

Connecting the Dots of Brand Experience and Happiness: The Mediating Role of Happiness Orientations

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ABSTRACT

Purpose:

Consumer research studies that have already been conducted on happiness have claimed that businesses should make their customers happier via experiences, but they have not addressed how specific brand experience elements may make customers happier. To address this gap, the main purpose of this research is to investigate the impact of brand experience on happiness via happiness orientations.

Methodology:

This study uses a survey as a research method. This research uses a cross-sectional time horizon design. The target audience for the study was the restaurant's customers. Data has been collected from 443 customers in different major cities of Pakistan.

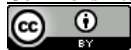
Findings:

SEM is used for CFA and direct hypotheses testing however for mediation analysis, PROCESS micro has been used in SPSS. The result reveals that both sensory and emotional brand experience by exception has a positive effect on happiness orientations. Furthermore, happiness orientation mediates the relationship between brand experience dimensions and happiness.

Conclusion:

The present research found that each of the brand experience aspects had a distinct impact on happiness. It is advised that marketers concentrate on each dimension of brand experience instead of concentrating as a whole.

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1. Introduction

Experiential marketing aims to provide not only functional but also hedonic value, which includes the experiential nature of goods and services as well as their functional characteristics (Pine, Pine, & Gilmore, 1999; Schmitt, 2011; Schmitt & Zarantonello, 2013). According to Goode, Dahl, and Moreau (2010), marketing managers are informed that to carry out profitable marketing campaigns, businesses must have outstanding experiences in addition to the product's functional qualities. Under this context, the brand experience provides a unique lens to examine consumer experiences with products and encounters. Along with the reality that during the past two decades, the amount and content of marketing publications explaining the experience have skyrocketed, this study field is still in its infancy as opposed to other marketing frameworks such as customer loyalty, consumer perceptions, and brand equity (Schmitt & Zarantonello, 2013). Consumers who are searching for engaging experiences have advocated for the evolution of experiential marketing to begin. On the other side, companies are constantly searching to gain a competitive advantage by applying unique differentiating strategies (Goode, Dahl, & Moreau, 2010). By giving holistic experiences to consumers, it is challenging for competitors to imitate, unlike the conventional way to promote the product based on its functional attributes (Beig & Nika, 2019). As a consequence, marketers must first comprehend the fundamental definition of the brand experience and its dimensions through a broad spectrum of brand touchpoints, as well as across a range of scenarios and circumstances (Schmitt & Zarantonello, 2013).

Along with the reality that during the past two decades, the amount and content of marketing publications explaining the experience have skyrocketed, this study field is still in its infancy as opposed to other marketing frameworks such as customer loyalty, consumer perceptions, and brand equity (Rojas-Lamarena, Del Barrio-García, & Alcántara-Pilar, 2022; Schmitt & Zarantonello, 2013). Different studies exist previously in which brand experience influences different consumer behavior outcomes and branding constructs such as brand loyalty (Westhuizen, 2018), satisfaction (Iglesias, Markovic, & Rialp, 2019), and brand equity (Shahzad, Bilal, Xiao, & Yousaf, 2018). However, the research is very scarce on how brand experience affects happiness which is an essential variable in marketing.

From a marketer's point of view, recently, the concept of happiness received a significant amount of attention in consumer behavior research (Bettingen & Luedicke, 2009; Braxton & Lau-Gesk, 2020). Several concerns related to happiness have been identified (i.e., happiness about material and experiential purchases (Schmitt, Brakus, & Zarantonello, 2015), happiness through CSR activities (Chia, Kern, & Neville, 2020), happiness through extraordinary experiences versus ordinary experiences (Bhattacharjee & Mogilner, 2014; Garcia-Rada & Kim, 2021). Social concerns are also prevailing in societies, and these concerns need to be addressed. In this regard, the brand should contribute to making consumers happy through experiences which is part of positive psychology (Schmitt, Brakus, & Zarantonello, 2014).

For many centuries, the debate on what contributes to the good life and happiness, in general, is the focus of many researchers (Russell, 1930). Two orthodox routes to happiness have been identified in the literature; i) hedonic perspective related to pleasure, ii) eudaimonic perspective related to meaning (Ryan & Deci, 2001). Limited empirical evidence related to these two paths to happiness appeared in consumer behavior and how two routes to happiness contributed towards happiness in the presence of brand experience (Seligman, 2002). On the contrary, a sufficient amount of research has been

published related to these two routes to happiness but in the context of life satisfaction (Ngamaba & Soni, 2018; Tanzer, 2021).

In addition to this, when we go through the studies mentioned above in which brand experience influences different variables under the umbrella of consumer behavior, this concept tends to be studied either as a single construct or as a multi-dimensional construct viewed as a single compound construct. There is a lack of studies that give us a flavor for each sub-dimension of brand experience of outcome variables except for one research. Each brand experience sub-dimension influences brand loyalty and satisfaction individually (Nysveen, Pedersen, & Skard, 2013). Schmitt (2011) emphasized the need for future research not only at an aggregate level but also even at the level of individual dimension and also highlighted exploring the relationships with other outcome variables. This will give marketing managers more knowledge related to individual sub-dimensions, which certainly helps them to design and build experiences that are in line with their marketing strategies. So, in this research, the idea of brand experience as well as its impacts on brand happiness were studied using happiness orientations.

2. Literature Review

2.1. Brand Experience

Experiences can be observed in a diverse way when we used brands in the study. One of the more recent research areas is the brand experience (Schmitt & Zarantonello, 2013). Prior studies on experience had concentrated on utilitarian facets of products (e.g., online buying, retailing, or products), ignoring the experiential and comprehensive essence of brands and overlooking the experiential and detailed meaning of brands (Brakus, Schmitt, & Zarantonello, 2009).

Understanding how consumers interact with brands will enable advertisers to create more effective communication campaigns for goods and services, as well as make appealing brand experiences simpler (Brakus et al., 2009). Additionally, brand experience includes experiences in various locations, cultures, and formats, including department stores and online shopping. It often provides consumer experiences with a company through multiple touchpoints, such as browsing, buying, and eating a commodity (Schmitt & Zarantonello, 2013). Furthermore, it is proposed that brand experience broadens the lifecycle and meaning of brands through the experience of the substance and how it impacts both customers and non-customers (Nysveen et al., 2013). The scope of a brand's experience, as well as its capacity to catch the unique attributes of the experience of the products, lends extra weight to this construct on a theoretical basis.

Brakus et al. (2009) became the first to construct a brand experience scale and perform a conceptual study of brand experience. The word "experience" in this sense applies to the experiences with and reactions to the different triggers that a brand can induce in its consumers. Color, forms, fonts, slogans, mascots, and brand characters are among the triggers. Ample earlier research has focused on the significance of color and its effect on purchasing probability in retail settings, emotions and ad likability, and perceptions toward full-color, black-and-white, and color-highlighted ads (Gorn, Chattopadhyay, Yi, & Dahl, 1997). Veryzer and Hutchinson (1998) looked at the impact of balance and prototyping on aesthetic responses in the context of product design. Mandel and Johnson (2002) showed that even minor modifications to the website, such as typefaces and background design features, may significantly influence buying decisions. As a consequence, stimuli associated with a brand are known as an essential component of a

brand's branding and architecture, marketing messages, packaging, and the methods under which it is advertised, distributed, or consumed. As a result, brand experience is described as "subjective, internal consumer reactions (sensations, feelings, and cognitions) and behavioral responses elicited by brand-related triggers contained in a brand's design and identity, packaging, communications, and environments" (Brakus et al., 2009).

2.2. Relationship between Sensory Brand Experience, Happiness Orientations, and Happiness

The collection of olfactory, gustative, tactile, auditory, and visual sensations a consumer derives from their senses due to encounters with the brand-related trigger is known as sensory experience (Zarantonello & Schmitt, 2010). Experiential characteristics, including trivial attributes, have meaning and can substitute for a product's functional shortcomings (Brakus, 2008). A brand's sensory cues, such as color, design, and fragrance, are among the experiential qualities (Veryzer & Hutchinson, 1998).

Sensory marketing is a critical determinant of how a brand is viewed and interpreted in sensory experience. It affects consumers' senses and impacts their attitudes, decisions, and actions. Marketers use sensory gestures to elicit sensations to imprint the brand closer and more profoundly in consumers' minds (Hultén, 2011). Complexity, continuity, elegance, innovativeness, modernity, and interactivity are abstract brand ideas expressed by subconscious sensations like these (Krishna, 2012).

Pleasure and the pursuit of it are potent motivators for making decisions and taking action (Biswas et al., 2015). Pleasure is described as "a state of consciousness or feeling brought on by the pleasure or expectation of something pleasant or desirable" (Hsieh, Lee, & Tseng, 2021). The effective essence of pleasure is apparent in the feelings and experiences involved in its phenomenology when considering this concept. When it comes to determining the importance of this definition, the question of differentiating various causes of pleasure and their manifestations has become the standard viewpoint (Dissanayake, 2001).

All enjoyable encounters share similar sensory characteristics. This viewpoint is known as the simplistic definition of happiness, or narrow hedonism, according to Tännjö (2007); To put it another way, sensory experiences will give us pleasure (Duncker, 1941). The pleasures of sense, as described by English philosopher Jeremy Bentham, include the enjoyment of the taste and satiating a craving, the pleasure of tasting, the pleasure of touch, the primary pleasure of the eye, and the pleasure of the ear. Similarly, contemporary theorist Duncker (1941) distinguishes between various kinds of enjoyment, and sensory pleasure arising from sensations.

Hultén (2011) argued that sensory expressions that a company can use imprint the brand deeper and closer in the consumer's mind. The brand's abstract concepts and associated values, such as beauty, consistency, style, innovation, modernity, interactivity, green and organic, and simplicity, are articulated in this phase. In other words, a brand's sensory experience is the medium by which the ideas and concepts that the brand wants to express are communicated (Krishna, 2012). Furthermore, sensorial methodologies seek to distinguish brand-related experiences based on values and brand names (Hultén, 2011; Pina & Dias, 2021). When appropriately designed, consumers' meanings and beliefs can be enhanced by the sensory experience allowing them to live by those meanings and values.

According to Seligman and Csikszentmihalyi (2014), the positive psychology revolution has reignited interest in studying life satisfaction, well-being, and happiness. People have pursued pleasure in various ways and with varying degrees of orientations (Ryan & Deci, 2001). The hedonic and eudaimonic dichotomy was included in the conventional conceptualization of these orientations. The idea of finding pleasure is often associated with hedonism, and it refers to reducing discomfort while enhancing the positive states that usually arise from positive sensory stimulation (Michalos, 2014). Meaning, on the other hand, stresses finding happiness through self-actualization, meaning, and spiritual development at the individual level, as well as the commitment to collectively agreed values and expectations at the social level, as a eudaimonic orientation to happiness (Delle Fave, Brdar, Freire, Vella-Brodrick, & Wissing, 2011). Peterson, Park, and Seligman (2005) built a model that suggests people can follow all three orientations at the same time and that all three lead to life satisfaction; however, they were unable to validate how many pleasure-oriented respondents had sensually enjoyable encounters or how many meaning-oriented participants conducted service in their research. Peterson et al. (2005) conducted their research on happiness using the Three Orientation Model Peterson, Ruch, Beermann, Park, and Seligman (2007) in samples from Switzerland and the United States and found that the findings were compatible with previous studies. A happy life is pleasant, meaningful, and engaging, incorporating hedonia, eudaimonia, and flow; that is, one that has a large number of enjoyable and pleasant encounters, lots of genuinely immersive events, and a continuing search for meaning by pursuing a superior good and upholding social and personal values (Michalos, 2014). Several studies looked at the relationship between happiness or subjective well-being and pleasure, meaning, or engagement on the one hand. When it comes to pleasure, happiness is the collection of one's transient desires over time Kahneman and Krueger (2006). Diener (2000) also establishes a connection between positive affect/pleasure and life satisfaction. The link between taking meaning in life and happiness has long been supported when looking at happiness through a eudaimonic lens (Frankl, 1985).

The following hypothesis can be proposed based on the above arguments;

- H₁: Sensory Brand Experience positively and significantly predicts pleasure.**
- H₂: Sensory Brand Experience positively and significantly predicts meaning.**
- H₃: Pleasure positively and significantly predicts happiness.**
- H₄: Meaning positively and significantly predicts happiness.**
- H₅: Pleasure acts as an intervening variable between sensory brand experience and happiness.**
- H₆: Meaning acts as an intervening variable between sensory brand experience and happiness.**

2.3. Relationship between Emotional Brand Experience, Happiness Orientations, and Happiness

Biswas et al. (2015) stated that the sensory stimulation from being exposed to sensory input is only one kind of pleasure. Another critical factor in creating pleasant feelings is the emotional experience that a brand can elicit. Furthermore, hedonism is emotionally charged (Csikszentmihalyi, 1999). Pleasure is conceptualized here using the literature on emotions since pleasure and emotions share affective qualities.

Emotions are called regulators of human acts and behavior in daily life (Desmet, 2008). Emotions are distinctly responses to individuals' assessments of matters that are important to their well-being. Bagozzi, Gopinath, and Nyer (1999) demonstrated that this

subjective essence of emotions is explained by this personal assessment, which may be deliberate, purposeful, mindful or unconscious, automatic, and unreflective. Thompson, Rindfleisch, and Arsel (2006) demonstrated that emotional branding is a customer-centric, collective, and narrative-driven method of producing emotive relationships between brands and their customers. Establishing deep emotional brand attachments and ties with customers has been shown to improve brand loyalty while also boosting financial results. Comfort and happiness are supposed to result from such emotional proximity between a brand and a customer (Park, MacInnis, Priester, Eisingerich, & Iacobucci, 2010). Congruency between a brand's personality and consumer self is one way to create this attachment (Malär, Krohmer, Hoyer, & Nyffenegger, 2011).

People's perceptions of objects and activities in their lives contribute to pleasure, according to evidence from emotional literature (Higgins, 1997). Russell (1991) claims that emotional stimuli have a hedonic quality in his theory of emotions. This value is conveyed by the pleasure that results from experiencing pleasant feelings or affective states, and people differ in how much they communicate this pleasure. When it comes to deciding the hedonic nature of a shopping environment, Robert and John (1982) emphasize that when a positive affective stimulation is experienced during shopping, a state of pleasure is produced. Ferguson (2005) also indicates that consumption and its pleasant emotions are absorbed into access to pleasure. Lastly, it is proposed that pleasant emotions will evoke pleasurable feelings in branded restaurants (DiPietro & Campbell, 2014).

Emotional brand experience, it is argued, may also play a beneficial role in the creation of meaning as a precursor to happiness. The role of emotion in meaning conversion cannot be overstated. People's unconscious minds, according to Batey (2008), retain nostalgic perceptions as they occur; nevertheless, when these memories are brought to mind, the resulting instincts will collect each brand-related stimuli in a manner that leaves an impression that the meanings of brands in the minds of consumers. Peterson et al. (2005) built a model that suggests people can follow all three orientations at the same time and that all three lead to life satisfaction; however, they were unable to validate how much pleasure-oriented respondents had sensually enjoyable encounters or how many meaning-oriented participants conducted service in their research. Peterson, Ruch, Beermann, Park, and Seligman (2007) used the Three Orientation Model to examine happiness and character qualities in samples from Switzerland and the United States and found that the findings were compatible with Peterson et al. (2005).

Furthermore, marketers use emotional imagery and interpretations to tap into consumers' emotional nuances, and brand strength comes from linking these messages to cultural meanings and ideals (Gobé, 2010). A brand's emotional connections are established by sharing convincing stories to its target audiences related to their lifestyle, dreams, and aspirations (Roberts, 2005). Customers want brands to become a relevant, optimistic, and preemptive part of their life memories and stories at the same time. According to the core tenet of emotional branding, brands become a part of people's memories, life stories, and social networks by instilling meanings in their existing, solid, and affective bonds with them (Thompson et al., 2006).

The following hypothesis can be proposed based on the above arguments;

H₁: Emotional Brand Experience positively and significantly predicts pleasure.

H₂: Emotional Brand Experience positively and significantly predicts meaning.

H₃: Pleasure acts as an intervening variable between emotional brand experience and happiness.

H₄: Meaning acts as an intervening variable between emotional brand experience and happiness.

2.4. Conceptual Framework

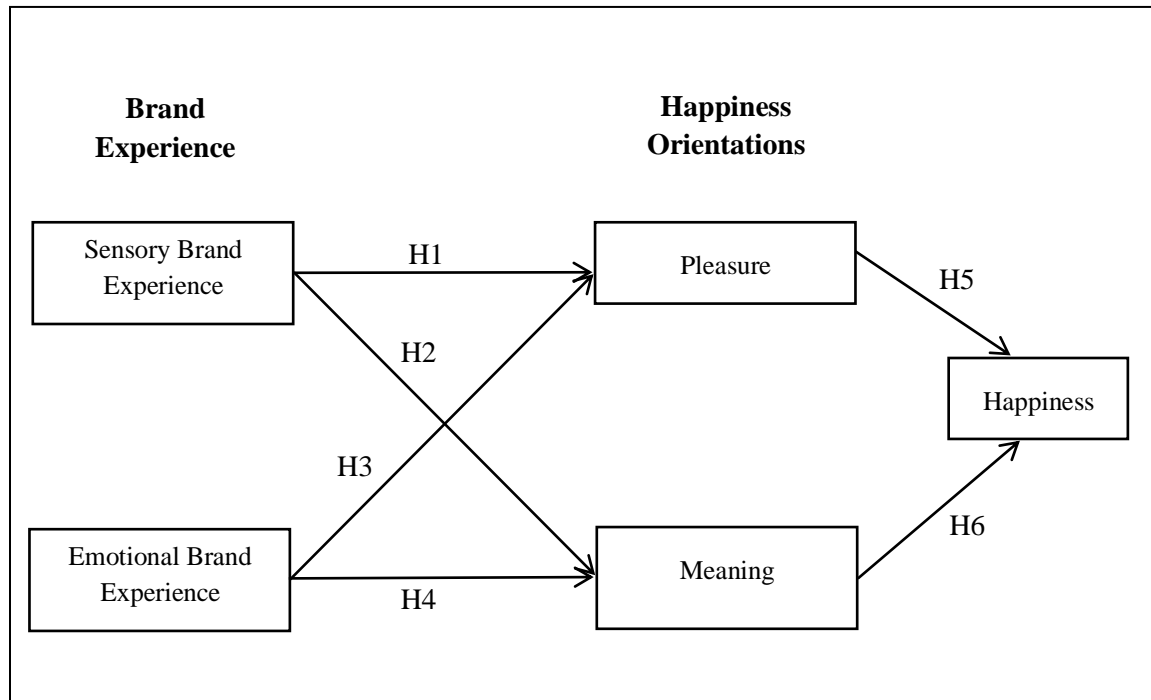


Figure.1. Conceptual Framework
Source: Author's own elaboration

3. Research Methodology

Positivism is the relevant paradigm for this research. The research problem area should be revisited to define the theoretical basis of this study. The deduction is the appropriate method for investigating these causal relationships in this research. This study uses a survey as a research method because of the aforementioned benefits of the survey, specifically the capacity to collect generalizable data from a wide range of people and a high degree of uniformity that makes conducting different statistical tests easier. This research uses a cross-sectional time horizon design. The target audience for the study was the restaurant's customers. The convenience sampling method was employed in this research. A total of 500 questionnaires were distributed among different restaurant customers in different major cities of Pakistan and received 443 valid complete responses. The cities include Lahore, Karachi, Islamabad, and Peshawar. For all of the questions in this research, a 7-point Likert scale was utilized, since it is still the most often used approach in attitude measuring (Not at all =1 to Very much = 7).

4. Results and Analysis

These are the final steps that explain the methodical procedures of multivariate statistical methods to turn data into knowledge. It starts with a basic data analysis, which filters the data and summarizes the sample's demographics. Following that, structural equation modeling SEM is used to evaluate the study's hypotheses and retrieve information. This

entails putting the measurement and structural models to the test. After that, a mediation test is run to confirm the indirect impact of the mediators in the research.

4.1. Descriptive of Demographics

Table.1. Demographics Descriptive

	Frequency	Percent	Valid Percent	Cumulative Percent
Gender				
Male	247	55.8	55.8	55.8
Female	196	44.2	44.2	100
Total	443	100	100	
Age				
18-25	147	33.2	33.2	33.2
26-30	135	30.5	30.5	63.7
31-35	96	21.7	21.7	85.3
36-40	61	13.8	13.8	99.1
40 and Above	4	0.9	0.9	100
Total	443	100	100	
Education				
Bachelor's degree	230	51.9	51.9	51.9
Master's degree	166	37.5	37.5	89.4
Doctoral degree	47	10.6	10.6	100
Total	443	100	100	
Marital Status				
Single	297	67	67	67
Married	146	33	33	100
Total	443	100	100	
Current Occupation				
Student	197	44.5	44.5	44.5
Self-employed	60	13.5	13.5	58
Employee	156	35.2	35.2	93.2
Unemployed	30	6.8	6.8	100
Total	443	100	100	

Source: Author's own elaboration

4.2. Descriptive of Restaurant Brands

Table.2. Restaurant Descriptives

	Frequency	Percent	Valid Percent	Cumulative Percent
Arcadian Café	39	8.8	8.8	8.8
Cafe Aylanto	22	5	5	13.8
Dera Restaurant	46	10.4	10.4	24.2
Haveli Restaurant	27	6.1	6.1	30.2

KFC	97	21.9	21.9	52.1
Khyber Charsi Tikka Shop	9	2	2	54.2
Maalga	27	6.1	6.1	60.3
Mcdonald's	83	18.7	18.7	79
Salt'n Pepper Village	28	6.3	6.3	85.3
Savour Foods	31	7	7	92.3
The Monal	34	7.7	7.7	100
Total	443	100	100	

Source: Author's own elaboration

When asked to envisage an eating-out situation at a restaurant, the individuals that participated in the sample were picked from a wide range of restaurant brands (See Table 2). KFC, Macdonald's, and Dera were among the most commonly picked brands in the sample.

4.3. Assessing the Construct Validity and Reliability Analysis

Table.3. Construct Validity and Reliability Analysis

Factor	Item	Factor Loading	AVE	CR	Cronbach's Alpha
Sensory Brand Experience	SE_Item1	0.88	0.79	0.92	0.89
	SE_Item2	0.93			
	SE_Item3	0.85			
Emotional Brand Experience	EE_Item4	0.84	0.69	0.87	0.83
	EE_Item5	0.81			
	EE_Item6	0.84			
	TE_Item11	0.79			
	TE_Item12	0.74			
Pleasure	P_Item35	0.83	0.71	0.91	0.85
	P_Item36	0.83			
	P_Item37	0.89			
	P_Item38	0.83			
Meaning	M_Item29	0.77	0.72	0.88	0.77
	M_Item30	0.75			
	M_Item31	0.74			
	M_Item32	0.77			
	M_Item34	0.81			
	E_Item27	0.79			
	E_Item28	0.82			
Happiness	HP_Item14	0.85	0.71	0.91	0.84
	HP_Item15	0.88			
	HP_Item16	0.82			
	HP_Item17	0.82			
	BF_Item23	0.83			
	BF_Item24	0.84			

Source: Author's own elaboration

The standardized factor loadings for all of the items are shown in Table 3. It also displays the AVE, Cronbach's Alpha and construct's reliability CR for each construct. Table 4.8.4 shows that the AVE varied between 0.65 and 0.79, indicating significant convergence since it is above the acceptable threshold of 0.50. Table 4.3 shows the reliability estimates, which varied from 0.76 to 0.89, suggesting excellent reliability as it is more than 0.70 (Hair, Black, Babin, & Anderson, 2014).

4.4. The AVE and Squared Correlation Matrix for All the Constructs

The AVE for each construct must be greater than all the squared correlations between this construct and all the other constructs to ensure discriminant validity (Fornell & Larcker, 1981). When comparing the values in each row of the squared correlations matrix to the corresponding value of the AVE, it is clear that the AVE is bigger than the squared correlations, suggesting excellent discriminant validity (See Table 4).

Table.4. The AVE and Squared Correlation Matrix

	Sensory Brand Experience	Emotional Brand Experience	Pleasure	Meaning	Happiness	AVE
Sensory Brand Experience	1					0.79
Emotional Brand Experience	0.35	1				0.69
Pleasure	0.44	0.54	1			0.71
Meaning	0.28	0.44	0.59	1		0.72
Happiness	0.39	0.66	0.42	0.32	1	0.71

Source: Author's own elaboration

4.5. The Structural Model

The following statistics of the model fit were obtained after running the structural model using AMOS 22.

Table.5. Goodness of Model Fit

	χ^2	DF	GFI	AGFI	CFI	RMSEA	SRMR
Criteria			≥ 0.90	≥ 0.90	≥ 0.95	≤ 0.07	≤ 0.08
Overall Fit	2817.53	510	0.93	0.92	0.9	0.037	0.038

Source: Author's own elaboration

The statistics in Table 5 reflect the model's overall goodness-of-fit statistics. With 510 degrees of freedom, the χ^2 is 2817.53 ($p < 0.05$). The GFI of the model is 0.93, and the AGFI is 0.92, showing that it is well-fitting. CFI is 0.90, which is a good fit. The RMSEA value is 0.037, and the SRMR value is 0.038. All of these metrics and data fall within a reasonable range for a good fit.

4.6. Hypotheses Testing

Table.6. Direct Hypotheses Testing

Paths	Unstandardized Estimate	Standard Error	t-Value	Standardized Estimate	Significance	Outcome
H1: Sensory Brand Experience → Pleasure	0.29	0.04	7.17	0.336	***	Accepted
H2: Sensory Brand Experience → Meaning	0.04	0.06	0.71	0.033	0.61	Rejected
H3: Emotional Brand Experience → Pleasure	0.22	0.06	3.49	0.227	**	Accepted
H4: Emotional Brand Experience → Meaning	0.05	0.09	0.51	0.051	0.66	Rejected
H5: Pleasure → Happiness	0.15	0.05	3.01	0.146	**	Accepted
H6: Meaning → Happiness	0.46	0.06	7.31	0.432	***	Accepted

Source: Author's own elaboration

4.7. Mediation Testing

Table.7. Mediation Analysis

Path	a	Sig.of (a)	b	Sig.of (b)	Indirect Effect (a*b)	Direct Effect (c')	Sig.of c'	Total Effect c	Lower BootLLCI Limit	Upper BootULCI Limit	Remarks
Sensory Brand Experience-> Pleasure-> Happiness	0.553	0.000	0.323	0.000	0.179	0.491	0.000	0.67	0.118	0.242	H7 Supported
Sensory Brand Experience-> Meaning-> Happiness	0.593	0.000	0.482	0.000	0.286	0.383	0.000	0.67	0.214	0.359	H8 Supported
Emotional Brand Experience-> Pleasure-> Happiness	0.653	0.000	0.384	0.000	0.251	0.51	0.000	0.761	0.182	0.331	H9 Supported
Emotional Brand Experience-> Meaning-> Happiness	0.659	0.000	0.555	0.000	0.366	0.395	0.000	0.761	0.288	0.452	H10 Supported

Source: Author's own elaboration

Table 7 shows the result of mediation analysis of the H7, H8, H9, and H10 hypotheses. In accordance with the 95 percent bootstrap confidence interval, the real population value

of H7 the indirect impact is somewhere between BootLLCI 0.118 and BootULCI 0.242, for H8 between BootLLCI 0.214 and BootULCI 0.359, for H9 between BootLLCI 0.182 and BootULCI 0.331 and for H10 between BootLLCI 0.228 and BootULCI 0.452 and all these values are statistically distinct from zero. Hence, all these hypotheses are accepted.

5. Discussion

5.1. Discussion

The first hypothesis asserts that sensory brand experience and pleasure are linked. The evidence for a favorable association between sensory brand experience and pleasure came from testing this idea. This finding is consistent with previous theoretical conceptualizations of this relationship that have been presented in the research literature. These conceptualizations assert that sensory experiences can result in pleasurable outcomes (Andersson & Mossberg, 2004), and those specific sensory qualities are present in all pleasurable experiences. This finding is in line with these previous theoretical conceptualizations and that all pleasurable experiences have common characteristics in terms of their sensory components (Michalos, 2014).

Furthermore, the research supports the findings of a prior empirical study that found that sensory experiences such as pleasure lead to happiness (J. Brakus, Schmitt, & Zarantonello, 2012). The antecedent to happiness suggested by the second hypothesis is a favorable link between sensory brand experience and meaning. The association was not supported by the data, according to the statistical test of this hypothesis. Theoretically, this link is supported by the body of literature that contends that a brand's sensory manifestations serve as the medium for the values and meanings it seeks to communicate. These values include, for instance: sophistication, quality, elegance, inventiveness, modernity, interaction, being green and healthy, and simplicity (Krishna, 2012). The third hypothesis asks if emotional brand experience leads to enjoyment in a good or negative way. This notion is supported by the present study's results. This is consistent with previous research on the emotional component of brands. They believe that forging strong emotional brand relationships and attachments with customers would result in higher levels of brand loyalty, improved financial success (Park et al., 2010), and a transformation into a pleasurable experience. A consumer's emotional connection to a brand is believed to result in comfort and satisfaction (Park et al., 2010).

Moreover, Russell (1991) proposes this relationship in his theory of emotions. He contends that all empathetic experiences possess a hedonistic component, which may be summed up as the pleasure that one derives from having a favorable affective state or feeling happy emotions and that people differ in their ability to express the pleasure that they experience as a result of these positive emotions or affective states. According to this study's fourth hypothesis, emotional brand experience has a favorable impact on meaning as a precursor to happiness. Customers want the brands they patronize to become integral, constructive, and proactive components of their histories and recollections (Gobe & Brand, 2002). The relevance of the emotional component in meaning transmission has been emphasized in both previous research and the body of published literature (Batey, 2008).

The findings in this research support the two hypotheses fifth and sixth that establish the links between pleasure and meaning on the one hand, and happiness on the other. This is consistent with past happiness studies, which support the Three Orientation Model. This line of study supports Peterson et al. (2005) concept of happiness, which combines

hedonia, eudaimonia, and flow perspectives. As a result, happy life is pleasant, meaningful, and engaging; that is, one that includes a lot of gratifying and enjoyable experiences, a lot of completely immersed activities, and a constant search for meaning by serving a larger good and upholding personal and societal ideals (Michalos, 2014).

The seventh and eighth Hypotheses stated that pleasure and meaning mediate the relationship between sensory brand experience and happiness. The finding of this study validates these mediating relationships and it is consistent with the previous literature. The sensory brand experience affects consumers' senses and impacts their attitudes, decisions, and actions (Hultén, 2011). In restaurants, all enjoyable encounters share similar sensory characteristics like the enjoyment of the taste and satisfying hunger. This viewpoint is known as the simplistic definition of happiness (Tännsjö, 2007); To put it another way, sensory experiences will give us pleasure. Furthermore, neurological science study has established a biochemical pathway that mediates behavior. Sensory sensations, which are generally associated with pleasure in humans, drive this process (Bozarth, 1994). The ninth and tenth hypotheses stated that pleasure and meaning mediate the relationship between emotional brand experience and happiness. The finding of this study validates these mediating relationships and it is consistent with the previous findings. Emotional branding is a customer-centric, collective, and story-driven approach to creating affective relationships between brands and their customers. Establishing deep emotional brand attachments and ties with customers has been shown to improve brand loyalty while also boosting financial results. Comfort and happiness are supposed to result from such emotional proximity between a brand and a customer (Park et al., 2010). People's perceptions of objects and activities in their lives contribute to pleasure, according to evidence from emotional literature (Higgins, 1997).

5.2. Theoretical and Practical Implications

The findings of this research have a variety of different implications that may be used by marketing managers in the hospitality and service sectors. This will provide such managers with a long-term competitive edge as well as a distinct point of uniqueness for their offerings. Instead of concentrating on brand experience as a whole, the first essential practical consequence is to demonstrate the separate impacts of brand experience aspects on happiness. Businesses must maximize the notions of brand community and communal consumption, particularly for brands with strong identities and histories. In general, branded restaurants that promote particular ways of life, cultures, or celebrities produce an experience that connects customers to those ways of life, celebrities, or cultures, in a manner that makes them feel like people who are part of a certain social group.

5.3. Limitation and Future Research

Every research endeavor, including this one, has its own set of restrictions. Issues like study design and measurement were among the constraints. First, consumers' judgments of positive experiences are prone to bias since they are based on the memory of the event rather than the profile of the experience. Customers, in other words, do not average or aggregate the whole experience; rather, they base their conclusions on the overarching characteristics of the most stressful and decisive occasions. Second, people's sentiments are often impacted by what they do, who they do it with, and where they are at the time they reply to the scale. To put it another way, happiness is linked to the existence of good and negative emotions such as mood, sensory experiences, and pleasantness of emotions. As a result, the perceived happiness might be tainted by prejudice. In this scenario, the Experience Sampling Method, often known as ESM, might be used to accurately

measure the participants' degrees of real satisfaction. Participants in an ESM research provide self-reports at random intervals on what they think, feel, and do during the course of a normal week's activities. These reports focus on the participants' thoughts, feelings, and behaviors. Researchers will be able to get more accurate results using this strategy when they frequently measure happiness after consumption over a period of time that is reflective of a consumer's life. This method will allow researchers to 1) obtain evidence of fleeting pleasure as a consequence of consumption, which is a direct outcome of the environmental context; and (2) a trait-like measure of consumer happiness may be obtained by averaging the fleeting pleasure experienced by consumers over a period of time. Developing specific smartphone apps, for this reason, might make reporting happiness via ESM easier in the future.

5.4. Conclusion

The study began with the identification of many gaps in the consumer research literature. The listed below is a summary of the theoretical contributions made by the research, which helped bridge these gaps and extended knowledge in multiple different ways within marketing theory. The first point is the need for additional study into the link between brand experience and customer behavior results. Despite the significance of the latter, little is known about how brand experience influences happiness. This topic has been investigated either as a single-component construct or as a multiple-dimensional construct treated as a single-component construct in previous studies. The present research found that each of the brand experience aspects had a distinct impact on happiness. A further contribution has to do with the need of having a well-defined understanding of the factors that lead up to and contribute to the happiness of consumers, which includes how a particular brand experience helps a consumer's episodic happiness (Nicolao, Irwin, & Goodman, 2009), as well as how happiness is derived from the brand purchase and consumption and influences consumer behavior outcomes (Mogilner, Aaker, & Kamvar, 2012). Through happiness and its orientations, this research studied the idea of brand experience and its effects on happiness.

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