

CROSS-CULTURAL PERSPECTIVES ON BRAND EXPERIENCE AND PURCHASE INTENTION: A SYSTEMATIC LITERATURE REVIEW

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Abstract

This study reviews brand experience on Purchase intention from 2013 to 2023. The study adopts approach content analysis to reveal the current research trend of brand experience. The goal of this study is to provide an exhaustive analysis and synthesis of the academic literature on brand experience. Using the Scopus and Web of sciences database, we retrieve 73 documents from 38 journals. This review was reported according to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. The analysis covers significant information concerning empirical versus conceptual studies, industry focus, country of study, research design, data analysis methods, and characteristics of respondents. Our understanding of the connection between brand experience and purchase intention in cross-country scenarios is enhanced by the findings of these studies. They highlight the complex nature of the 'country image' concept and the importance of considering both cognitive and emotive factors when shaping consumer perceptions and beliefs. Overall, this systematic evaluation of the literature provides insights into how brand experience influences consumers' propensity or intention to make global purchases. These insights can assist firms in customizing their brand experiences to various cultural contexts and in informing marketing strategies.

Keywords: brand experience, purchase intention, willingness to buy, willingness to pay, cross culture

JEL: M21, M31,

Introduction

Brand experience is the combination of emotional, attitudinal, and cognitive responses induced by brand-related incentives, including representations of brand design, identity, packaging, and brand communications. Brand experience can be a result of different conditions of consumer actions, such as consumers searching for, shopping for, and consuming brands. Therefore, a wide range of behaviors, such as search, purchase, consumption, consumer's exploration, and product evaluation, refer to the brand experience (Schmitt & Zarantonello, 2009).

Several studies show that brand experience affects purchase intention. Because the purchase intentions are the reasons for the customer's purchase of particular brands (De Villiers et al., 2018). Purchase intention is a consumer's plan to purchase a particular product or service (Maharani et al., 2020). In our day, the relationship between brand experience and purchase intention is a significant aspect of consumer behavior research. The study of brand experience is still in its early stages, so it needs to be examined to see how it relates to consumers' intentions to buy (Pallant et al., 2022).

Aim of Research

As a result, this systematic literature review will contribute to the existing body of knowledge by synthesizing and analyzing cross-cultural perspectives on brand experience and purchase intention. Accordingly, the goals of this study are to: (1) provide a general understanding of brand experience across a variety of areas, such as the distribution of articles across major journals, time period, the environment of the study and type of data, industry and country focus, and (2) provide a general understanding of brand experience and purchase intention.

Materials and methods

Study Design

A systematic literature search was conducted, including articles published between January 1, 2013, and February 1, 2023. This review was reported according to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. The PICOS framework, which stands for population, intervention, comparator, outcomes, and study design, was followed, consistent with the approach of the previous systematic review. PICO criteria served as the basis for sorting out the literature.

- Participants: Consumers in various industries
- Interventions: Brand experience
- Comparisons: N/A
- Outcome: Purchase Intention, Willingness To Buy, Willingness to Pay

Search Strategy

The systematic literature search was performed using the Scopus and Web of Science databases. The search strategy included a combination of keywords “brand experience” and “purchase intention” to conduct a systematic review following the PRISMA.

Eligibility Criteria

Selection criteria, including inclusion and exclusion criteria, were applied to the search results. Studies were considered eligible if they met all of the following conditions: were published in English; investigated the relationship between brand experience and purchase intention; explored the influence of, or interventions related to, brand experience on purchase intention; employed a case study or experimental design; were available in open access; and were published in peer-reviewed journals. The exclusion criteria for the search process included: review articles, commentaries, editorials, books, non-open access articles, and articles not written in English. Additionally, studies that did not include interventions related to brand experience or purchase intention were also excluded from the analysis.

Study Selection

Two independent reviewers (MM and NA) screened the titles and abstracts of all identified articles for eligibility using preset inclusion and exclusion criteria with Rayyan AI software. The data extraction process included information on study design, participant characteristics, intervention details, outcomes, and limitations. Any disagreements were resolved through discussion and consensus. The next stage involved screening using the full texts of potentially eligible articles, reviewed by the same two reviewers (MM and NA) using the same criteria. The final stage involved determining which data to be analyze

Result

Flowchart Diagram

Based on the data presented in the flowchart diagram (Figure 1), a total of 121 articles were identified from databases, including Scopus ($n = 67$) and Web of Science ($n = 54$). This flowchart diagram outlines the process of conducting a scoping review to explore the correlation between brand experience and purchase intention. The review was based on a search of two databases using the keywords "brand experience" and "purchase intention, willingness to buy, or willingness to pay." After removing duplicate records ($n = 48$), 73 records were screened for eligibility based on their titles and abstracts. Of these, records were excluded based on criteria such as type or review ($n = 3$) or not being related to the research question ($n = 17$).

Fifty-three reports were assessed for eligibility for full-text screening based on their relevance to the research question and inclusion criteria. Four reports were excluded because they did not meet the inclusion criteria, including not being irrelevant ($n = 15$) and not being open access ($n = 1$). Finally, 38 studies were included in the scoping review based on their relevance to the research question and inclusion criteria. The inclusion criteria for this scoping review were studies that focused on influence, intervention, case studies, and conference proceedings, while the exclusion criteria were reviews, commentaries, editorials, books, newspapers, non-open access, and non-English publications.

Analysis of Correlations between Brand Experience and Purchase Intention

The studies consistently found a positive correlation between brand experience and purchase intention. Specifically, a positive brand experience was found to increase customers' brand attitude, satisfaction, loyalty, and perceived value, which in turn leads to higher purchase intentions. Furthermore, the studies highlighted the importance of various factors that influence the relationship between brand experience and purchase intention, including willingness to buy, willingness to pay, brand personality, multi-sensory marketing, and online customer reviews (see Table 1). The majority of studies are from Asian countries, i.e., China, India, Taiwan, Pakistan, South Korea, Indonesia, Malaysia, and Japan. We also have seven studies from European countries, two studies from Africa, and five studies from America.

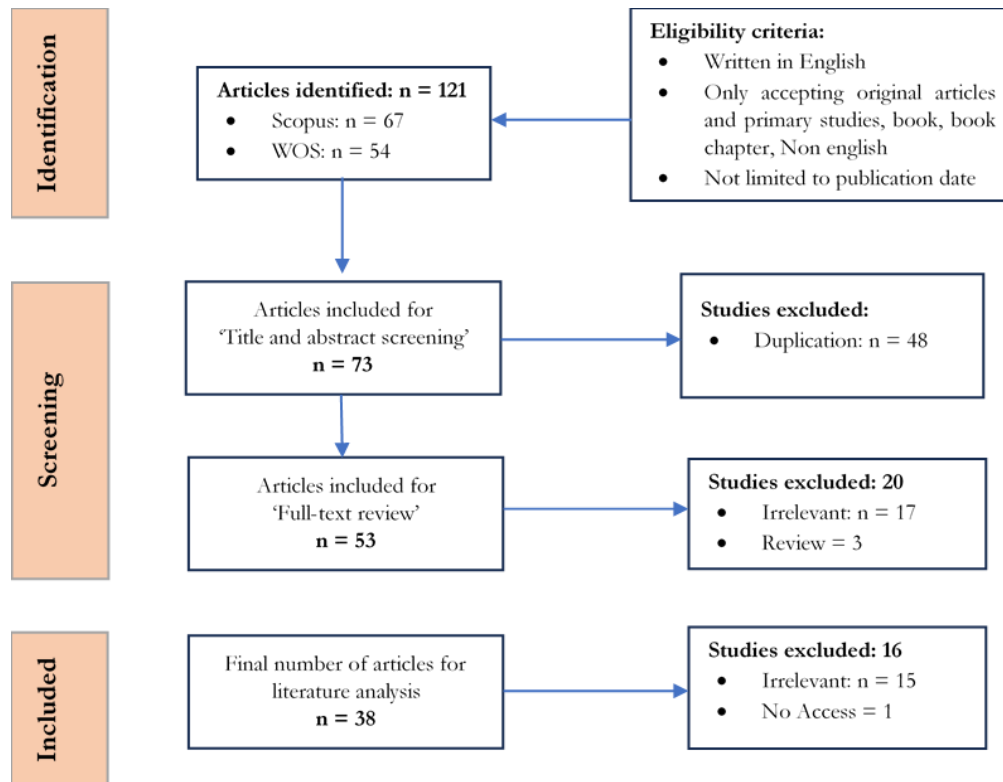


Figure 1. SR under the PRISMA-P protocol

Source: Prisma-P protocol, 2015

Asian Countries

Based on the metadata obtained from the Scopus and web of science database, authors from 21 countries in Asia have authors published on Brand experience and purchase intention issues. Figure 2 shows the 21 countries with the highest number of authors China has the most author publication, with 7 papers, followed by South Korea with 4 papers, India and the Malaysia come next, each with four papers, Japan, Australia and Indonesia have same position with 1 papers.

Brand experience and purchase intention have been studied in various cultural contexts, including Asian countries. Researchers have explored the relationship between brand experience and purchase intention in countries such as China, Malaysia, India, and Iran. Studies from East Asia and China found that the positive influences of sensory advertising experience on user behavioral responses via the serial mediation of empathy and altruistic motives (Li et al., 2023). Moreover, other Chinese studies found that the correlation between entertainment experience, interactive experience, and purchase intention is driven by consumer brand attachment (Zhuo et al., 2022) and also, research in China found that brand experience dimensions have a positive effect on perceived brand authenticity (predominantly sensory and intellectual experience), which forecasts customer loyalty (repurchase intention, word of mouth, and willingness to pay more) (Safeer et al., 2021). Qi & Yon, (2020) found that multi-channel integration service quality has a positive impact on purchase intention, brand experience, and brand trust, and in turn, purchase intention is facilitated by that multi-channel integration service quality, brand experience, and brand trust (Qi & Yon, 2020). In South Asia, India (Joshi & Srivastava, 2020a) found that customer engagement and social influence are strong predictors of purchase intention towards green apparel products in India, with brand experience positively influencing purchase intention and this relationship mediated by customer engagement.

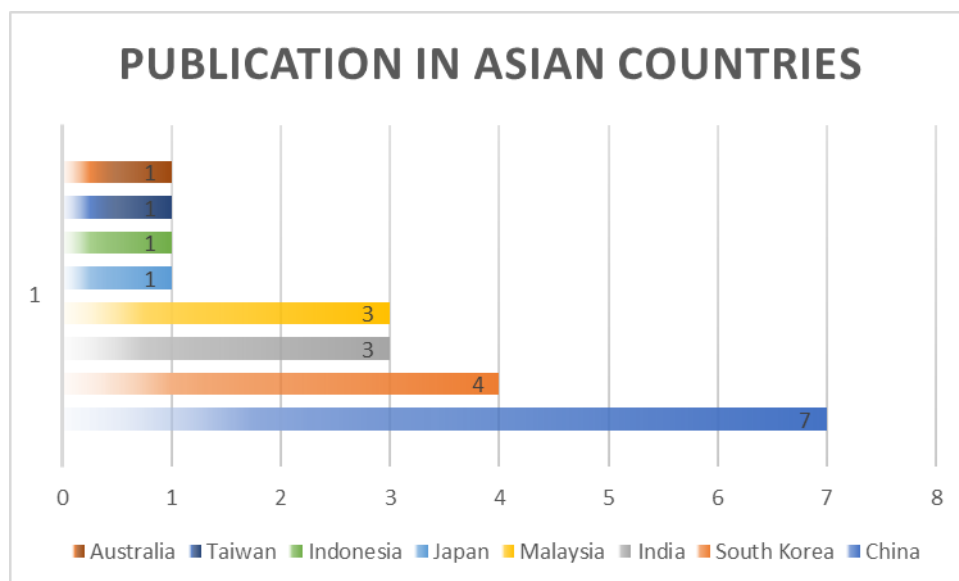


Figure 2: The number of Publication in Asian Countries Trend of Brand Experience & Purchase Intention

Beside that Fathima M. S et al (2022) found that the theory of consumption values and flow are key factors of online brand experience, and online brand experience positively influences satisfaction and purchase intention (Fathima et al., 2023). Furthermore, a study in Southeast Asia Malaysia found that brand experience is a key factor in brand love, and in turn, it impacts trust, satisfaction, and loyalty significantly (Khan et al., 2021). Another Malaysian study by KY Koaya et al. explains the relationship between perceptions of social media marketing activities (SMMA) and purchase intention through the mediating influence of brand trust, brand experience, and brand love. While in West Asia, Iran investigates how the sensory experience of a brand influences consumers' willingness to pay (WTP) for a price premium by developing and empirically validating a conceptual model that found that brand equity was directly and indirectly (through word of mouth) responsible for the WTP of a price premium (Farzin et al., 2023).

European Countries

Based on the results of processed research data in European countries, Figure 3 shows 5 countries with the highest number of authors, Italy and Portugal has the most author publications, with 2 papers, followed by Germain, Spain and United Kingdom with 1 papers.

Our research revealed several studies conducted in European countries. Our research reveals several studies conducted in European countries. Research conducted by Zarantonello and Schmitt (2010) investigated the development of consumer types with different empirical profiles and differences in attitudes towards intentions (Schmitt & Zarantonello, 2009). This study found that there is a typology of consumers who prefer the attractiveness of different experiences, such as holistic consumers, who are interested in all aspects of the experience, and utilitarian consumers, who are less concerned with the brand experience. Two studies from Portugal show that sensory stimulation plays a crucial role in enhancing brand experience and equity, leading to increased purchase intentions among consumers. Furthermore, they examined the process that leads to resilience to

negative information and purchase intentions in a digital environment and found a positive correlation between resilience to negative information and purchase intentions (Qi & Yon, 2020). Research conducted in the United Kingdom on brand design based on consumers emotional experience in the era of 5G new media pointed out that the new brand design is not only a formal innovation or a change in the brand marketing strategy but should aim to create a new brand visual image and enhance the emotional experience of consumers. This study found that as a form of new media, 5G new media not only creates a new design environment for brand building but also reveals new design needs (Li, 2022). Enterprises should accelerate brand recognition, use brand design to convey emotional tone, touch consumers' spiritual needs, arouse their emotional resonance, and then deepen consumers' interpretation of the brand. In today's increasingly fierce market competition, cost performance and service are no longer the only competitive advantages of brand enterprises, and consumers pay more attention to the emotional value of the brand.

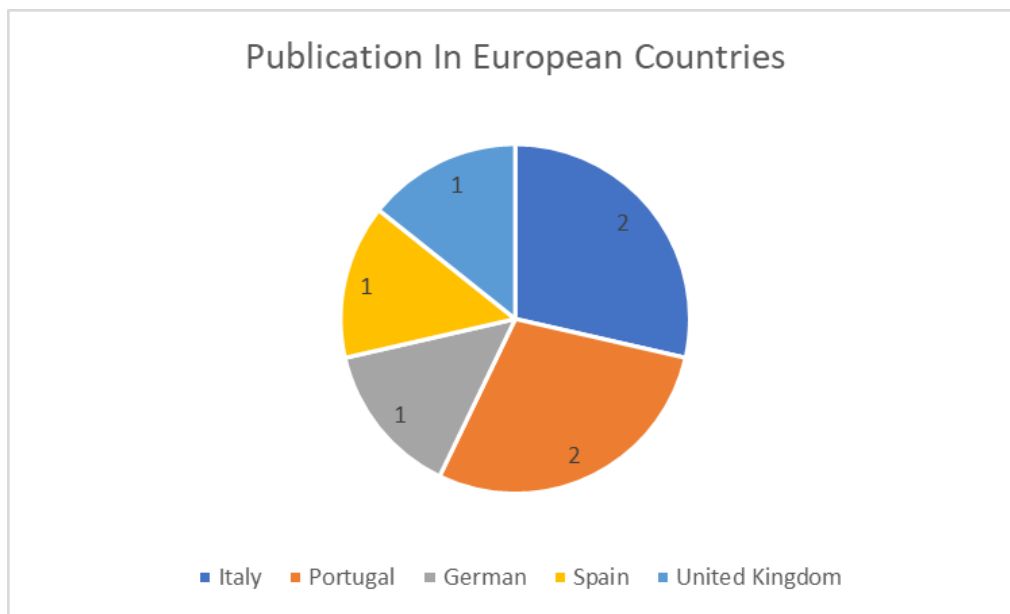


Figure 3: The number of Publication in European Countries Trend of Brand Experience & Purchase Intention

From several studies presented in the table, we can draw the conclusion that brand experience plays a crucial role in influencing purchase intention among consumers in European countries. More specifically, the studies suggest that sensory stimulation, emotional experience, and brand personality are important factors that contribute to enhancing the brand experience and ultimately influencing consumers' purchase decisions. The findings also highlight the need to consider brand design and communication strategies to convey emotional tone and meet consumers' spiritual needs, as well as the importance of creating a remarkable and memorable experience for customers through products, services, environment, and decor. In today's market competition, emotional value and resilience to negative information have become crucial aspects of brand competitiveness. Therefore, it is important for marketers to focus on building a strong brand experience that positively affects consumers' senses and emotions, leading to increased brand equity and purchase intentions.

African & Arabic country

The study conducted in South Africa shows that multi-sensory marketing positively impacts consumers' brand attitude, experience, and purchase intention in the fashion industry. The researchers recommended that the positive effect of store environment on consumers's brand attitudes, purchase intention, and brand experience in the fashion retail industry (De Villiers et al., 2018). The study highlights the importance of multi-sensory marketing in the fashion industry, as it positively affects consumers' brand attitude, experience, and purchase intention. The study recommends the adoption of innovative retail strategies that incorporate multi-sensory branding to drive sales and increase profit margins in the industry (Farah et al., 2019). Therefore, creating a positive brand experience for consumers is crucial to increasing purchase intention in the African market.

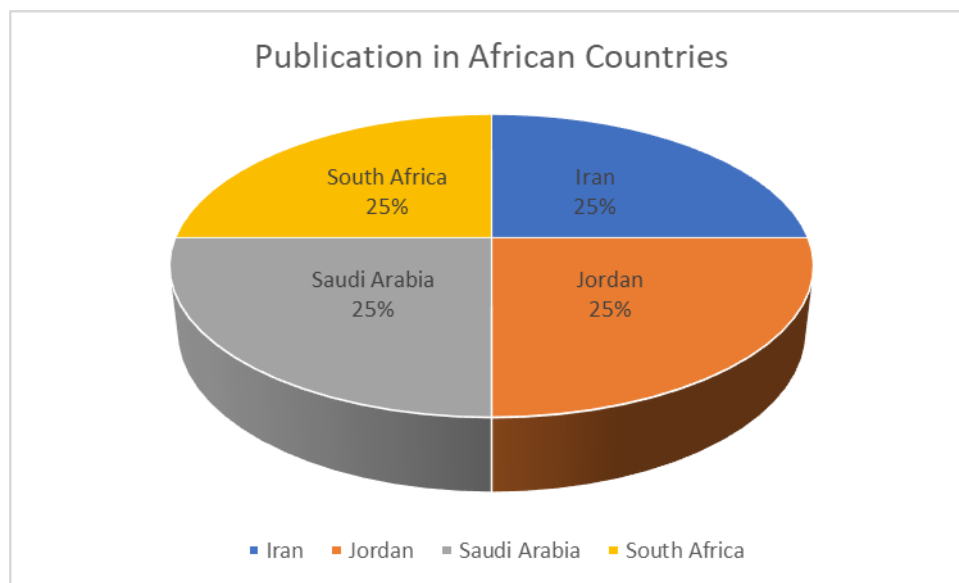


Figure 4: The number of Publication in African Countries Trend of Brand Experience & Purchase Intention

American Countries

The five studies on the correlation between brand experience and purchase intention in American countries suggest that there is a strong relationship between the two factors (Diallo & Siqueira, 2017). Researched the influence of prior brand experience on brand purchase intention in two emerging markets and the impact of prior brand experience on brand purchase intention. found that brand impressions have an impact on consumers decisions to shop in Latin America. In the United States of America, there are several studies about brand experience Lee & Youn (2021) that examines the impact of a social media video, including craftsmanship content and social distance, on luxury brand impressions, luxury perceptions, and brand purchase intentions (Lee & Youn, 2021). The results determined that the control group who watched the video had higher perceptions of luxury and brand impressions and purchase intentions than the group that did not. So, brand experience has a significant effect on luxury perception and purchase intention (Slaton *et al.*, 2020). They found that brand experience has a significant impact on a consumer's perception of a retailer's personality, satisfaction, and loyalty, which in turn affects their purchase intention. These studies suggest that creating engaging and positive brand experiences is crucial for increasing purchase intention and customer loyalty, especially in the highly competitive retail industry.

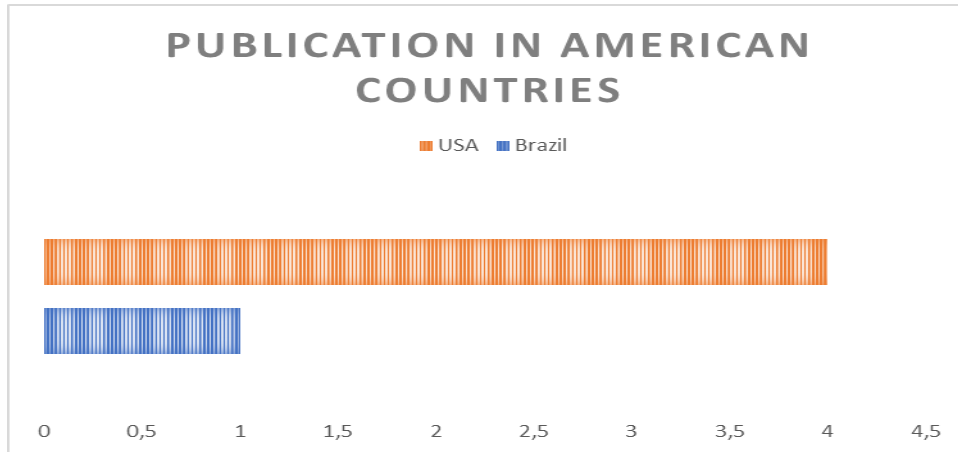


Figure 5: The number of Publication in American Countries Trend of Brand Experience & Purchase Intention

Discussion

Considering a number of reasons, it is crucial to perform research on the relationship between brand experience and purchase intention in Asian nations. First of all, Asian nations have a variety of cultural origins, values, and purchasing habits. Insights into the particular characteristics that affect customer decision-making and purchasing habits in these distinctive cultural contexts can be obtained by examining the relationship between brand experience and purchase intention in these nations (Safeer *et al.*, 2021). Second, the markets in Asia are extremely competitive, with a large variety of domestic and foreign brands contending for the attention of consumers. Businesses can differentiate themselves and create powerful marketing strategies to draw in and keep customers by understanding how brand experience affects purchase intention (Zhang & Ahmad, 2022). Thirdly, according to Safeer *et al.*, (2021), Asian consumers value elements including brand authenticity, sensory experiences, and emotional connections to brands. Businesses might modify their brand experiences to satisfy the unique preferences and expectations of Asian consumers by doing research on the relationship between brand experience and purchase intention.

This research can provide insight into how these aspects affect consumer behavior in Asian countries. In the Asian countries examined, various factors were identified as influential in shaping consumer behavior. Studies from China demonstrated the positive effects of multichannel integration, service quality, and brand trust on retailer brand equity. Additionally, brand attachment was found to regulate the relationship between entertainment experience, interactive experience, and purchase intention in virtual sports brand communities (Zeng *et al.*, 2023). Kim & Chao's study from 2019 is to demonstrate the value of brand experience among Chinese millennial consumers, particularly in high- and low-involvement product categories. With 1,100 millennial respondents, the researchers performed an online study with four worldwide brands (Nike, Kappa, Ferrero, and Meiji). Studying how brand experience affects brand building, including brand image, trust, attachment, and purchase intention, is the goal of the study. The relationship-building process between customers and brands is described by the researchers' customer-based brand equity (CBBE) model. They investigate how consumers' rational assessments of and emotional reactions to a brand are influenced by brand awareness, image, and product performance. According to the study's

findings, brand experience—including its sensory, behavioral, affective, and intellectual components—has a big impact on how people perceive, trust, and attach to a particular brand. In turn, these elements have an impact on consumers' buying intentions. especially among Chinese millennials, the study emphasizes the significance of brand experience in influencing customers' views and attitudes toward brands (Hwang et al., 2023). The study shows that it increases awareness of brand-building tactics in China by highlighting the value of distinctive branding approaches for various product categories. It advises marketers to put their efforts into developing memorable encounters and establishing connections of emotion with customers using experiential marketing techniques.

In India, consumer behavior is influenced by various factors such as cultural values, social norms, economic conditions, and technological advancements. Indian consumers are known for their price sensitivity, value-consciousness, and preference for personalized and customized products (Shukla et al., 2023). Indian research revealed that customer engagement and social influence are strong predictors of purchase intention towards green apparel products (Joshi & Srivastava, 2020). Furthermore, in Malaysia, brand love was found to positively influence willingness to pay more, word of mouth communication, and continuous purchase intention in the retail apparel industry.

Moreover, European studies emphasized the role of sensory stimulation, emotional experience, and brand design in enhancing brand experience and influencing purchase intention. Sensory stimulation was found to play a crucial role in increasing brand equity and purchase intentions among consumers in Portugal. The ability to withstand negative information and maintain purchase intentions was also explored, highlighting the importance of resilience in a digital environment. The findings suggest that conveying emotional tone through brand design and considering consumers' spiritual needs are crucial aspects of brand competitiveness in European countries.

In the African context, the study conducted in South Africa highlighted the positive impact of multi-sensory marketing on brand attitude, experience, and purchase intention in the fashion industry. The researchers emphasized the need for innovative retail strategies that incorporate multi-sensory branding to drive sales and increase profit margins. These findings underline the importance of creating a positive brand experience and utilizing multi-sensory marketing techniques to enhance purchase intention in the African market. The studies from American countries emphasized the strong relationship between brand experience and purchase intention. Alignment between online and real-life behavior was found to influence the impact of virtual brand interactions on attitudes and purchase intentions. The effectiveness of imagination in improving product evaluation was influenced by gender and previous brand experience. Brand experience was also found to significantly impact consumers' perceptions of a retailer's personality, satisfaction, and loyalty, ultimately influencing their purchase intentions. These findings underscore the importance of creating engaging and positive brand experiences to increase purchase intention and foster customer loyalty in the highly competitive retail industry.

Various studies have focused on cross-cultural perspectives regarding brand experience and purchase intention, providing insights into the intricate relationship between cultural factors and consumer behavior. For example, Özsomer (2012) delved into the dynamics of global and local brands, emphasizing the influence of perceived brand globalness and local iconness on purchase likelihood, particularly in emerging markets. This research offered valuable insights into consumer preferences in diverse cultural contexts, contributing to a deeper understanding of the interplay between global and local brand perceptions (Özsomer, 2012).

Additionally, we examined the interplay between country stereotypes and perceived brand globalness or localness as drivers of brand preference, drawing from the stereotype content model in

social psychology. By juxtaposing country perceptions with consumers' perceptions of brand globalness and localness, this study provided valuable insights into predicting brand attitudes and subsequent purchase intentions, highlighting the role of cultural perceptions in shaping consumer preferences (Halkias et al., 2016). Moreover, we explored the impact of sensory stimuli on brand experience, brand equity, and purchase intention, emphasizing the significance of sensory marketing in enhancing brand experiences and purchase intentions. This study underscored the importance of sensory stimuli in shaping consumer perceptions and purchase behavior, particularly in the context of brand experience and equity.

The findings of this review offer practical insights for marketers and highlight the importance of considering cross-cultural perspectives in brand experience and marketing strategies. However, it is important to acknowledge some limitations of this systematic review. Firstly, the inclusion criteria may have limited the scope of the review, as only studies published in English were included. This may have excluded relevant studies published in other languages, potentially leading to a language bias. Secondly, the focus on peer-reviewed articles may have resulted in the omission of valuable insights from gray literature sources, such as conference papers and dissertations. Thirdly, the geographic distribution of the included studies was skewed towards Asian countries, which may limit the generalizability of the findings to other regions. Additionally, the review primarily focused on the correlation between brand experience and purchase intention, neglecting other potential variables and factors that could moderate or mediate this relationship. Future research should consider examining the role of contextual factors, such as cultural differences, industry-specific dynamics, and individual characteristics, to provide a more comprehensive understanding of the brand experience-purchase intention relationship.

Conclusion

The paper on Cross-Cultural Perspectives on Brand Experience and Purchase Intention aims to explore the novelty in the interplay between cultural factors and consumer behavior, particularly in the context of brand perceptions and purchase intentions across diverse cultural settings. The study seeks to build upon existing literature by examining the impact of perceived brand globalness and localness on consumer preferences and purchase likelihood, especially in emerging markets.

Cross-cultural perspectives on brand experience and purchase intention have been a significant area of research, offering valuable insights into the complex interplay of cultural factors and consumer behavior. Studies such as those by Özsomer (2012) have contributed to a deeper understanding of the influence of perceived brand globalness, localness, and country stereotypes on consumer preferences and purchase intentions (Özsomer *et al.*, 2012).

These findings highlight the importance of considering cultural perceptions in shaping brand attitudes and subsequent purchase decisions, particularly in diverse cultural contexts. Furthermore, research underscores the significance of sensory stimuli in enhancing brand experiences and purchase intentions, emphasizing the role of sensory marketing in shaping consumer perceptions and purchase behavior. Additionally, we explored the impact of perceived brand authenticity on consumer behavior, particularly focusing on Generation Y from an Asian perspective, contributing to a nuanced understanding of the influence of brand authenticity on consumer behavior across different generational and cultural perspectives. These studies collectively provide valuable insights

into the multifaceted influences that shape consumer preferences and purchase intentions in diverse cultural contexts, offering practical implications for international brand managers and marketers operating in global markets.

Limitations

There are several limitations to this study, despite the fact that the findings are of great importance to the researchers. Firstly, there were some difficulties during the data collection phase due to the limited number of relevant studies. Cross-cultural research on brand experience and purchase intention is a relatively narrow field, and research in this area is constantly evolving. Secondly, the studies included in the review used different methodologies, measurement tools, and sample sizes, making it difficult to compare and generalize their findings. Third, it was difficult to measure cross-cultural variables and ensure the validity and reliability of the measurements. Thus, future researchers are encouraged to compare multiple cultural contexts simultaneously to gain a deeper understanding of cross-cultural differences and similarities. In addition, quantitative research should be complemented with qualitative research methods to gain a deeper understanding of consumers' cultural perspectives on brand experience.

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