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Bridging the gap between brand experience and customer loyalty: The mediating role of emotional-based trust

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Article Information

Keywords

Brand Experience, emotional-based trust, attitudinal loyalty, behavioural loyalty, SMEs brand

Abstract

In the business arena, every manager hopes to prolong their business lifespan through customer loyalty. Therefore, it is important to understand the predictor and influence of customer trust in order to strengthen the customer-brand relationship. Customer trust is formed from rational and emotional perspective. However, the latter trust is less studied despite being argued to be more stable as compared to rational-based trust. This study aims to investigate how emotional-based trust can influence customer loyalty in the customer-brand relationship context. Loyalty is examined separately as attitudinal and behavioural in order to provide clearer insight on customer-brand relationship. This study seeks to examine three research issues: (1) Does emotional based trust influence both attitudinal and behavioural loyalty? (2) Does brand experience influence emotional based trust? and (3) Does emotional-based trust mediate the relationship between brand experience and both dimensions of loyalty? 220 surveys were obtained from intercept survey from customer on Small and Medium Enterprise (SME) brand in the restaurant industry. Result shows that there is a positive relationship between brand experience and on emotional-based trust, on emotional-based trust and both attitudinal and behavioural loyalty, and on emotional-based trust mediates the linkage between brand experience and loyalty.

INTRODUCTION

In the Malaysia foodservice industry, both global and local brand are competing each other to sustain in the marketplace. Global brand tend to have advantages to sustain and eliminate weaker competitors due to larger economies of scale and higher customer base resulting from strong brand. Such circumstances leave the Small and Medium Enterprises (SMEs) brand to strive for survival. Former Senior Director of Exporters Development Division of Malaysi External Trade Development Corporation (MATRADE), Datuk Dzulkipli Mahmud argued the importance of SME to practice solid branding in order to gain competitive edge against large organizations in the industry (Bernama, 2013). However, such encouraging statement is insufficient to provide a clear guidance for SMEs brand. Studies argued that many local brands fail to create brand equity among their customers due to unclear direction for branding strategy (Tan, Deviniaga, and Hishamuddin, 2013). In addition, more than 50% of the market shares are dominated by foreign brands (Euromonitor, 2014). High market share signifies high customer loyalty and trust for global brand (Chaudhuri & Holbrook, 2001; Rauyruen, Miller, &

Groth, 2009; Readers Digest Asia, 2013). This situation possess threat for SME brands which do not practice solid branding because most of them rely on domestic market for survival (SME Corp. 2012).

In addition, review of SMEs studies shows that nothing much has been studied on brand management in the foodservice industry for SME brand. Only studies on internal branding for SMEs are heavily studied (Agostini, Filippini, & Nosella, 2014; Asamoah, 2014; Reijonen et al., 2012; Berthon et al., 2008; Krake, 2005). Therefore, this paper aims to shed light on how SMEs can practice branding strategy successfully. Specifically, the current study will investigate the relationships between brand experience, emotional-based trust, and brand loyalty in the context of successful SMEs brand. The model builds upon the study of Delgado-Ballester and Munuera Aleman (2005) as well as Giantari, Zain, Rahayu, and Solimun (2013). Social exchange theory serves as the underpinning theory for this model because complicated branding theory such as brand equity is incompatible for SMEs related studies (Hogarth-Scott, Watson, & Wilson, 1996). Besides, this theory helps to explain better the relationship marketing practice by SMEs (Reijonen & Laukkanen, 2010). The empirical evidence from this study will contribute to the SME branding literature in two ways. First, the result will provide empirical evidence of the relationships between the constructs in the SME context. In support, emotional-based trust construct is less studied in the literature compared to rational-based trust (Schoorman, Mayer, and Davis, 2007; Williams, 2001). Second, this model will provide insight on the role of emotional-based trust in the exchange process between customer-brand relationships as highlighted by Bagozzi (1975). From practical view, the findings will provide clearer picture for other SMEs to learn from the branding strategy practiced by successful SMEs brand. Second, emotional-based trust is focused given that it is more lasting as compared to rational-based trust (McAllister, 1995; Williams, 2001). Hence, the result will provide knowledge for SMEs to execute their branding strategy to gain the more stable emotional-based trust from customers.

LITERATURE REVIEW

Brand Loyalty

Brand loyalty helps SME brand to sustain in the market with positive performance through cost reduction and higher profits. Loyal customer usually tends to pay more as well as spreading positive word of mouth among friends and family (Chaudhuri & Holbrook, 2001; Ismail & Spinelli, 2000; Lau & Lee, 1999; Zhang & Bloemer, 2008). This is beneficial for business performance of SME given they highly rely on customer recommendations to get new customers (Hogarth-Scott, Watson, and Wilson, 1996). Besides, loyal customer needs little influencing effort to make purchase decision too (Blattberg and Deighton, 1996). In other word, the effectiveness of positive word of mouth will help reduce cost of SME business strategy from investment in advertisement in order to gain awareness until the purchase is made. Furthermore, such advertising investment has high risk of no success guarantee Reichheld & Sasser, 1990; Zeithaml et al., 1996). Apart from that, SME brands with already limited financial resources will face higher probability of being eliminated out of the market when customers did not return to make repeated purchase given the high number of SMEs business establishment in the foodservice industry mentioned above. Therefore, it is vital for SME brands to capture loyal customers to ensure ongoing revenues and profits (Chaudhuri & Holbrook, 2001; Lau & Lee, 1999; Rauyruen, Miller, & Groth, 2009; Zhang & Bloemer, 2008). Literature had agreed that brand loyalty consisted of attitudinal and behavioral loyalty (Day, 1969; De Chernatony, 1999; Chaudhuri & Holbrook, 2001). Studies had argued that attitudinal loyalty leads to premium price while behavioral loyalty leads to higher market share (Chaudhuri & Holbrook, 2001; Rauyruen, Miller, & Groth, 2009). Following this, brand loyalty will be studied as separate attitudinal and behavioral loyalty to provide valuable findings. The following section discusses on the relationships between the constructs of the proposed model (Figure 1) and derivation of research hypotheses.

Brand Experience

Brand Experience is defined as subjective, inner responses of a consumer that can be categorized into sensory, affective, intellectual, and behavioral response evoked by restaurant brand related stimuli (Brakus et al., 2009). In the foodservice sector, customer experience with the particular food brand outlet is crucial to determine whether they will return for future visit (Mohamed et al., 2011). In fact, businesses should acknowledge that customers today are looking for benefits from both utility and emotional perspective (Walter, Cleff, & Chu, 2013). Therefore, brand experience is an important success factor in order to create differentiation for a particular brand in competitive industry (e.g. foodservice industry) to retain loyal diners (Brakus, Schmitt, & Zarantonello, 2009; Iglesias, Singh, & Batista-Foguet, 2011). Besides, trust is formed from prior experience (Kantsperger & Kunz, 2010). Following this, experience is studied as predictor of trust in the model.

The relationship between brand experience and trust has been empirically test and inconsistent findings have been reported. Some studies (Giantari et al., 2013; Lau & Lee, 1999; Sahin, Zehir, and Kitapci, 2011) reported positive relationships between brand experience and brand trust while other studies reported insignificant positive relationships (Lee & Kang, 2012; Ramasehan & Stein, 2014; Taleghani, Largani, and

Mousavian, 2011). Despite that, the impact of brand experience on emotional-based trust has not been investigated in any empirical research from the perspective of SME brands. Separate studies by Delgado-Ballester and Munuera-Aleman (2005) reported that satisfaction has a positive impact on emotional-based trust. Similarly, the research finding of Kantsperger and Kunz (2010) also support the positive relationships between satisfaction on emotional-based trust. Brand experience had been reported to exert positive influence on satisfaction (Brakus et al., 2009; Chinomona, 2013; Taleghani et al., 2011; Walter et al., 2013). Following this, the following hypotheses are proposed:

H1: Brand experience exerts positive influence on emotional-based trust.

Emotional-based trust

Literature has defined brand trust as consisting of both emotional-based trust and rational-based trust (Delgado et al., 2003). Rational-based trust relates to the trustworthiness of a particular brand to consistently deliver what they promise to the customers. Meanwhile, emotional-based trust relates to the trustworthiness formed as a result of a brand behaving in good way to protect their customer welfare when uncertain situation arise. Trust is an important focus in the study related to SMEs. Reijonen (2010) argued SME rely on close relationship with its small customers base to ensure ongoing revenues and profits. This study focuses on emotional-based trust as compared to rational-based trust because there has been lack of studies investigating this construct (Schoorman, Mayer, and Davis, 2007; Williams, 2001). In addition, emotional-based trust is argued to be more lasting and unique as compared to the common rational-based trust (McAllister, 1995; Williams, 2001). Next, loyalty is developed when consumer trust toward a particular brand (Forgas, Moliner, Sanchez, & Palau, 2010; Lee & Back, 2010; Sahin et al., 2011; Zehir et al., 2011).

Despite the importance of brand trust on SME survival has been acknowledged in the marketing literature, this study would like investigate whether emotional-based trust exerts a positive influence on customer loyalty namely attitudinal and behavioral loyalty. In addition, there is also conflicting result of trust dimensions on customer loyalty. Some studies have found positive effect of brand trust on customer loyalty (Han & Jeong, 2013; Lee & Back, 2010; Lee & Kang, 2012; Sahin et al., 2011; Uecharoenkit, 2012). Meanwhile, other studies fail to discover significance positive influence of brand trust on customer loyalty (Anabila et al., 2012; Haghihi et al., 2012). This sparks our interest to investigate whether emotional-based trust influences customer loyalty positively. In addition, emotional-based trust had been reported to exert positive influence on customer loyalty (Delgado-Ballester & Munuera-Aleman, 2005; Kantsperger & Kunz, 2010). Following the argument above, the current study proposes that emotional-based trust will have positive influence on customer loyalty.

H2: Emotional-based trust exerts positive influence on attitudinal loyalty.

H3: Emotional-based trust exerts positive influence on behavioral loyalty.

Relationship between brand experience, emotional-based trust, and brand loyalty

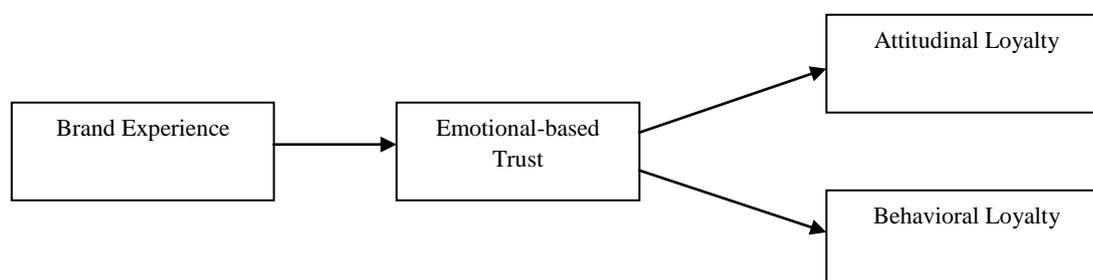
Customer trust is formed from past experience with a particular brand (Delgado-Ballester & Munuera-Aleman, 2005; Kantsperger & Kunz, 2010). Therefore, a positive experience will ensure higher trust in customers. Besides, Morrison and Crane (2007) claim that when loyalty is the outcome when a deep emotional bond between customer and brand relationships is formed. Hence, customers who trust a brand emotionally will tend to exhibit attitudinal and behavioral loyalty (Ramasehan & Stein, 2014). In addition, study also found that trust mediate the relationship between brand experience and purchase intentions (Giantari, Zain, Rahayu, & Solimun, 2013). Following the argument above, the current study proposes that emotional-based trust will mediate the relationship between brand experience and customer loyalty.

H4: Emotional-based trust mediates the relationship between brand experience and attitudinal loyalty.

H5: Emotional-based trust mediates the relationship between brand experience and behavioral loyalty.

Figure 1:

Proposed model



METHODOLOGY

Research settings and subjects

Two brands are chosen from the list of companies given at SME Corp. Malaysia (SME Corp., 2014) for the purpose of this study. These brands have sustained for more than 10 years in Malaysia. The selection of SME brand for this study follows the method of prior studies in selecting brand for loyalty studies where the brand are mainly established brands of at least 10 years in the industry (Brakus et al., 2009; Lee et al., 2009; Lin, 2010; Lin & Huang, 2012; Mengxia, 2007; Nam et al., 2011; Yoo & Donthu, 2000). Meanwhile, the survey was carried in a one month period from early November to early December 2014 in Klang Valley, Malaysia. Intercept survey was carried out with 220 customers who had dined in the particular local established SME brands restaurants.

This study deployed multistage area probability sampling as suggested by Sudman (1980). There are two cluster stage involved before selecting the particular branch as venue for data collection. In the first stage clustering, Peninsular Malaysia is clustered into four region namely Central, East Coast, Northern, and Southern region (Ministry of Tourism and Culture, 2014). The common goal of a research is to manually collect data that are representative of a population to be studied (Bartlett, Kotlik, & Higgins, 2001; Cavana et al., 2001; Hau & Marsh, 2004; Krejcie & Morgan, 1970). Therefore, central region is chosen due to highest number of population which is 7,209,175 (Department of Statistics Malaysia, 2011). In the second stage clustering, the central region is clustered into ten districts according to its local authorities namely Kuala Lumpur City Hall, Putrajaya Corporation, Selayang Municipal Council, Ampang Jaya Municipal Council, Kajang Municipal Council, Klang Municipal Council, Petaling Jaya City Council, Subang Jaya City Council, Shah Alam City Council, and Sepang Municipal Council. These ten districts consisting majority of the population within central region and is also known as Greater Kuala Lumpur or Klang Valley. Klang Valley is the largest metropolitan in Malaysia with approximately 6 million populations and contributed RM263 billion to Gross National Incomes (GNI) in year 2010 (Economic Transformation Programme, 2012; Department of Statistics Malaysia, 2011). Next, each SME brands were allocated equally and randomly among the ten district areas. One restaurant branch were selected randomly on each districts based on business volume as suggested by outlet manager. This research used systematic sampling to select the respondents in which every first of fifth diners were approached upon exiting the restaurant after paying their bill. The questionnaires were distributed on random weekdays and weekends during lunch (12pm-3pm) and dinner time (6pm-9pm).

Partial least squares structural equation modeling (PLS-SEM) is used to analyze data. Meanwhile, minimum sample size for PLS-SEM depends on the desired 80 percent statistical power in social science studies (Cohen, 1988; Gefen, Rigdon, and Straub, 2011). Therefore, power analysis with G*Power software suggested by Hair, Hult, Ringle, and Sarstedt (2014) recommend that at least 68 respondents needed to achieved significance level of 0.05 and statistical power of 80 percent for hypothesis testing. Despite scholars argues that SME required large sample size, PLS-SEM work well with smaller sample size even for a complex model as compared to CB-SEM which required at least 200 observations to avoid non-convergence and improper solutions (Boomsma & Hoogland, 2001, p. 8; Hair, Sarstedt, Hopkins, & Kuppelwiesier, 2014, p. 108). The final sample size is expanded to 200 respondents due to the higher non-response rate associated with intercept survey method used in this study (Gates & Solomon, 1982; p 46; Hornik & Ellis, 1988, p. 539; Zikmund et al., 2009, p.213).

Measurement

This study adapted existing scales for all constructs. Brand experience scales were measured using the 12 items developed by Brakus, Schmitt, and Zarantonello (2009). Brakus et al. (2009) identified brand experience in terms of four dimensions: sensory (3 items), affective (3 items), intellectual (3 items), and behavioral (3 items). Emotional-based trust scales was adapted from items developed by (Delgado-Ballester et al., 2003). Brand loyalty scales were adapted from items developed by Chaudhuri & Holbrook (2001), Ismail & Spinelli (2000), Lau & Lee (1999), Zhang & Bloemer (2008). All the statements were measured with six-point Likert scale (1=strongly disagree and 6=strongly agree). An even number response will encourage respondent to answer based on content of the questions and reduce bias in answering the middle or neutral point (Garland, 1991). Besides, Asian respondents have higher tendency to answer the middle point than the Western (Mitchell, 1999; Si & Cullen, 1998). There is also report that even number response scale has higher validity and reliability as compared to uneven number of response scale (Birkett, 1986; Coelho & Esteves, 2007). Therefore, the use of six-point Likert scale is justified. In order to minimize translation issues, the translation of questionnaire were conducted as recommended by Brislin (1970). The final survey questionnaire were in both English and Malay version to suit the respondent understanding. Pilot study was conducted among 30 respondents of the particular SME brand in Penang. The amount of respondents for pilot study follows the recommendation of Malhotra et al.

(2002). Pilot study result suggest that the survey questionnaires are highly reliable with all the Cronbach's alpha value were greater than 0.90 (Nunnally, 1978).

Data analysis technique

This study used the Partial Least Squares (PLS) version 2.0 (Ringle, Wende, & Will, 2005) as a technique to analyze the data for hypothesis testing. In addition, we used the bootstrapping method of 500 resamples to determine the significance level for loadings and path coefficients (Chin, 1998).

ANALYSIS

Profile of respondents

A total of 220 questionnaires were received at the end of data collection process. The number of final survey is sufficient for data analysis provided it exceeds the minimum of 68 observations to achieve significance level of 0.05 and statistical power of 80 percent for hypothesis testing. Therefore, the number of questionnaire is sufficient to proceed for data analysis given it has achieved the minimum sample observations required for this study to achieved significance level of 0.05 and statistical power of 80 percent for hypothesis testing. The profiles of respondents are analyzed according to gender, age, education, and occupation as summarized in Table 1. All the respondents were Malaysian. From the total of 220 respondents, a total of 160 (73 percent) were female while 60 (27 percent) were male. This result is also consistent with other restaurant survey studies (Chang, 2013; Kim et al., 2012; Lee et al., 2009). One plausible reason for female dominant responses is due to the higher likelihood of female to answer survey as compared to men (Gannon et al., 1971; Green, 1996). The age group of 21-30 (36 percent) and 31-40 (36 percent) accounted for the biggest portion for the sample meanwhile age group less than 21 years (4 percent) are the smallest portion of the sample. Most of the respondents are bachelor degree holder (41 percent) and working employees (71 percent).

Non response bias

Non-response bias was tested with extrapolation method which assumes late respondents are similar to non-respondents (Armstrong & Overton, 1977). Therefore, an independent t-test will be used to test whether mean score differ between early and late respondents. The early 100 responses were compared with the last 100 responses for mean difference. The number and equal size of responses for comparison is meet the minimum 30 responses and to avoid issues on statistical power reduction (Lindner, Murphy, and Briers, 2001). The result of shows the mean for every variable exceed the 0.05 significance level for both group indicating there is no mean difference for both groups (Pallant, 2010). Therefore, the issue of non-response bias did not occur in this study.

Measurement model

A two-step approach was used in this study for data analysis (Anderson and Gerbing, 1988). Firstly, convergent validity and reliability were evaluated as shown in Table 2. In order to achieve convergent validity, loadings must be greater than 0.5 (Bagozzi & Yi, 1988), composite reliability must be greater than 0.7 (Gefen et al., 2000), and the average variance extracted (AVE) must be greater than 0.5 (Fornell & Lacker, 1981). As shown in Table 2, the measures achieve sufficient convergent validity and reliability because it achieves the criterion stated above.

Next, discriminant validity is evaluated as shown in Table 3. In order to achieve discriminant validity, the average variance shared between each construct and its measures should be greater than the variance shared between the construct and other constructs (Fornell & Cha, 1994; Fornell & Lacker, 1981). As shown in Table 3, the measures achieve sufficient discriminant validity because the correlation values for each constructs (included row and column) is lower than the square root of the average variance extracted (AVE) by the indicators measuring that construct which is displayed on the diagonal. Hair et al. (2014) suggest that the loadings of measurement items should be higher than the cross loadings to achieve sufficient discriminant validity. As shown in Table 4, the loadings of all constructs satisfy this criterion. Thus, we can conclude that discriminant validity is achieved.

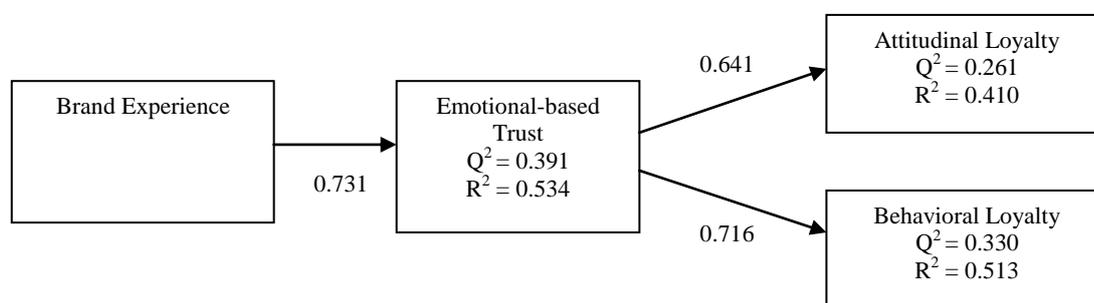
Structural Model

The results of hypothesis testing for this study are shown in Table 5 and Table 6. Firstly, brand experience ($\beta = 0.731$, $p < 0.01$) is found to exert positive influence on emotional-based trust. Therefore, H1 is supported. Secondly, the result also showed that emotional-based trust ($\beta = 0.641$, $p < 0.01$) is positively influence attitudinal loyalty. Therefore, H2 is supported. Next, emotional-based trust ($\beta = 0.716$, $p < 0.01$) is a significant predictor of behavioral loyalty. Hence, H3 is accepted. Next, this study test the mediating effect of emotional-

based trust using percentile bootstrap confidence interval as suggested by Hayes (2013). The bootstrapping result for H4 display an indirect effect $\beta = 0.468$ (0.731×0.641) was significant with a t-value of .9053. The indirect effect 0.468, 95% Boot CI: [LL = 0.367, UL = 0.570] does not straddle in a between zero indicating there is mediation. Hence, we can conclude that emotional-based trust act as mediator between brand experience and attitudinal loyalty. Therefore, H4 is supported. Next, the bootstrapping result for H5 display an indirect effect $\beta = 0.523$ (0.731×0.716) was significant with a t-value of 12.945. The indirect effect 0.523, 95% Boot CI: [LL = 0.444, UL = 0.603] does not straddle in a between zero indicating there is mediation. Hence, we can conclude that emotional-based trust act as mediator between brand experience and attitudinal loyalty. Therefore, H5 is supported. In sum, all the hypotheses were supported.

Figure 2 exhibited both Q^2 values and R^2 values for the respective endogenous variables. The R^2 values are 0.410, 0.513, and 0.534 respectively which suggest that the modeled variables can explain 41.0 percent on attitudinal loyalty, 51.3 percent on behavioral loyalty, and 53.4 percent on emotional-based trust. In addition, the Q^2 values for attitudinal loyalty ($Q^2 = 0.261$), behavioral loyalty ($Q^2 = 0.330$), and emotional-based trust ($Q^2 = 0.391$) are both greater than value of 0 suggesting that the model has predictive relevance (Fornell & Cha, 1994).

Figure 2:
Results of the structural model analysis



DISCUSSION

The aim of this study was to test the relationships between brand experience, emotional-based trust, and brand loyalty in the context of successful SMEs brand. Result of this study found that brand experience have direct positive relationship on emotional-based trust. This result is supported by prior studies (Giantari et al., 2013; Lau & Lee, 1999; Sahin, Zehir, and Kitapci, 2011) which found positive relationship between brand experience and trust. Brand experience prove to be an important construct ($R^2 = 0.534$) in explaining customer emotional-based trust. Next, emotional-based trust was found to exert positive influence on attitudinal and behavioral loyalty. In addition, emotional-based trust shows a stronger influence on behavioral loyalty as compared to attitudinal loyalty. The result is supported by prior studies (Delgado-Ballester & Munuera-Aleman, 2005; Kantsperger & Kunz, 2010) which found positive relationship between emotional-based trust and customer loyalty. Consequently, emotional-based trust mediates the relationship between brand experience and both attitudinal and behavioral loyalty. This result support the study of Kantsperger and Kunz (2010) which found emotional-based trust have higher mediating effect between satisfaction and loyalty as compared to rational-based trust.

IMPLICATIONS

From a theoretical view, the findings contribute to the literature by providing empirical evidence of the relationships between brand experience, emotional-based trust, attitudinal loyalty, and behavioral loyalty. The empirical finding suggests that emotional-based trust does mediate the relationship between brand experience and customer loyalty. This finding is further supported by theory of social exchange on the specific trust mediating effect. The result answer issue highlight by Bagozzi (1975) whom had urge studies to look into specific social and psychological processes (i.e. emotional-based trust) that assist in the creation of marketing exchanges. Besides, emotional trust has received little attention in the literature (Das et al., 2014). Apart from that, literature had argued emotional based trust tends to be lasting as compared to common rational based trust (Kantsperger & Kunz, 2010; McAllister, 1995; Williams, 2001). Hence from a practical view, the finding suggests that owner-manager of SME brands should emphasize to earn customer emotional-based trust give it does influence both attitudinal and behavioral loyalty as well as having advantage to be a more stable form of trust compared to rational-based trust. This study had shows that managers can focus on brand experience as

their branding strategy to form customer trust from emotional perspective. By doing so, customer will exhibit both attitudinal and behavioral loyalty which helps to ensure ongoing revenue for SME business.

LIMITATIONS AND FUTURE RESEARCH

Although the current study provides interesting findings on the relationships between brand experience, emotional-based trust, attitudinal loyalty, and behavioral loyalty, it has several limitations. Firstly, results of this study are obtained from data of only two successful Malaysian SME brand in the casual dining chain. Therefore, the result should be generalized with caveat because finding may be different if data were collected from other successful SME brand from different industry such Flipper and Coveithci in the footwear industry (The BrandLaureate, 2014). This study strongly urges more researches to be undertake on other SME brands to further validate our findings. Moreover, literatures had indicated there is dearth of branding studies in the context of SME brand in comparison to global/ big brand (Agostini et al., 2014; Asamoah, 2014; Reijonen, Laukkanen, Komppula, & Tuominen, 2012; Spence & Essousi, 2010). Secondly, this study did not include any moderator in the model. Despite, emotional-based trust serves as mediation in this model; the existence of moderator such as sales promotion might yield different result as shown in studies of Luk and Yip (2008). Therefore, it would be interesting to enhance the current model with inclusion of moderator such as sales promotion or antecedents such brand reputation or brand image to further enhance the validity of this finding.

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APPENDICES

Table1:
Respondent profile

Demographic characteristics	Frequency	%
<i>Gender</i>		
Male	60	27
Female	160	73
<i>Age</i>		
< 21	9	4
21-30	79	36
31-40	78	36
41-50	32	14
>50	22	10
<i>Education</i>		
Primary school	7	3
Secondary school	38	17
College (Certificate/ Diploma/ Advanced Diploma)	73	33
Bachelor degree	90	41
Postgraduate degree	12	6
<i>Occupation</i>		
Student	18	9
Employee	156	71
Self-employed	23	10
Unemployed/ Housewife	23	10

Table 2:
Result of measurement model

Model construct	Measurement item	Loading	CR^a	AVE^b
Brand experience	BEX 1	0.805	0.945	0.594
	BEX 2	0.815		
	BEX 3	0.834		
	BEX 4	0.811		
	BEX 5	0.782		
	BEX 6	0.790		
	BEX 7	0.760		
	BEX 8	0.743		
	BEX 9	0.758		
	BEX 10	0.791		
	BEX11	0.506		
	BEX 12	0.798		
Attitudinal loyalty	AL 1	0.820	0.921	0.663
	AL 2	0.889		
	AL 3	0.889		
	AL 4	0.835		
	AL 5	0.774		
	AL 6	0.655		
Behavioral loyalty	BL 1	0.853	0.919	0.656
	BL 2	0.846		
	BL 3`	0.820		
	BL 4	0.657		
	BL 5	0.815		
	BL 6	0.850		
Emotional-based trust	ET 1	0.847	0.919	0.740
	ET 2	0.876		
	ET 3	0.811		
	ET 4	0.905		

Note: ^aComposite Reliability (CR) = (square of the summation of the factor loadings)/{(square of the summation of the factor loadings) + (square of the summation of the error variances)}; ^bAverage Variance Extracted (AVE) = (summation of the square of the factor loadings)/{(summation of the square of the factor loadings) + (summation of the error variances)}

Table 3:
Discriminant validity of constructs

Constructs	Brand experience	Attitudinal loyalty	Behavioral loyalty	Emotional-based trust
Attitudinal loyalty	0.814			
Behavioral loyalty	0.802	0.810		
Brand experience	0.697	0.755	0.771	
Emotional-based trust	0.641	0.716	0.731	0.860

Note: Value on the diagonals represents square root of the average variance extracted (AVE) while the other entries represent the correlations value.

Table 4:
Cross loadings of constructs

	BEX	AL	BL	ET
BEX 1	0.805			
BEX 2	0.815			
BEX 3	0.834			
BEX 4	0.811			
BEX 5	0.782			
BEX 6	0.790			
BEX 7	0.760			
BEX 8	0.743			
BEX 9	0.758			
BEX 10	0.791			
BEX11	0.506			
BEX12	0.798			
AL 1		0.820		
AL 2		0.889		
AL 3		0.889		
AL 4		0.835		
AL 5		0.774		
AL 6		0.655		
BL 1			0.853	
BL 2			0.846	
BL 3`			0.820	
BL 4			0.657	
BL 5			0.815	
BL 6			0.850	
ET 1				0.847
ET 2				0.876
ET 3				0.811
ET 4				0.905

Note: BEX = Brand Experience, AL = Attitudinal Loyalty, BL = Behavioral Loyalty, ET = Emotional-based Trust

Table 5:
Result of hypothesis testing

Hypothesis	Relationship	Std Beta	Std Error	t-value	Supported
H1	BEX → ET	0.731	0.035	21.130**	Yes
H2	ET → AL	0.641	0.052	12.419**	Yes
H3	ET → BL	0.716	0.027	26.686**	Yes

Note: BEX = Brand Experience, AL = Attitudinal Loyalty, BL = Behavioral Loyalty, ET = Emotional-based Trust; *p < 0.05 (1.645); **p < 0.01 (2.33) one-tail

Table 6:
Result of mediation testing

Hypothesis	Relationships	Path a	Path b	Indirect effect	Std Error	t-value	Bootstrapped Confidence Interval		Mediate
							95% Lower	95% Upper	
H4	BEX → INT → AL	0.731	0.641	0.468	0.052	9.053**	0.367	0.570	Yes
H5	BEX → INT → BL	0.731	0.716	0.523	0.040	12.945**	0.444	0.603	Yes

Note: BEX = Brand Experience, AL = Attitudinal Loyalty, BL = Behavioral Loyalty, ET = Emotional-based Trust; *p < 0.05 (1.645); **p < 0.01 (2.33) one-tail