	
SoiNoi2	When I use this brand, I feel powerful (mentally).	
SoiNoi3	When I use this brand, I feel trendy.	Briggs (1992)
SoiNoi4	For me, this is a creative brand.	
BanLinh1	For me, this is a successful brand.	

BanLinh2	When I use this brand, I feel truthful.	
BanLinh3	When I use this brand, I feel wise.	
TriTue1	This brand's products are beautiful and charming.	
TriTue2	When I use this brand, I feel I have high social position.	
NangDong1	When I use this brand, I feel strong and firm.	
NangDong2	This product brand is suitable for outdoor activities.	
Consumer Satisfaction		
STM1	This product brand is fashionable.	
STM2	I am satisfied about the quality of this product brand.	Chandrashekar et al. (2007); Oliver (1993)
STM2	The quality of this product is suitable with its price.	
Consumer Loyalty		
LTT1	I will buy this brand in the future when I have demand.	
LTT2	I will introduce this brand to my friends and relatives.	Anderson and Sullivan (1993); Mittal and Kamakura (2001); Oliver (2014)
LTT3	When I run out of this product brand, I will continue to buy other products from this brand.	
LTT4	When this product is not available, I'm willing to wait for purchasing.	

3. The Empirical Results

3.1 Testing the Statistical Reliability of the Scale

From 37 items at the beginning, after Cronbach's Alpha analysis, six items with Corrected Item-Total Correlations lower than 0.3 have been deleted. All the 31 remaining items have Cronbach's Alpha higher than 0.7 and Corrected Item-Total Correlations higher than 0.3; therefore, these 31 items have satisfied the statistical reliability requirement. Table 3 shows the results of Cronbach's Alpha for all 37 items of this research model.

Table 3. The Results of Testing Statistical Reliability of the Scale

Factors	Number of variables	Cronbach's Alpha (before deleting variables)	Number of deleted variables	Cronbach's Alpha (after deleting variables)	Remaining variables
Sensory (GiacQuan)	9	0.816	4	0.886	GiacQuan3, GiacQuan4, GiacQuan7, GiacQuan8, GiacQuan9
Affective (TinhCam)	2	0.771	0		TinhCam1, TinhCam2
Intellectual (TriTue)	2	0.906	0		TriTue1, TriTue2
Behavioral (HanhVi)	2	0.873	0		HanhVi1, HanhVi2
Sincerity (ChanThanh)	4	0.676	1	0.846	ChanThanh1, ChanThanh2, ChanThanh4
Excitement (SoiNoi)	4	0.806	1	0.868	SoiNoi1, SoiNoi3, SoiNoi4
Competency (BanLinh)	3	0.844	0		BanLinh1, BanLinh2, BanLinh3
Sophistication (TinhTe)	2	0.886	0		TinhTe1, TinhTe2
Ruggedness (NangDong)	2	0.815	0		NangDong1, NangDong2
Satisfaction (STM)	3	0.836	0		STM1, STM2, STM3
Loyalty (LTT)	4	0.860	0		LTT1, LTT2, LTT3, LTT4

3.2 Testing the Statistical Reliability of the Scale and Exploratory Factor Analysis (EFA)

The results of EFA show that the KMO coefficient = 0.735 ($0.5 \leq \text{KMO} \leq 1$), the value of Chi-square statistics of Barlett's test is 4,809.091 at Sig = 0.000, and that these ratios mean that all observed variables correlate and that EFA is accepted. Moreover, all the factor loading coefficients are higher than 0.5 and Average Variance Extracted (AVE) is 80.237% (higher than 50%), indicating that 80.237% of the data's variation is explained by nine independent factors. The results of EFA are in Table 4.

Table 4. EFA's Results

Variable	Factor								
	1	2	3	4	5	6	7	8	9
GiacQuan7	0.836								
GiacQuan3	0.796								
GiacQuan4	0.790								
GiacQuan9	0.756								
GiacQuan8	0.731								
SoiNoi1		0.870							
SoiNoi4		0.814							
SoiNoi3		0.806							
BanLinh3			0.899						
BanLinh1			0.781						
BanLinh2			0.722						
ChanThanh2				0.862					
ChanThanh4				0.797					
ChanThanh1				0.741					
TriTue2					0.915				
TriTue1					0.910				
TinhTe1						0.923			
TinhTe2						0.861			
HanhVi2							0.938		
HanhVi1							0.816		
NangDong2								0.857	
NangDong1								0.806	
TinhCam2									0.798
TinhCam1									0.787
Eigenvalues	4.381	3.361	2.666	1.774	1.654	1.537	1.457	1.305	1.121

KMO = 0.735 > 0.5, Bartlett's Test, Chi-Square statistics = 4809.091, Sig.= 0,000 < 0.05, AVE = 80.237.

3.3 Structural Equation Modeling

In the result of SEM, Chi-square/df = 1.269 (< 2); TLI = 0.980; CFI = 0.982 (> 0.9); RMSEA = 0.026 (< 0.08); and NFI = 0.923 (> 0.9). These values indicate that SEM is appropriate for the market data.

The results of the correlation coefficients indicate that the variables Affective and Behavioral have the strongest impacts on brand experience with average correlation coefficient = 0.514 = (0.503+0.525)/2 and 0.455 = (0.448+0.461)/2, respectively. Additionally, the variables Sincerity and Competence have the highest impact on brand personality with average correlation coefficient = 0.567 = (0.556+0.573+0.571)/3 and 0.529 = (0.552+0.506+0.530)/3, respectively. Figure 2 illustrates the results of SEM, and Table 5 shows the results of hypotheses' testing.

Figure 2. Results of SEM

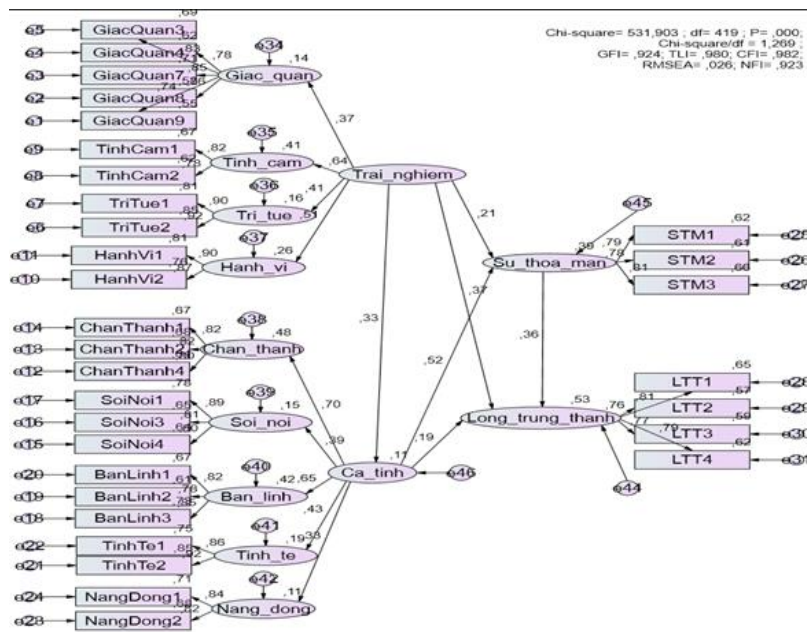


Table 5. Results of Hypotheses' Testing

Hypothesis	Correlation coefficient	Sig.	Conclusion
H1: Brand experience has positive impact on consumer satisfaction	0.328	0.002	Accepted
H2: Brand experience has positive impact on consumer loyalty	0.211	0.014	Accepted
H3: Brand experience has positive impact on brand personality	0.373	0.000	Accepted
H4: Brand personality has positive impact on consumer satisfaction	0.519	0.000	Accepted
H5: Brand personality has positive impact on consumer loyalty	0.185	0.022	Accepted
H6: Consumer satisfaction has positive impact on consumer loyalty	0.360	0.000	Accepted

By analyzing the surveyed data, the proposed hypotheses have been investigated and the results indicate that all hypotheses are accepted with reliability higher than 95% (Sig < 0.05). All of the correlation coefficient values are higher than 0, indicating positive effects, and this result is suitable as in the previous study of Brakus et al. (2009).

4. Conclusion and Recommendation

4.1 Conclusion

This study applies quantitative and qualitative research methods to examine the relationship between brand experience, brand personality, customer satisfaction, and customer loyalty in the context of the fashion market in Vietnam. Research findings confirm the model demonstrating the relationship between brand experience, brand personality, satisfaction, and customer loyalty developed by Brakus et al. (2009) is accepted in Vietnam. This study provides more knowledge related to customer loyalty through two important factors: Brand Personality and Brand Experience. The Brand Experience factor is a relatively new concept in Vietnam and does not receive equivalent consideration from marketing executives and brand managers. Customer satisfaction is the most important factor influencing customer loyalty (Copeland, 1923). This research finds that customer loyalty is influenced not only by customer satisfaction, but also by brand personality and brand experience. The results also confirm that brand experience plays an indispensable role in marketing research. Brand experience further influences customer loyalty and has a direct impact on brand personality and customer satisfaction. Moreover, brand experience also has an indirect impact on customer loyalty through brand personality and customer satisfaction. Brand personality also plays a very important role in customer loyalty research, while brand personality has a direct impact on customer satisfaction and customer loyalty. This research also concentrates on studying the value of emotion and human senses on brand experience. In general, this paper enhances the literature about brand experience, brand personality, and the

relationship between these two factors and customer satisfaction as well as customer loyalty.

4.2 Recommendation

4.2.1 Investing in Brand Experience

With the aim to increase customer loyalty with fashionable products, a company needs to first help facilitate customers to experience or use their products, because when they have a chance to use products, they will understand the emotion value, gain more knowledge, and recognize and memorize company's products. To implement this idea, companies can launch promotions such as giving free samples and recording consumers' information. After using the samples, consumers can give feedbacks about their experience with these products and the companies can also gain more information about product quality as well as customer satisfaction and brand personality. When customers' feedbacks are positive, which means the products have gained a good impression on the customers, purchase intention can be formed in the future and customer loyalty will eventually increase.

4.2.2 Focusing on Brand Personality

In order to attract customers to buy and use products of a specific brand, factors such as design, model, and style are critical. Therefore, companies need to invest reasonably in the design stage to clearly express their brand personality and then launch their promotion campaigns based on the mainstream of their brand personality. For instance, regarding fashion products for young consumers, their style needs to express activeness, enthusiasm, and creativity, and their model has to be diversified and trendy. At the same time, the design for office fashion has to signify luxury and elegance with delicate colors, with simple models still expressing consumers' own personality.

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