



RELATIONSHIP BETWEEN BRAND EXPERIENCE,
BRAND IMAGE, PERCEIVED VALUE AND CUSTOMER
ENGAGEMENT – A STUDY OF STARBUCKS IN CHINA

Sijia Li

李偲佳

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Supervisor:

Prof. Shaozhuang Ma, ISCTE Business School, Department of Marketing, Operation
and Management

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SIJIA LI

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Abstract

This research takes Starbucks as an example to study the relationship between brand experience, brand image, perceived value and customer engagement. Using a sample of 291 valid questionnaires collected in China, regression analyses were employed to test the hypotheses.

The main findings of the study indicate that: (1) brand experience is positively related to perceived value; (2) brand image is positively related to customer engagement; (3) perceived value partially mediates the relationship between brand experience and customer engagement; (4) perceived value partially mediates the relationship between brand experience and customer engagement.

Keywords: brand experience, brand image, perceived value, customer engagement, Starbucks China

JEL Classification: M31; M37

Resumo

Esta pesquisa toma a Starbucks como exemplo para estudar a relação entre experiência de marca, imagem de marca, valor percebido e envolvimento do cliente. Utilizando uma amostra de 291 questionários válidos recolhidos na China, foram utilizadas análises de regressão para testar as hipóteses.

As principais conclusões do estudo indicam que: (1) a experiência da marca está positivamente relacionada com o valor percebido; (2) a imagem da marca está positivamente relacionada com o envolvimento do cliente; (3) o valor percebido medeia parcialmente a relação entre a experiência da marca e o envolvimento do cliente; (4) o valor percebido medeia parcialmente a relação entre a experiência da marca e o envolvimento do cliente.

Palavras-chave: experiência de marca, imagem de marca, valor percebido, envolvimento do cliente, Starbucks China

Classificação JEL: M31; M37

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Chapter 1 Introduction

Brands have been fully recognized as an asset since the 1990s (Kapferer, 2008), systematic brand management and related researches have also been developed by practitioners and scholars. Lawer and Knox (2006) proposed that brand management has an impact on consumer value. As a part of brand management, academics have conducted extensive research on the brand experience and brand image, and their impact on consumer value and behavior.

According to Brakus et al. (2009), the brand experience is conceptualized as “subjective, internal consumer responses(sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments”, and they developed a scale to measure brand experience with dimensions of sensory, affective, behavioral and intellectual. Besides, brand experience has been considered as affecting customer satisfaction and loyalty, and it is also essential in building brand image (Brakus et al., 2009; Ailawadi and Keller, 2004).

Since the formal introduction of the brand image in the 1950s, although it has been widely used, scholars still have different definitions of it. Dobni and Zinkhan (1990) consolidated previous studies into five categories of the definition include blanket definitions and those which emphasize symbolism, meanings or messages, personification, and cognitive or psychological dimensions. Herzog (1963) indicated that the brand image is the consumer’s general perception and impression of a brand. And Park et al. (1986) defined it as a perception created for marketers to manage brand and indicated that showing the brand image to the target market is a basic marketing activity. In addition, Jin et al. (2012) asserted that brand image has a significant impact on customer loyalty, Tu et al. (2012) further suggested that brand image significantly affects customer satisfaction and loyalty.

The multiple dimensions of a brand clearly have an impact on consumers. Holbrook (1994) proposed that customer value has apparent importance to the research of customer behavior, and the concept of value covers the prerequisites for determining satisfaction or loyalty (Gallarza et al., 2011). Eggert and Ulaga (2002) indicated that perceived value can be regarded as another indicator that coexists with customer satisfaction. Zeithaml (1988) defined perceived value as “the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given.” The weighting of components of perceived value may vary according to consumer needs and preferences. Sweeney and Soutar (2001) identified four dimensions of perceived value as emotional, social, quality/performance and price/value for money. Moreover, Zeithaml (1988) proved that perceived value leads to purchase intentions.

Customer engagement as a new research flow within customer management has been valued by practitioners and academics based on its relational foundations of interactive experience and the co-creation of value (Verhoef et al., 2010; Brodie et al., 2011). Vivek et al. (2012) defined customer engagement as “the intensity of an individual’s participation in and connection with an organization’s offering and/or organizational activities, which either the customer or the organization initiates”. It can come from existing or potential customers and consists of four elements: cognitive, emotional, behavioral, and social (Vivek et al., 2012). Customer engagement behavior includes a number of behaviors that can be classified as direct or indirect contributions (Van Doorn et al., 2010; Pansari and Kumar, 2017), and these contributions can have benefits to the firm (Pansari and Kumar, 2017).

In fact, brand management and customer value and behavior are actually inextricably bound, but there are very few studies on the relationship between brand image, brand experience, perceived value and customer engagement. This is one of the motives for this study.

Tu and Chih (2013) indicated that corporate brand image is a directly significant path to customer perceived value, which has also been proved effective for loyalty, satisfaction and purchase intentions (Tu and Chih, 2013; Wang and Tsai, 2014). It has also been proved that brand experience can contribute as a successful driving factor for customers' perceived value and may affect consumer's emotional attachments and behaviors accordingly (Wiedmann et al., 2018). In an investigation of mobile users, the perceived value was determined to impact customer engagement (Kim et al., 2013), and it has also been shown to affect some behaviors of customer engagement in the general field and finally has an influence on brand loyalty (Leckie et al., 2018). Therefore, the relationship between brand image, brand experience, perceived value and customer engagement deserves an in-depth discussion. This is the second motive for this study.

Based on the above, this study seeks to develop a conceptual framework between brand image, brand experience, perceived value and customer engagement. The purpose of the study is (1) to evaluate the relationship of brand image and perceived value, (2) to assess the relationship of brand experience and perceived value, (3) to analyze the relationship of perceived value and customer engagement. As the world's largest coffee chain brand, Starbucks was selected as the target of this study. At present, Starbucks has opened more than 4000 stores in more than 160 cities in China and has more than 55,000 Starbucks partners. China has now become the fastest growing and the largest overseas market for Starbucks. Therefore, this study was conducted through questionnaire and an in-depth interview with young consumers of Starbucks in China.

Chapter 2 Literature Review

2.1. Brand Experience

In the process of consumers' investigation, purchase and consumption of brand, the brand-related factors such as advertisements and marketing communications have caused different experiences for consumers. Brand experience is hereby considered as the specific brand-related influences and a new construct that explains how consumers connect with brands in a holistic way (Zarantonello and Schmitt, 2013; Ramaseshan and Stein, 2014). Specifically, Brakus et al. (2009, p.53) conceptualized brand experience as the consumers' emotional responses and behavioral responses triggered by brand-related stimuli, which is a multi-dimensional structure that can provide experiential attachment to the brand (Khan and Rahman, 2015). This approach emphasizes the experience provided by the brand. It is fundamentally different from those who suggested that the brand experience was the consumer's past experience with the product or brand (e.g., past contact or usage), or the consumer's familiarity with the brand (Lau and Lee, 1999; Alba and Hutchinson, 1987).

Other experience-related concepts such as consumption experience and experiential marketing have also been extensively studied, they have subtle connections and differences with the brand experience. For example, Holbrook and Hirschman (1982) argued that the consumption experience is a phenomenon that pursues fantasy, feeling and fun, and the perception of the experience is an important aspect of consumption. And Schmitt (1999) proposed the importance of experiential marketing and its impact on organizational strategy and culture. He divided the form of experience into five dimensions as sense, feel, think, act and relate, and as the contents form the strategic experiential module (SEMs). The content of experiential marketing is similar to the brand experience, but experiential marketing is viewed from the perspective of marketers and brand experience is viewed from the perspective of consumers (Ding and Tseng, 2015).

Brakus et al. (2009) extended the notion of Schmitt's concept by developing a scale to measure brand experience and demonstrated that brand experience has four dimensions as sensory, affective, behavioral and intellectual. They explained that the stimulus is the brand-related factors that have an influence on consumers, such as brand-identifying colors, shapes, fonts, background design elements, slogans, mascots, and brand features. These kinds of stimuli appear or are sold as part of the brand design and identity, packaging and marketing communications, and within the environment in which the brand is marketed. For example, it can appear in the name, logo, signage or advertisements, brochures, websites, or appear directly in the stores or events. Due to the different subjective considerations, the strength and intensity of the brand experience are different, and the brand experience can be positive, negative, spontaneous or intentional, so there is also short-term or long-term brand experience. According to its four dimensions, the brand experience can be segmented and better understood. Sensory experiences occur when brand-related factors stimulate the senses of customers and are perceived by customers. Affective experiences occur when customers have perceived emotions for the brand. Behavioral experiences occur when customers make or change the behavior based on the brand-related stimuli or consumption of the brand. Intellectual experiences occur when customers experience curiosity or cognitive reflection (Brakus et al., 2009).

Many works of literature have used the definition and scale of brand experience from Brakus et al. (2009) to conducted in-depth research in different areas and explore the impacts of brand experience. From these studies, some relationships and influences about the brand experience can be recognized. For example, the brand experience can support the personality and uniqueness of some customers by fitting their lifestyle and social identity, thereby further stimulate brand loyalty (Nam et al., 2011; Brakus et al., 2009). Brand experience has been proved to be a powerful lever to stimulate customers to spread positive word-of-mouth (Klein et al., 2016; Khan and Rahman, 2015). And the brand experience is a crucial concept for managing a brand as it affects customer satisfaction, brand attachment, brand commitment and brand attitude.

It is also essential to shape brand image and can increase brand equity (Zarantonello and Schmitt, 2013; Ramaseshan and Stein, 2014; Brakus et al., 2009; Ailawadi and Keller, 2004; Cleff et al., 2014; Ding and Tseng, 2015).

2.2. Brand Image

Since the formal introduction of the brand image in the 1950s, as a key driver of brand equity and the basis for making strategic marketing decisions, it has had an influence on consumer behavior and has been valued and heavily researched by practitioners and scholars (Zhang, 2015; Lee et al., 2014). Although the brand image has been widely used, scholars gave different definitions according to a different emphasis. Dobni and Zinkhan (1990) classified previous definitions of the brand image into five categories, including blanket definitions and the emphasized symbolism, meanings or messages, personification, and cognitive or psychology.

Some previous definitions of the brand image were broad and didn't provide a detailed understanding, which has been classified as the blanket definitions. For example, Herzog (1963) indicated that the brand image was the sum of the consumer's total impression of a brand, Newman (1957) defined it as the consumer's perception of all associations with the brand, and Dichter (1985) considered that brand image was consumer's general impression of the product or service. Dobni and Zinkhan (1990) regarded these definitions as the effective expressions of the general abstraction of brand image.

Since Levy (1958) mentioned the symbol in the 1950s, the symbolic concept of brand has gained popularity. Noth (1988) has applied the concept of semiotics and identified that the commodities were signs whose meaning was the consumer's "brand image". Dobni and Zinkhan (1990) explained that these definitions implied that certain personal or social meanings or values as symbols of the product can strengthen consumer's self-concepts. These symbols represent personal attributes, goals, social

efforts and patterns, and serve as a communication tool between individuals and their important objects.

In the 1980s, many scholars focused on the basic meaning that consumers attribute to products, these definitions emphasized meanings and messages of brand. Swartz (1983) suggested that different brands were distinguished based on the message conveyed, it comes directly from the meaning of certain brands or products by those who contact them. Reynolds and Gutman (1984) proposed that the set of stored meanings and associations in personal memory that served to differentiate a product or service from its competition as imagery.

In addition, some definitions associate the brand image with personality. They involved comparing products to human beings, which indicated that the brand itself has a unique personality, and is also related to the consumer's personality or self-concept with the image of the product or brand. Hendon and Williams (1985) have stated that brand personality or identity implies a description of a product as human. Sirgy (1985) proposed that products were assumed to have a personality image just like people. Some scholars further focused on certain obvious human descriptors, such as "gender image" (Debevec and Iyer, 1986) or "age image" (Bettinger et al, 1979) of the product or brand.

The last is the definition emphasizing on cognitive or psychological elements, which focuses on mental effects and uses words such as "feelings", "attitudes" or "understanding" to conceptualize the brand image. They are estimated to have referenced Gardner and Levy's (1955) definition of brand image as "a consumer's feelings, attitudes, and ideas towards a brand" (Dobni and Zinkhan, 1990). These definitions emphasize cognitive or psychological processes that trigger the creation of a brand image and suggest a connection between product and emotion.

After categorizing and analyzing prior definitions, Dobni and Zinkhan (1990) summarized the brand image as a subjective and perceived phenomenon formed by subjective and perceived phenomenon formed by subjective or emotional consumer interpretations. Afterward, the definition of brand image proposed by Keller (1993, p.3) was valued and used by many academics, he defined brand image as the perceptions about the brand that is reflected by the sum total of brand associations held in consumer memory, and he stated that these associations were multi-dimensional, including emotional dimension or the attitude towards the brand and perceived quality dimension. Furthermore, Keller (2001) proposed a consumer-based brand equity model that includes six brand-building elements. These elements have a new influence on the subsequent understanding of the brand image.

According to Keller (1993), he suggested that the associations that trigger brand image include brand attributes, brand benefits, and overall brand attitude. Brand attributes were defined as the consumer's perception of what a product or service represents, own, or involve. The attributes related to the product are internal attributes and those not associated with the product are external attributes (i.e., price, product appearance, packaging, the imagery of user and usage). Brand benefits were described as the value consumers think a product or service can bring to them, which can be divided into functional, experiential and symbolic. This seems to refer to the literature of Park et al. (1986), they explained that a brand concept is derived from basic consumer needs, and that functional needs, symbolic needs and experiential needs were used to refer to the image created in a brand. Specifically, functional benefits were related to the inherent advantages of product or service consumption; experiential benefits referred to the feelings when using a product or service, while symbolic benefits were related to the potential needs of consumers, such as social approval or personal expression and other-directed self-esteem. Keller (1993) then referred to Wilkie's (1986) definition of brand attitudes, characterized it as the consumer's overall evaluation of brands, and considered that brand attitudes usually

form the foundation for consumer behavior, such as making consumers make brand choices.

Overall, establishing and maintaining the brand image is important for branding strategies (Keller, 1993), and Park et al. (1986) indicated that showing the brand image to the target market is a basic marketing activity. Additionally, it has been confirmed that brand image affects customer satisfaction, loyalty, and purchase intention significantly, and it also influences customer engagement and brand love. (Jin et al., 2012; Tu et al., 2012; Lien et al., 2015; Islam and Rahman, 2016).

2.3. Perceived Value

Perceived value has been conceptualized as the consumer's overall assessment of the individual's pay and receives for the product (Zeithaml, 1988, p.14). Because of different personal values and location or circumstances, the weight of each component of perceived value would change according to consumer needs and preferences (Zeithaml, 1988). For example, some consumers want high quality or volume of product and some may need convenience. Others are concerned with money expended and some with time, energy, or effort. Similarly, Monroe (1990) proposed that the perceived value was the trade-off between perceived benefits or quality offered by the product and the monetary and non-monetary necessary sacrifices paid to obtain the product. From this perspective, Pandža Bajš (2015) concluded that the benefits such as functional benefits and affective benefits have a positive effect on perceived value, while costs have a negative effect, but they are still two interdependent elements.

Zeithaml (1988) described that value is: (1) low price, (2) whatever one wants in a product, (3) the quality that the consumer gets for the price paid, and (4) what the consumer gets for what they give. Based on these meanings and the one-dimensional measures used before, the measurement without assuming consumers have shared

value was considered difficult to develop (Kantamneni and Coulson, 1996; Petrick, 2002).

However, Kantamneni and Coulson (1996) developed a multi-dimensional measure of the perceived value of a product, and identified the distinct dimensions of core value, personal value, sensory value, and commercial value. Core value can be perceived when the product is useful, functional, reliable, durable and can satisfy the consumer. It refers to intrinsic value, and is shown in the core benefit of the product. Personal value is the value that increases individuality for self or social self, while the sensory value is related to the senses of taste, sound, smell, and touch. The final dimension, commercial value, is the indicators that is enhanced by marketing stimuli such as the brand or store name, price, the ethicality of products or specific marketing.

In addition, Sweeney and Soutar (2001) suggested that multiple value dimensions can better explain consumer choice. They developed a perceived value scale with a 19-item measure to assess customers' perceptions of the value, and identified four dimensions of perceived value as emotional, social, quality or performance and price or value for money. In these dimensions, Sweeney and Soutar (2001) proposed that price and quality are functional values but contribute separately to perceived value, which is shown in the study with separate measurement. First, emotional value is the value of the feelings or emotional states that are generated by the product, and social value is the utility derived from the ability of the product to enhance consumer's social self-concept, while price or value for money is the reduction of perceived costs from the utility of the product. Finally, the performance or quality is the value of the perceived quality and expected performance of the product. In a recent study in the context of durable products, the dimensions of perceived value were divided into product-related value, social-related value and personal-related value (Aulia et al., 2016). This consolidated the previous dimensions to a certain extent .

Past studies have provided evidence that perceived value has direct effects on consumers behavioral intention, such as purchase and post-purchase behavior (Zeithaml, 1988; Tam, 1999; Petrick, 2002), and it found to be strongly correlated with and influenced customer satisfaction (Tam, 1999; Kuo et al., 2009; Wu et al., 2014). On the other hand, Eggert and Ulaga (2002) indicated that perceived value can be regarded as another indicator that coexists with customer satisfaction. Last, Yang and Peterson (2004) proposed that perceived value is a key driver of customer loyalty.

2.4. Customer Engagement

With the increase of platforms, methods, and objects of interaction, many customers are willing or prefer to participate in the organization's business systems, in order to exert their influence, meet their needs, interact with the brand and co-create value (Vargo and Lusch, 2004; Prahalad and Ramaswamy, 2004; Marbach et al., 2016; Kennedy and Guzmán, 2016). Therefore, non-transactional customer behavior and corporate strategies to guide them are considered to be increasingly important (Verhoef et al., 2010). Some academics and business practitioners focused on customer engagement and used it as a general framework for capturing non-transactional customer behavior (Verhoef et al., 2010; Van Doorn et al., 2010). It is considered a new research flow within customer management based on its relational foundations of interactive experience and the co-creation of value (Verhoef et al., 2010; Brodie et al., 2011).

Hollebeek (2011, p.565) defined customer brand engagement as the level of customer's cognitive, emotional and behavioral investment in specific brand interactions. This concept reflects the motivational basis of customer engagement behaviors, and specific behavioral manifestations explained by Van Doorn et al. (2010). Van Doorn et al. (2010) considered that customer engagement behaviors can be either positive or negative, such as word-of-mouth (WOM) activity, referrals, imitations, helping other customers, suggestions for improvements, blogging, writing reviews, participation in brand communities and engaging in legal action or revenge

activities. Besides, they proposed five related dimensions of engagement behaviors as valence, form, scope, nature, and customer goals.

Similar to the definition proposed by Hollebeek (2011), Patterson et al. (2006) placed customer engagement in the context of a service organization, and described it as the level of the consumer's physical, cognitive and emotional state in the consumer-organization relationship. They came up with four customer engagement components, including vigor, dedication, absorption, and interaction. These components can be covered by the dimensions Hollebeek (2011) presented, the behavioral dimension contains vigor and interaction, the cognitive dimension includes absorption, and the emotional dimension involves dedication.

Likewise, Vivek et al. (2012) interpreted customer engagement as the intensity of an individual's participation in the organizational offerings or activities. Customers build relationships through engagement with the brand based on the experiences they have with the offerings and activities of the organization. Therefore, they illustrated that this process can be initiated not only by the organization but also by potential or existing customers. Analogously, they considered four dimensions of customer engagement by integrating previous research: cognitive, affective, behavioral, and social, these dimensions are reflected in a 10-item scale they further developed (Vivek et al., 2014).

Customer engagement behavior can be classified as direct or indirect contributions (Van Doorn et al., 2010; Pansari and Kumar, 2017), and these contributions can have tangible (i.e., affecting firm performance such as profits, revenue or market share) and intangible benefits (i.e., making company have the ability to make marketing messages more relevant, to do permission marketing and to have privacy sharing) to the company (Pansari and Kumar, 2017). Moreover, customer satisfaction as an essential prerequisite for customer engagement (Sashi, 2012; Dovaliene et al., 2015) also affected by customer engagement (Hapsari et al., 2017), customer engagement

has influential effect on loyalty, brand evaluation, and brand trust additionally (Hapsari et al., 2017; So et al., 2016).

2.5. Research Hypothesis

As the world's largest coffee chain, Starbucks has been countlessly researched by the relevant practitioners and marketing academics. Going beyond some traditional drivers of firm performance (e.g., product quality and value) and some traditional customer-based metrics (e.g., customer satisfaction and loyalty), scholars have begun to focus on some new metrics for measuring organizational performance and understanding customer.

A review of the literature reveals that brand experience, brand image, perceived value and customer engagement each has been studied, but an integration of these variables into a single model is rare. Thus, the purpose of this study is to investigate the relationships among these variables.

2.5.1. Brand experience, brand image and perceived value

Creating and delivering value for customers is considered a key task for an organization to build the competitive advantage (Smith and Colgate, 2007; Woodruff, 1997), brand matches their unique capabilities based on customer needs and preferences to carry out strategic plan in areas such as segmentation, service development and marketing communications (Rintamäki et al., 2007). At the same time, many active customers seek to exert influence in the organization's business systems, hoping to interact with the brand and "co-create" value (Prahalad and Ramaswamy, 2004).

Experience is considered a key factor in creating value in the interaction between brands and customers (Pine et al., 1999; Prahalad and Ramaswamy, 2004). It is also considered to contribute to the hedonic value and become a source of perceived benefits (Merle et al., 2010). As reported earlier, brand experience has multiple

dimensions. These different dimensions of experience have proven to affect the perceived value and correspond to different value dimensions. For example, multi-sensory experiences are considered to have a positive impact on perceived value in areas such as luxury hotels, luxury goods or related retail (Wiedmann et al., 2013; Wiedmann et al., 2018). Brand-related stimuli are reflected on the packaging, thus inducing the sensory experience of customers, which in turn affects the perceived product's core value and emotional value (Krishna et al., 2017). In addition, affective experiences also significantly impact perceived value in areas such as tourism, mobile technology (Duman and Mattila, 2005; Kim et al., 2013) and relate to emotional value.

Brand image is valued by marketers as a customer-based concept because it represents consumers' perceptions and feelings about the brand (Keller, 1993). In marketing activities and communication, the consumer's perception of the brand involves the reputation of the organization and further affects brand equity (Brodie et al., 2009; Keller, 1993).

Brands and customers can co-create brand image through their interactions (Törmälä and Saraniemi, 2018; Kennedy and Guzmán, 2016). Some customers believe that their communication with the brand and the help with shaping the brand image can affect their social status and value (Kennedy and Guzmán, 2016). Therefore, brand image has an impact on customer value (Brodie et al., 2009). Some determinants of brand image, such as physical environment, product or service quality, have proven to be important predictors of customer perceived value. There is also evidence showing that brand image significantly affects customers' perceived value and is a crucial prerequisite for perceived value (Ryu et al., 2012).

This study extends the understanding of the impact of brand experience and brand image on perceived value in the service area by investigating young Chinese customers' perceptions of Starbucks' brand experience, brand image and perceived

value. Based on the findings of past research, when the brand triggers the corresponding response of the customer through multi-dimensional stimulation, the brand experience generates “experience value”, thereby increasing the perceived value of customers. The effect of brand experience on perceived value has been supported in the literature, where customers who have positive brand experiences demonstrate high perceived value (e.g., Wiedmann et al., 2018). Additionally, in the process of co-creating value, the brand image is considered to have a positive relationship with customer value. Even the process of helping to shape the brand image has significance for customer value (Kennedy and Guzmán, 2016). Chiang and Jang (2007) confirmed that brand image significantly affects consumer perceived value in the travel area. Thus, we put forward the following hypothesis:

H1. Brand experience has a positive effect on perceived value

H2. Brand image has a positive effect on perceived value

2.5.2. Brand experience, perceived value and customer engagement

Brand experience and customer engagement are inextricably linked because of their similar conceptual foundations. Brand experience is interactive and co-creative, while academics and practitioners proposed that customer engagement is the repetitive interactions based on the foundations of interactive experience and the co-creation of value (Sedley, 2010; Brodie et al., 2011).

Experience plays an important role in engagement (Merrilees, 2016; Mollen and Wilson, 2010). Enhancing the brand experience has proven to help increase customer engagement (Prentice et al., 2019). Customer-driven experiences drive further engagement behaviors based on their different motivations (Kim et al., 2013). Specifically, there is evidence that sensory experience has a positive impact on customer engagement’s cognitive, emotional and behavioral dimensions (Hepola et al., 2017). In turn, customer engagement also influences brand experience to some extent (Khan et al., 2016; Kim et al., 2013).

As a part of the co-creation of value, the motivation of engagement is obviously related to the personal value of customers (Marbach et al., 2016). Perceived value is therefore considered as a prerequisite for customer engagement (Brodie et al., 2011). There is evidence that the engagement motivation has a positive relationship with customer's perceived value. Perceived value is also related to the customer engagement and continued engagement intention (Kim et al., 2013; Hapsari et al., 2017). On the other hand, some customers can further perceive value after interacting with the brand. There is evidence indicating that perceived value in different dimensions is viewed as a result of the high level of customer engagement (Marbach et al., 2016).

This study examines the relationship between brand experience, perceived value and customer engagement in the context of Starbucks' young Chinese customers. As argued earlier, experience as a key factor in co-creating value helps to enhance the value of experience and becomes a source of perceived value, while the contribution of value to customer engagement motivation makes it an important prerequisite for customer engagement. As Kim et al. (2013) noted in the mobile area, the positive brand experience delivers value and drives customer engagement. Thus, the following hypothesis is formulated:

H3. Brand experience influences customer engagement through the mediation of perceived value

2.5.3. Brand image, perceived value and customer engagement

In the process of customer-brand interaction, the brand image plays a role as an important factor. When consumers think that the brand image is attractive or their self-image overlaps with the brand image, they are likely to interact with the brand or be motivated to engage (Bagozzi and Dholakia, 2006; Islam and Rahman, 2016).

Sirgy et al. (2008) suggested that when consumers perceive a brand as having an image that matches their ideal social self, they may be motivated to engage because

doing so helps meet their socially recognized needs. For example, one of the images associated with Starbucks is “European style and mannerism”. Consumers who believe that they have a “European style and mannerism” image are likely to identify with Starbucks and further engage to meet their own needs (Grzeskowiak and Sirgy, 2007). Brand image may improve consumers’ self-image and self-identity in some ways, so consumers promote brand image into their identity by engagement (Islam and Rahman, 2016; Bagozzi and Dholakia, 2006).

Conceptually, the positive relationship between brand image and customer engagement has been discussed by Van Doorn et al. (2010). Subsequently, the brand image has indeed been confirmed to have a significant positive impact on customer engagement and further affect loyalty (Islam and Rahman, 2016; Greve, 2014).

As mentioned previously, the formation and results of the brand image have proven to impact customer value (Kennedy and Guzmán, 2016; Brodie et al., 2009), while the motivation for engagement is related to the customer’s personal value, and perceived value is considered a prerequisite for customer engagement (Marbach et al., 2016; Brodie et al., 2011). Thus, the following hypothesis is developed:

H4. Brand image influences customer engagement through the mediation of perceived value

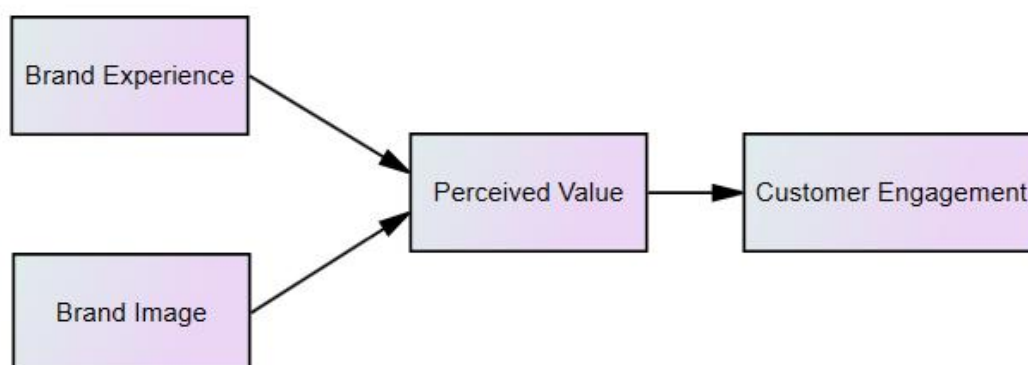


Figure 1 - Proposed model

Chapter 3 Methodology

3.1. Sampling and procedure

This study was conducted with Chinese customers who had made 2 or more purchases at Starbucks. The questionnaire was tested through pilot test before a formal online survey was carried out between March to April 2020 to collect data. Three hundred and fifty-three (353) questionnaires were collected. After removing invalid questionnaires, 291 questionnaires were used for the analysis in this thesis.

3.2. Measures

The research questionnaire consists of five parts: Brand Experience, Brand Image, Perceived Value, Customer Engagement, and participant's background information.

Brand Experience: The brand experience was measured by a 7-item scale from a part of the study of Brakus et al. (2009), which consists of 3 items for affective experience (e.g., “Starbucks induces feelings and sentiments” or “Starbucks is an emotional brand”), 2 items for behavioral experience (e.g., “Starbucks results in bodily experiences”), and the other 2 for intellectual experience (e.g., “Starbucks stimulates my curiosity and problem solving”). Participants are requested to use a 7-point Likert scale ranging from 1 “highly disagree” to 7 “highly agree”. The higher the score is, the higher the level of brand experience is.

Brand Image: The brand image was measured by a 9-item scale from a part of the study of Wu and Wang (2014). There are 2 items for functional image (e.g., “Starbucks provides excellent services” and “Starbucks product quality is satisfactory”), 4 items for symbolic image (e.g., “Enjoying Starbucks products is a symbol of social status” or “Starbucks products and brand match my individual image”), and 3 others for experiential image (e.g., “Starbucks shop environment offers me enjoyment”). Participants are requested to use a 7-point Likert scale ranging from 1 “highly disagree” to 7 “highly agree”. The higher the score is, the higher the

level of brand image is.

Perceived Value: An 8-item scale from a part of the study of Sweeney and Soutar (2001) was used to measure perceived value. There are 5 items for emotional value (e.g., “Starbucks is one I would feel relaxed about using” or “Starbucks would make me feel good”), and 3 items for functional value (e.g., “Starbucks offers value for money”). Participants are requested to use a 7-point Likert scale ranging from 1 “highly disagree” to 7 “highly agree”. A higher score means a higher level of perceived value.

Customer Engagement: A 6-item scale from the part of the study of Vivek et al. (2014) and the part of the study of Prentice et al. (2019). There are 2 items for conscious attention (e.g., “Anything related to Starbucks grabs my attention” and “I like to learn more about Starbucks”), and 4 items for enthused participation (e.g., “I love talking about Starbucks” or “I like to provide suggestions and feedback to Starbucks”). A higher score indicates that the level of customer engagement is higher.

Demographics: Variables include gender, age, permanent residence, education, employment, average monthly income and consumption of Starbucks.

3.3. Statistical Analysis

The data was processed using descriptive statistics, factor analysis, regression analysis and Bootstrap-test. First, we conducted principal component analysis (PCA) with SPSS to test the factor structures of the scales of this study, and correlation and coefficients alpha internal consistency reliability were computed. Then, regression analysis was used to test the direct and indirect effects on the model. Finally, we used the Bootstrap-test to further examine the significance of the mediation effects.

Chapter 4 Results

4.1. Participants

Participants were Chinese Starbucks customers. The majority of them were female (70.1%), and people under 40 years old accounted for 73.9% of the total. Most of the participants live in China's first-tier cities (35.4%) and second-tier cities (37.1%). The education level of the participants is generally high. The majority of them have an undergraduate degree or above (86.9%) and earn more than 3,000 yuan a month (78%). Overall, the data shown that highly educated people with middle and high income are the main customers of Starbucks in China.

Table 1 - Demographic characteristics of participants

Measure	Frequency	Percentage (%)
Gender		
Female	204	70.1
Male	87	29.9
Age		
15-40	215	73.9
41-70	76	26.1
Permanent residence		
First-tier city	103	35.4
Second-tier city	108	37.1
Third-tier city	59	20.3
Others	21	7.2
Education		
High school or below	38	13.1
Bachelor degree	170	58.4
Master or Doctor degree	83	28.5
Employment		
Employed	90	30.9
Freelance	39	13.4
Studying	75	25.8
Others	87	29.9
Average monthly income		
Less than 3,000 yuan	64	22
3,000 to 5,000 yuan	54	18.6
5,000 to 10,000 yuan	94	32.3
More than 10,000 yuan	79	27.1
Average monthly consumption of Starbucks		
Less than 3 times	201	69.1
3 to 5 times	69	23.7
More than 5 times	21	7.2

4.2. Reliability analysis

This study used the Cronbach alpha and correlation coefficients to test the reliability. If the Cronbach alpha value was greater than 0.7 and the item-to-total correlation coefficient was greater than 0.5, that was taken to mean that the questionnaire had high reliability. The following table shows that all the Cronbach alpha value and correlation coefficients are acceptable within the standard, which indicates that each dimension is consistent and the questionnaire has high reliability.

Table 2 - Reliability analysis of variables

	Corrected Item-Total Correlation	Cronbach's Alpha
BE1. Starbucks induces feelings and sentiments.	.609	
BE2. I have strong emotions for Starbucks.	.686	
BE3. Starbucks is an emotional brand.	.628	
BE4. I engage in physical actions and behaviors when I encounter Starbucks.	.568	.875
BE5. Starbucks results in bodily experiences.	.632	
BE6. Starbucks makes me think.	.735	
BE7. Starbucks stimulates my curiosity and problem solving.	.740	
BI1. Starbucks provides excellent services.	.506	
BI2. Starbucks product quality is satisfactory.	.613	
BI3. Enjoying Starbucks products is trendy.	.672	
BI4. Enjoying Starbucks products is a symbol of social status.	.585	
BI5. Starbucks is a leading brand.	.605	.874
BI6. Starbucks products and brand match my individual image.	.606	
BI7. Starbucks products interest me.	.660	
BI8. Starbucks services make me feel warm and comfortable.	.653	
BI9. Starbucks shop environment offers me enjoyment.	.653	
PV1. Starbucks is one I would enjoy.	.760	
PV2. Starbucks would make me want to use it.	.772	
PV3. Starbucks is one I would feel relaxed about using.	.726	
PV4. Starbucks would make me feel good.	.795	.918
PV5. Starbucks would give me pleasure.	.753	
PV6. Starbucks is reasonably priced.	.649	
PV7. Starbucks offers value for money.	.767	
PV8. Starbucks products would be economical.	.630	
CE1. Anything related to Starbucks grabs my attention.	.763	
CE2. I like to learn more about Starbucks.	.774	
CE3. I will continue buying products of Starbucks in the near future.	.578	
CE4. I spend a lot of my discretionary time on Starbucks.	.628	.868
CE5. I love talking about Starbucks.	.693	
CE6. I like to provide suggestions and feedback to Starbucks.	.572	

4.3. Validity analysis

A factor analysis was carried out to verify the structural validity of the data. The KMO test is generally required to be greater than 0.6 before factor analysis. As shown in the following table, the KMO value is 0.944, which indicates that the data is suitable for factor analysis.

Table 3 - KMO and Bartlett's Test of variables

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.944
Bartlett's Test of Sphericity	Approx. Chi-Square	6522.115
	df	435
	Sig.	.000

4.4. Correlation analysis

The Pearson correlation coefficient is used to test the linear correlation in this study. If the significant level of p was less than 0.05 and the Pearson correlation coefficient was high, that was taken to mean that the variables had a strong correlation. The following table shows that all the significant levels of p was less than 0.01 and correlation coefficients were greater than 0.6, which indicates that there was a good correlation between variables.

Table 4 - Correlations between variables

	BE	BI	PV	CE
BE	1			
BI	.692**	1		
PV	.726**	.782**	1	
CE	.731**	.655**	.648**	1

Notes: **. Correlation is significant at the 0.01 level (2-tailed); BE: brand experience; BI: brand image; PV: perceived value; CE: customer engagement.

4.5. Hypothesis Testing

4.5.1. Hypothesis 1

To test our hypothesis that “Brand experience has a positive effect on perceived value”, we conducted a regression analysis to see if there is a significant relationship between BE (brand experience) and PV (perceived value). The following tables shows that brand experience is significantly related to perceived value ($p < 0.05$). Therefore, our hypothesis 1 is supported.

Table 5 - Regression Analysis (BE and PV)

Independent variable	Perceived Value (Dependent variables)				
	R	R ²	t	β	Sig.
Brand Experience	.726	.525	17.928	.726	.000

4.5.2. Hypothesis 2

Similarly, in order to test our second hypothesis that “Brand image has a positive effect on perceived value”, a regression analysis was used to see the relationship between BI (brand image) and PV (perceived value). The following tables show that a significant positive correlation was found ($p < 0.05$), and thus our hypothesis 2 is supported.

Table 6 - Regression Analysis (BI and PV)

Independent variable	Perceived Value (Dependent variables)				
	R	R ²	t	β	Sig.
Brand Image	.782	.611	21.363	.782	.000

4.5.3. Hypothesis 3 and Hypothesis 4

To test the other two hypothesis that “Brand experience influences customer engagement through the mediation of perceived value” and “Brand Image influences customer engagement through the mediation of perceived value”, we conducted the four-step method presented by Baron and Kenny (1986). First, we need to test the

relationship between the independent variable and the mediator variable, which has been demonstrated for hypothesis 1 “brand experience has a positive effect on perceived value” and hypothesis 2 “brand image has a positive effect on perceived value”. Next, we conducted another regression analysis to test the relationship between the independent variable and dependent variable. The following tables show that the significant positive correlation was found ($p < 0.05$) and indicates that “brand experience has a positive effect on customer engagement”, and “brand image has a positive effect on customer engagement”.

Table 7 - Regression Analysis (BE and CE)

Independent variable	Customer Engagement (Dependent variables)				
	R	R ²	t	β	Sig.
Brand Experience	.731	.533	18.204	.731	.000

Table 8 - Regression Analysis (BI and CE)

Independent variable	Customer Engagement (Dependent variables)				
	R	R ²	t	β	Sig.
Brand Image	.655	.428	14.755	.655	.000

In the third step, we conducted a regression analysis to test the relationship between mediator variable and dependent variable. The following tables show that a significantly positive correlation was found ($p < 0.05$) and demonstrated that “perceived value has a positive effect on customer engagement”.

Table 9 - Regression Analysis (PV and CE)

Independent variable	Customer Engagement (Dependent variables)				
	R	R ²	t	β	Sig.
Perceived Value	.648	.417	14.450	.648	.000

In the fourth step, as we can see from Table 7, Table 8, Table 10 and Table 11, the direct impact on brand experience and brand image decreased respectively when we put the perceived value as a mediator in the model. Besides, we used Process and Sobel-test to calculate the significance of indirect effects. As shown in Table 12, Table 13, Figure 2.1 and Figure 2.2, perceived value partially mediates the relationship between brand experience and customer engagement. It also partially mediates the relationship between brand image and customer engagement. Therefore, H3 and H4 are supported.

Table 10 - Coefficients (BE, PV and CE)

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	.889	.189		4.691	.000
	BE	.520	.053	.551	9.737	.000
	PV	.254	.058	.248	4.378	.000

a. Dependent Variable: CE

Table 11 - Coefficients (BI, PV and CE)

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	.617	.233		2.651	.008
	BI	.427	.076	.384	5.601	.000
	PV	.356	.070	.348	5.076	.000

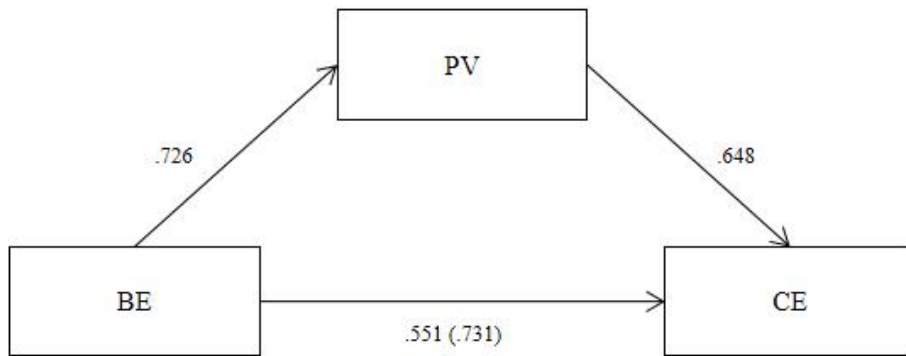
a. Dependent Variable: CE

Table 12 - Indirect effects of BE, PV on CE

Direct effect of BE on CE						
	Effect	SE	t	P	LLCI	ULCI
	0.5205	0.0535	9.7368	0.0000	0.4153	0.6257
Indirect effect of BE on CE						
	Effect	Boot SE	BootLLCI	BootULCI		
PV	0.1698	0.0445	0.0853	0.2597		
Normal theory tests for indirect effect						
	Effect	SE	Z	P		
	0.1698	0.0400	4.2464	0.0000		

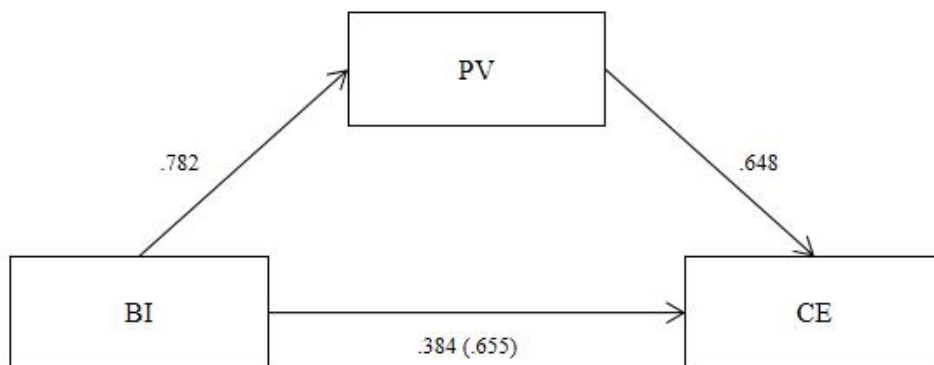
Table 13 - Indirect effects of BI, PV on CE

Direct effect of BI on CE						
	Effect	SE	t	P	LLCI	ULCI
	0.4274	0.0763	5.6014	0.0000	0.2772	0.5776
Indirect effect of BI on CE						
	Effect	Boot SE	BootLLCI	BootULCI		
PV	0.3030	0.0860	0.1377	0.4732		
Normal theory tests for indirect effect						
	Effect	SE	Z	P		
	0.3030	0.0614	4.9330	0.0000		



Notes: All numbers standardized beta coefficients (numbers in brackets are direct effects without including mediator); BE: brand experience; PV: perceived value; CE: customer engagement.

Figure 2.1 - PV as a mediator between BE and CE



Notes: All numbers standardized beta coefficients (numbers in brackets are direct effects without including mediator); BI: brand image; PV: perceived value; CE: customer engagement.

Figure 2.2 - PV as a mediator between BI and CE

Chapter 5 Discussion and Conclusions

This study investigates the relationship between brand experience, brand image, perceived value and customer engagement. Based on previous research, the good brand experience can support customer's high perceived value and stimulate positive engagement behaviors (Brakus et al., 2009; Nam et al., 2011; Khan and Rahman, 2015; Klein et al., 2016). The present study applies the same logic to the interaction between Starbucks' brand and its customers. While Brodie et al. (2009) and Zhang (2015) suggested that brand image has an impact on customer value and behavioral intention. The present study uses a coherent causal model to assess the impact of brand image on perceived value and customer engagement. The results obtained in this study then represent support for the previously mentioned studies. As it was proven in some research mentioned before, here it is proven that in the context of China's Starbucks, both of brand experience and brand image have a positive effect on perceived value, and each of them influences customer engagement through the mediation of perceived value.

First of all, the results report a significantly positive relationship between brand experience and perceived value. As previous research has suggested, the quality of brand experience is a source of perceived benefits (Merle et al., 2010). According to the results, as the quality of brand experience rises, so does its impact on the perceived value to the customer, a significant connection is shown ($BE > PV$: $r^2=52.5\%$, $\beta=0.726$ and $p<0.05$). Therefore, hypothesis 1 was accepted in the overall model.

While assessing the effect of brand image on the perceived value, as Ryu et al. (2012) argued that brand image is a crucial prerequisite for perceived value, the findings of the present study fully supported the hypothesis 2 and show that brand image has a positive effect on perceived value. In addition, the results confirm that brand image has a greater impact on perceived value compared to brand experience ($BI > PV$:

$r^2=61.1\%$, $\beta=0.782$ and $p<0.05$). Sharma and Sahni (2017) demonstrated that the weight of brand experience and brand image influence on customers changes across industries. For example, in the consumption of luxury brands, brand experience has a greater impact on customer loyalty than brand image, while in mass-produced brands, brand image plays a more important role. According to Wijaya (2013), the brand image is a “guideline” for potential customers to try or consume, which ultimately creates a specific experience. This could be an explanation as to why the brand image has a stronger connection to the perceived value than the brand experience. Additionally, as mentioned before, the way customers perceive value can be multi-dimensional (Kantamneni and Coulson,1996; Sweeney and Soutar, 2001; Aulia et al., 2016), good brand experience or brand image can meet part of the value of customer needs. However, only some specific part of brand image can meet the personal value and social value of customer needs. The brand image is inherently a customer’s overall view of a brand and is subjective in nature, so this is consistent with the concept of perceived value. This could be another possible reason for the connection between the brand image and perceived value.

Furthermore, past studies have provided evidence that perceived value has direct effects on consumers behavioral intention (Zeithaml, 1988; Tam, 1999; Petrick, 2002). We thus test the relationship between perceived value and customer engagement. The finding reveals that perceived value has a positive relationship with customer engagement (PV > CE: $r^2=41.9\%$, $\beta=0.663$ and $p<0.05$). In the process of interacting with the brand, the higher the value perceived by customers, the higher their subsequent engagement. The results also show that both brand image and brand experience have a positive effect on customer engagement (BE > CE: $r^2=53.3\%$, $\beta=0.731$ and $p<0.05$; BI > CE: $r^2=42.8\%$, $\beta=0.655$ and $p<0.05$). The better the brand image, the higher the customer’s willingness and intensity of subsequent engagement. Compared with the brand image, brand experience has a greater impact on customer

engagement. One possible explanation is that brand experience and customer engagement have similar conceptual foundations. Customer engagement is considered to be a repetitive interaction based on the interactive experiences and co-creating value, and brand experience is an interactive, co-creative concept (Sedley, 2010; Brodie et al., 2011). Another possible reason is that brand experience is formed by customers respond to brand-related stimuli (Brakus et al., 2009), and customer engagement can be seen to some extent as the result of this response under the accumulation of quantity and quality.

Accordingly, brand experience has a positive effect on perceived value, and both brand experience and perceived value have significant direct positive effects on customer engagement. We thus test the mediating role of perceived value between brand experience and customer engagement. The finding reveals that perceived value partially mediates the relationship between brand experience and customer engagement, consistent with the studies by Brakus et al. (2009), Nam et al. (2011), Khan and Rahman (2015), and Klein et al. (2016), indicating that the good brand experience can support customer's high perceived value and stimulate positive engagement behaviors. An indirect effect of brand experience on customer engagement mediated by perceived value is evident, and hypothesis 3 is supported (BE > PV > CE: IE=0.1698 and $p<0.05$).

Finally, since the brand image has a positive effect on perceived value, and both brand image and perceived value have significantly direct positive effects on customer engagement, we test the mediating role of perceived value between brand image and customer engagement. The results show that perceived value partially mediates the relationship between brand image and customer engagement (BI > PV > CE: IE=0.3030 and $p<0.05$), which supports hypothesis 4 and the past studies that suggested brand image has an impact on customer value and behavioral intention (Brodie et al., 2009; Zhang, 2015).

5.1. Implications

Considering the overall findings of this study, it can be concluded that **1)** brand experience has a positive effect on perceived value. It means when the quality of brand experience rises, so does its impact on the perceived value to the customer. In order to improve the perceived value of customers, practitioners should consider creating or managing effective interactions with customers to generate good brand experiences. **2)** The effect of brand image on perceived value is significantly positive. In other words, the quality of the brand image has a greater impact on the level of perceived value than brand experience. Considering these, customer-oriented companies and those seeking to create a competitive advantage should focus on building and maintaining a positive brand image. **3)** Perceived value has a positive relationship with customer engagement. In the process of interacting with the brand, the higher the value perceived by customers, the higher their subsequent engagement. Positive customer engagement has many contributions to the company (Pansari and Kumar, 2017), and has an impact on customer loyalty, brand evaluation (Hapsari et al., 2017; So et al., 2016). Thus, in order to increase customer engagement, managers should understand the direct and indirect sources of perceived value and improve overall performance.

Moreover, we learned that **4)** brand image has a positive effect on customer engagement. The better the brand image, the higher the customer's willingness and intensity of subsequent engagement. Therefore, brands can achieve higher customer engagement by establishing or maintaining an excellent self-image. **5)** Brand experience has a significantly positive effect on customer engagement. As mentioned before, brand experience and customer engagement have similar conceptual foundations, and customer engagement can be seen as the result of the customer's response to brand-related stimuli under the accumulation of quantity and quality. Consequently, to increase customer engagement, brands should focus on providing a good brand experience to customers.

Lastly, **6)** perceived value partially mediates the relationship between brand experience and customer engagement. As suggested by previous studies, the good brand experience can stimulate positive engagement behaviors by supporting customer's high perceived value (Brakus et al., 2009; Nam et al., 2011; Khan and Rahman, 2015; Klein et al., 2016), so in order to obtain a higher level of customer engagement, brands not only need to provide good brand experience, but also need to pay attention to the sources of customer perceived value, and then timely adjust the performance of the brand. **7)** Perceived value also partially mediates the relationship between brand image and customer engagement. The quality of the brand image will ultimately determine the level of customer engagement in part by affecting the customer's perceived value. Keeping this in mind, managers should improve customer engagement by delivering an excellent and unique brand image and measuring the relationship between brand image and perceived value.

5.2. Conclusions

The purpose of this study is to assess the impact of brand experience and brand image on perceived value, the relationship between perceived value and customer engagement, and also to analyze the impact of brand experience and brand image on customer engagement when perceived value plays a mediating role. The results reveal that both of brand experience and brand image have a positive effect on perceived value. Besides, perceived value positively relates to customer engagement. Additionally, findings suggest that perceived value partially mediates the relationship between brand experience and customer engagement, and the relationship between brand image and customer engagement.

5.3. Limitation and future studies

Limitations of this study includes the fact that the sample size was not large enough to make the results representative, and the results may not be applicable to other countries since the respondents are all Chinese. Furthermore, this study may be

affected by the response bias because of the cross-sectional data.

Therefore, future studies should consider a range of cross-cultural backgrounds and collect data from different regions of the same country as much as possible. Additionally, it is also necessary to focus on the longitudinal study to examine the differences between individuals.

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Appendix: Questionnaire

Questionnaire 问卷	
<p>Dear Sir / Madam:</p> <p>Thank you for taking the time to complete this survey. This questionnaire is intended to explore the Starbucks brand consumption experience and customer behavior. You will be asked to complete this questionnaire anonymously for academic analysis purposed only, so please feel free to fill in the answer. Your assistance is critical to the success of this study, thank you very much for your time.</p> <p>亲爱的先生/小姐您好:</p> <p>感谢您在百忙中抽空填答此问卷。本问卷主要意在探讨星巴克的品牌消费体验及顾客行为。本问卷采取匿名方式作答, 仅供学术分析使用, 敬请安心填答。您的协助, 是本研究成功的重要关键, 恳请惠予填答。衷心感谢您的时间。</p>	
1. Respondent's information 受访者基本资料	
Gender 性别	<input type="checkbox"/> Male 男 <input type="checkbox"/> Female 女
Age 年龄	_____ (Please fill in 请填写)
Permanent residence 常住地区	<input type="checkbox"/> First-tier city 一线城市 <input type="checkbox"/> Second-tier city 二线城市 <input type="checkbox"/> Third-tier city 三线城市 <input type="checkbox"/> Others 其他
Education 教育程度	<input type="checkbox"/> High school or below 本科以下 <input type="checkbox"/> Bachelor degree 本科 <input type="checkbox"/> Master or Doctor degree 研究生 (硕士、博士)
Employment 职业	<input type="checkbox"/> Employed 雇佣关系 <input type="checkbox"/> Freelance 自由职业 <input type="checkbox"/> Studying 学生 <input type="checkbox"/> Others 其他
Average monthly income 个人平均月收入	<input type="checkbox"/> Less than 3,000 yuan 三千以下 <input type="checkbox"/> 3,000-5,000 yuan 三到五千 <input type="checkbox"/> 5,000-10,000 yuan 五千到一万 <input type="checkbox"/> More than 10,000 yuan 一万以上

<p>You have made two or more purchases at Starbucks</p> <p>您在星巴克消费过两次及以上</p>	<p>¹<input type="checkbox"/> Yes 是 ²<input type="checkbox"/> No 否</p>
<p>Average monthly consumption of Starbucks</p> <p>每月消费星巴克的次数</p>	<p>¹<input type="checkbox"/> Less than 3 times 少于三次</p> <p>²<input type="checkbox"/> 3 to 5 times 三次至五次</p> <p>³<input type="checkbox"/> More than 5 times 五次以上</p>
<p>2. Brand of Starbucks 星巴克品牌</p>	
<p>1=highly disagree / 2=disagree / 3=some-what disagree / 4=no opinion / 5= some-what agree / 6=agree / 7=highly agree</p> <p>1=非常不同意 / 2=不同意 / 3=有点不同意 / 4=没有看法 / 5=有点同意 / 6=同意 / 7=非常同意</p>	
<p>Starbucks induces feelings and sentiments.</p> <p>星巴克激发了我的感情和情绪</p>	<p>1<input type="checkbox"/> 2<input type="checkbox"/> 3<input type="checkbox"/> 4<input type="checkbox"/> 5<input type="checkbox"/> 6<input type="checkbox"/> 7<input type="checkbox"/></p>
<p>I have strong emotions for Starbucks.</p> <p>我对星巴克有强烈的情感</p>	<p>1<input type="checkbox"/> 2<input type="checkbox"/> 3<input type="checkbox"/> 4<input type="checkbox"/> 5<input type="checkbox"/> 6<input type="checkbox"/> 7<input type="checkbox"/></p>
<p>Starbucks is an emotional brand.</p> <p>星巴克是一个情感类的品牌</p>	<p>1<input type="checkbox"/> 2<input type="checkbox"/> 3<input type="checkbox"/> 4<input type="checkbox"/> 5<input type="checkbox"/> 6<input type="checkbox"/> 7<input type="checkbox"/></p>
<p>I engage in physical actions and behaviors when I encounter Starbucks.</p> <p>遇到星巴克时，我会做一些肢体上的动作反应</p>	<p>1<input type="checkbox"/> 2<input type="checkbox"/> 3<input type="checkbox"/> 4<input type="checkbox"/> 5<input type="checkbox"/> 6<input type="checkbox"/> 7<input type="checkbox"/></p>
<p>Starbucks results in bodily experiences.</p> <p>星巴克会给我带来身体上的一些感受</p>	<p>1<input type="checkbox"/> 2<input type="checkbox"/> 3<input type="checkbox"/> 4<input type="checkbox"/> 5<input type="checkbox"/> 6<input type="checkbox"/> 7<input type="checkbox"/></p>
<p>Starbucks makes me think.</p> <p>星巴克可以使我思考</p>	<p>1<input type="checkbox"/> 2<input type="checkbox"/> 3<input type="checkbox"/> 4<input type="checkbox"/> 5<input type="checkbox"/> 6<input type="checkbox"/> 7<input type="checkbox"/></p>
<p>Starbucks stimulates my curiosity and problem solving.</p> <p>星巴克激发了我的好奇心和解决问题的能力</p>	<p>1<input type="checkbox"/> 2<input type="checkbox"/> 3<input type="checkbox"/> 4<input type="checkbox"/> 5<input type="checkbox"/> 6<input type="checkbox"/> 7<input type="checkbox"/></p>
<p>3. Image of Starbucks 星巴克形象</p>	
<p>Starbucks provides excellent services.</p> <p>星巴克的服务良好</p>	<p>1<input type="checkbox"/> 2<input type="checkbox"/> 3<input type="checkbox"/> 4<input type="checkbox"/> 5<input type="checkbox"/> 6<input type="checkbox"/> 7<input type="checkbox"/></p>
<p>Starbucks product quality is satisfactory.</p>	<p>1<input type="checkbox"/> 2<input type="checkbox"/> 3<input type="checkbox"/> 4<input type="checkbox"/> 5<input type="checkbox"/> 6<input type="checkbox"/> 7<input type="checkbox"/></p>

星巴克的产品品质令人满意	
Enjoying Starbucks products is trendy. 使用星巴克的产品是流行的象征	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
Enjoying Starbucks products is a symbol of social status. 使用星巴克的产品是社会地位的象征	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
Starbucks is a leading brand. 星巴克是领导品牌	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
Starbucks products and brand match my individual image. 星巴克的产品与品牌符合我的个人形象	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
Starbucks products interest me. 星巴克的产品给予我有趣的感觉	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
Starbucks services make me feel warm and comfortable. 星巴克的服务给予我温馨的感觉	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
Starbucks shop environment offers me enjoyment. 星巴克的商店环境给予我快乐的感觉	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
4. Perceived value of Starbucks 感知价值	
Starbucks is one I would enjoy. 我很喜欢星巴克	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
Starbucks would make me want to use it. 星巴克会让我想要使用它（它的产品）	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
Starbucks is one I would feel relaxed about using. 星巴克可以让我放心使用它（它的产品）	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
Starbucks would make me feel good. 星巴克使我感觉良好	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>

Starbucks would give me pleasure. 星巴克能给我带来快乐	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
Starbucks is reasonably priced. 星巴克价格是合理的	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
Starbucks offers value for money. 星巴克物有所值	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
Starbucks products would be economical. 星巴克的产品经济实惠	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
5. Customer Engagement 顾客参与度	
Anything related to Starbucks grabs my attention. 与星巴克有关的事会引起我的注意	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
I like to learn more about Starbucks. 我愿意更多地了解星巴克	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
I will continue buying products/services of Starbucks in the near future. 不久的将来，我会继续购买星巴克产品或服务	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
I spend a lot of my discretionary time on Starbucks. 我花了很多可自由支配的时间在星巴克上	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
I love talking about Starbucks. 我喜欢谈论星巴克	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>
I like to provide suggestions and feedback to Starbucks. 我喜欢为星巴克提供建议和反馈	1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/>