

Brand Experience, Its Antecedents and Its Effects on Brand Loyalty in Online TV Streaming Platforms: The Mediation Effect of Brand Attitude and Brand Preference

Çevrimiçi TV Yayın Platformlarında Marka Deneyimi, Öncülü ve Marka Bağlılığı Üzerine Etkileri: Marka Tutumu ve Marka Tercihinin Aracılık Etkisi

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Abstract

Online TV streaming platforms are emerging markets. The assessment of customer-brand relations and brand experiences on these platforms will be useful in developing, testing structural models, and examining the indirect-direct effects on brand loyalty. This study aims to determine brand experiences' antecedents and the effects on brand attitude, brand preference, and brand loyalty in terms of online TV streaming platforms. In addition, attempts to provide a different perspective to brand experience models by testing different mediation effects of brand attitude and brand preference. This study proposes a comprehensive model based on a sample consisting of 389 consumers, who are members of at least one online TV streaming platform, and the data, which was collected with an online survey. According to the findings, which were obtained after the structural equation modeling and mediation analyses, self-brand connection has an effect on brand experience dimensions. "Feel", "act", "think" and "relate" dimensions have an effect on brand attitude; "sense", "act", "think" and "relate" dimensions have an effect on brand loyalty, and "sense", "feel" and "think" dimensions have an effect on brand preference. Additionally, brand attitude has an effect

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on brand preference. Both brand attitude and brand preference have an effect on brand loyalty. Finally, the mediation effects of brand attitude and brand preference have been supported.

Keywords: Self-Brand Connection, Brand Experience, Brand Attitude, Brand Preference, Brand Loyalty, Mediation Effect

Öz

Çevrimiçi TV yayın platformları gelişen pazarlardır. Bu platformlardaki müşteri-marka ilişkilerinin ve marka deneyimlerinin değerlendirilmesi; yapısal modellerin geliştirilmesi, test edilmesi ve marka sadakati üzerindeki dolaylı-doğrudan etkilerin incelenmesinde faydalı olacaktır. Bu çalışma, çevrimiçi TV yayın platformları açısından marka deneyiminin öncülü ve marka tutumu, marka tercihi ve marka sadakati üzerindeki etkilerini belirlemeyi amaçlamaktadır. Bunun yanı sıra, marka tutumu ve marka tercihinin farklı aracılık etkilerini test ederek, marka deneyimi modellerine farklı bir bakış açısı getirmeye çalışmaktadır. Örnekleme, en az bir çevrimiçi TV yayın platformuna üyeliği olan 389 tüketiciden oluşan ve verileri çevrimiçi anket ile toplanan bu çalışma kapsamlı bir model önerisinde bulunmaktadır. Yapısal eşitlik modellemesi ve aracılık analizleri sonrasında elde edilen bulgulara göre, benlik-marka ilişkisi marka deneyimi boyutları üzerinde etkilidir. “Hissetme”, “davranma”, “düşünme”, “ilişki kurma” boyutları marka tutumu; “duyumsama”, “davranma”, “düşünme” ve “ilişki kurma” boyutları marka bağlılığı ve “duyumsama”, “hissetme” ve “düşünme” boyutları marka tercihi üzerinde etkilidir. Buna ek olarak, marka tutumu marka tercihi üzerinde etkilidir. Hem marka tutumu hem de marka tercihi marka bağlılığı üzerinde etkilidir. Son olarak, marka tutumu ve marka tercihinin aracılık etkileri desteklenmiştir.

Anahtar Kelimeler: Benlik-Marka Bağlantısı, Marka Deneyimi, Marka Tutumu, Marka Tercihi, Marka Bağlılığı, Aracılık Etkisi

Introduction

With the world in the grip of the COVID-19 pandemic, daily life has also been through unprecedented change, such as the quarantines which constrained humanity into their living space. When individuals stay at home, they consume more and spend time watching television and movies. Such changes to viewing habits have brought online TV streaming platforms to the fore and these platforms have become a growing market. Online TV streaming platforms not only enable the viewing of a wide range of content via the internet, they can also be accessed by different tools, such as desktops, laptops, mobile applications, etc., making them more accessible than TV (Mavale & Singh, 2020). By using online TV streaming platforms, the audience does not have to wait for the scheduled broadcast time and the viewing experience is ad-free, uninterrupted, of higher quality, and customized to viewer preference. This provides the viewer with an experience that is different than the traditional media and therefore, attitudes, preferences, and loyalty towards brands on these platforms can emerge.

Today, consumers seek both individual and social brand experiences (Simmons, 2008). Brand experience is an important factor for developing brand relations (Joshi & Garg, 2021) and customer-brand relationships (Andreini, Pedeliento, Zarantonello & Solerio, 2018; Coelho, Bairrada & de Matos Coelho, 2020). Online TV streaming platforms need to focus on creating an unforgettable brand experience in the viewer’s mind. A unique and unforgettable experience can create brand

loyalty. At this point, for developing a customer-brand relationship, self-brand connection is another important factor (Panigyrakis, Panopoulos & Koronaki, 2020). Self-brand connection is subjective and consumer-driven (van der Westhuizen, 2018, p. 172). Consumers create self-images with their use of products and brands and present these self-images to others (Escalas & Bettman, 2003; Kwon & Matilla, 2015). Therefore, it can be assumed that brands, which are perceived by consumers as representing themselves will have a more positive effect on brand experiences. In this perspective, the self-brand connection has been considered the antecedent of brand experience.

Consumer behavior can be predicted through brand attitudes. The brand experience is the antecedent of the consumer's product performance evaluation and contributes to this evaluation (Nayeem, Murshed & Dwivedi, 2019, p. 824). Accordingly, this research assumes that brand experiences will be effective on brand attitude, by considering that consumers' positive brand experience, especially in terms of online TV streaming platforms, will provide positive reactions to brands and create brand loyalty.

According to previous studies by Biehal, Stephens and Curio (1992) and Shimp (1981), brand preference is a combination of brand memory and brand attitude (as cited in Kronrod & Huber, 2019, p. 308). Customer experience is an important factor in determining consumer preference (Gentile, Spiller & Noci, 2007). According to Bhattacharya and Sankar (2003), consumers evaluate self-images in line with their customer-brand relations and purchase the brand, expressing and defining themselves similarly with the preferred brand. In this perspective, this study considers that brand preference is an outcome of brand experience and an antecedent of brand loyalty. Brand loyalty means that consumers will buy a brand on a routine basis (Yoo, Donthu & Lee, 2000). Online brands create virtual brand experiences. Brand experience constitutes emotional connections that will improve brand image and positive attitudes towards the brand, and increase repeat purchases and brand loyalty (Cleff, Walter & Xie, 2018; Keller, 1993). From the perspective of the brand experiences, understanding the total customer experience has an effect on lasting customer loyalty (Mascarenhas, Kesavan & Bernacchi, 2006).

As stated above, it has been assumed that consumer interest in online TV streaming platforms will increase gradually. Although it is an area, that is growing in popularity, there have been only a limited number of studies on the issue. At the same time, online TV streaming platforms are not addressed in the branding context. In this study, brand experience, brand experiences' antecedent, and direct-indirect effects on brand attitude, brand preference, and brand loyalty have been investigated. This study has also tested different mediation effects of brand attitude and brand preference and it has tried to provide a different perspective to brand experience models. The model proposal aims to contribute to the brand literature, offering suggestions to businesses and managers about the correct management of experience moments.

Theoretical Framework and Hypotheses Development

In this part of the study, the theoretical background of research variables and studies on these variables are discussed. Research variables are explained below.

Self-Brand Connection

Consumers use brands to express and improve themselves (Hammerl, Dorner, Foscht & Brandstätter, 2016). This connection between the consumer's identity and the brand is called a self-brand connection (Harrigan, Evers, Miles & Daly, 2018). In other words, self-brand connection is an expression of the extent to which consumers incorporate brands into their self-concepts (Escalas & Bettman, 2005, p. 379). This concept has an important role in consumers' actual and ideal self-expression (Chaplin & John, 2005; Moliner, Monferrer-Tirado & Estrada-Guillén, 2018). Koronaki, Theodoridis and Panigyrakis (2020) found that brand connection positively affected the brand experience through the mediator effect of self-brand connections. Also, according to van der Westhuizen's (2018) study, brand experience has a mediator role in the relationship between self-brand connection and brand loyalty. In line with the information presented above, and based on the assumption that the experiences are subjective and that consumers will interpret their experiences by associating them with the self, it is hypothesized that self-brand connection will affect the brand experience. Based on this, H1 and sub-hypotheses have been developed.

- H1: Self-brand connection has an effect on brand experience dimensions ((a) sense, (b) feel, (c) act, (d) think, (e) relate).

Brand Experience

Brand experience has been conceptualized as "a consumer's internal and behavioral responses" by Brakus, Schmitt and Zarantonello (2009, p. 53). According to another view, brand experience is the consumer's perception of the brand's quality level in every contact with the brand (Jouzaryan, Dehbini & Shekar, 2015). At the same time, the dimensions examined differed depending on the product and service sectors. In this study, the "sense", "feel", "act", "think" and "relate" dimensions, which are more comprehensive than other classifications, have been discussed. Online TV streaming platforms are part of the e-service sectors. As the service sector is intangible, their experience perceptions may differ from products (Nysveen, Pedersen & Skard, 2013). Therefore, this study will address brand experience in terms of all dimensions.

Brand experience dimensions are derived from Schmitt (1999), Brakus et al. (2009), and Ding and Tseng's (2015) studies. According to Schmitt (1999), brand experience dimensions are sensory, affective, intellectual, and behavioral. The relational dimension is added to these dimensions for the service brands (Schmitt, Brakus & Zarantonello, 2014). Brand experience dimensions are briefly mentioned below.

- To sense (sensory) dimension appeals to consumers' five senses of experience of the product. These senses are sight, sound, smell, taste, and touch (de Oliveira Santini, Ladeira, Sampaio & Pinto, 2018; Hultén, 2011; Schmitt, 1999). In other words, the sensory dimension is a consumers' perception towards the brand created through their senses (Yang, Zheng, Zhao & Gupta, 2017).

- To feel (affective) dimension is the appeal to consumers' emotions and feelings (Beig & Khan, 2018; Schmitt, 1999). It is the emotional response of consumers that is revealed by brands (Yang et al., 2017) and can be explained as the emotional connection between the consumer and a specific brand (Tsai, Chang & Ho, 2015).
- To act (behavioral) dimension explains the physical experiences of the brand (Brakus et al., 2009; de Oliveira Santini et al., 2018). According to this dimension, the consumer becomes active as a result of brand stimuli (Japutra & Molinillo, 2019, p. 465; Lee & Kang, 2012, p. 90; Zarantonello & Schmitt, 2010, p. 532).
- To think (intellectual) dimension is the result of the cognitive relationships established with a brand (Brakus et al., 2009; de Oliveira Santini et al., 2018). This dimension includes analytical and creative thoughts encouraged by experience (Beig & Khan, 2018). It makes individuals think or become curious (Bapat, 2020; Bapat & Thanigan, 2016; Lee & Kang, 2012).
- To relate (relational) dimension contains all the other brand experience dimensions which are sensory, emotional, intellectual, and behavioral experience (Schmitt, 1999). Accordingly, the relational dimension is experiential (Nysveen et al., 2013) and refers to social experience (Brakus et al., 2009; Huang, Lee, Kim & Evans, 2015).

Zarantonello and Schmitt's (2013) research investigated whether or not event marketing contributes to brand equity, and determined that brand experience has an effect on positive brand attitude. Roswinanto and Strutton (2014) discussed the antecedents and consequences of brand experiences. According to their study results, brand experience has an effect on consumer attitude to the brand. Lastly, Khan and Fatma's (2017) study revealed that the brand experience has a positive effect on brand attitude and brand loyalty. Based on the studies in the literature, this study assumes that the consumers' brand experience perception affects their brand attitudes. At this point, attitude, which can also be explained as the consumers' positive or negative reactions, will be shaped by the brand experience. In this direction, H2 and sub-hypotheses have been developed.

- H2: Brand experience dimensions ((a) sense, (b) feel, (c) act, (d) think, (e) relate) have an effect on brand attitude.

At the same time, this study supposes that the brand experience will affect the consumers' brand loyalty. In other words, consumers, who communicate with and experience the brand, will be satisfied with this experience and may develop a permanent relationship with the brand, eventually resulting in brand loyalty. For example, Brakus et al. (2009) found a positive relationship between brand experiences' dimensions and brand loyalty. Besides this, Khan, Rahman and Fatma (2016) established that the online banking experience affects brand satisfaction and brand loyalty. Nysveen et al. (2013) found that brand experience dimensions are effective on brand personality, brand satisfaction, and brand loyalty for a service brand.

Accordingly, H3 and sub-hypotheses have been developed.

- H3: Brand experience dimensions ((a) sense, (b) feel, (c) act, (d) think, (e) relate) have an effect on brand loyalty.

Another factor to be discussed is whether brand experiences drive brand preference. Ebrahim, Ghoneim, Irani and Fan (2016) and Butt, Alvi and Javed (2016) revealed that brand experience affects brand preference. According to Yasri, Susanto, Hoque and Gusti (2020), experiential elements in the consumption process support consumer preferences. In line with the proposed model, this study supposes that brand experiences will affect brand preferences. In other words, the consumers' brand experience perception and its interpretation will provide preference over other brands. Therefore, H4 and sub-hypotheses have been developed.

- H4: Brand experience dimensions ((a) sense, (b) feel, (c) act, (d) think, (e) relate) have an effect on brand preference.

Brand Attitude

According to Keller (2003) brand attitude is a "summary judgments and overall evaluations to any brand-related information" (p. 596). Boubker and Douayri's (2020) study on dairy products determined that the brand attitude positively explains the brand preference. Jeon, Lee and Jeong's (2020) research results revealed that the perception of corporate social responsibility affects customers' brand attitude and self-brand connections, and brand attitude has an effect on brand preference. Meanwhile, brand attitude and self-brand connection have a mediator role between perceived corporate social responsibility and brand preference. Liu, Li, Mizerski and Soh (2012) discussed two product categories of two luxury fashion brands, the research sample consisting of Australian consumers. According to research findings, brand attitudes and brand preference have significant relationships for both two luxury fashion brands. Lastly, the results of Rajumesh's (2014) study, which examines the direct and indirect effects of brand experience on brand loyalty and brand attitude, found that brand attitude has a mediating role in the relationship between brand experience and brand loyalty. At the same time, according to this research findings, brand experience is positively related to brand attitude and brand loyalty, and also brand attitude is positively associated with brand loyalty.

In line with the literature results mentioned above, another assumption of the study is that the consumer, who has a positive evaluation and reaction tendency towards the experienced brand, will prefer the brand. At the same time, depending on these evaluation and reaction tendencies, the consumer will be able to develop brand loyalty. Also, through the proposed model, this study considers that brand attitude has a mediating effect on the relationship between brand experience, brand preference, and brand loyalty. H5, H6, H7, and H8 hypotheses have been developed accordingly.

- H5: Brand attitude has a direct effect on brand preference.
- H6: Brand attitude has a direct effect on brand loyalty.
- H7: Brand attitude has a mediating effect on the relationship between brand experience and brand preference.

- H8: Brand attitude has a mediating effect on the relationship between brand experience and brand loyalty.

Brand Preference

Brand preference is a customers' bias towards a specific brand (Chang & Liu, 2009, p. 1690). This concept is a measure of the consumer's choice of a particular brand, and thus brand loyalty, in the presence of competing brands (Christian & Sunday, 2013). One of the findings of Chinomona, Mahlangu and Pooe's (2013) research, which is focused on the South African retailing industry, is a positive relationship between brand preference and brand loyalty. Gupta, Malhotra, Czinkota and Foroudi (2016) revealed that reseller brand preference has a positive effect on reseller brand loyalty. Similarly, Amoako, Anabila, Effah and Kumi (2017) found a significant positive relationship between brand preference and brand loyalty.

At this point, this study puts forward final assumptions on brand preference as follows: If consumers, who prefer a brand in line with their experiences, are satisfied with the preferred brand, when the need arises again, they will turn to the same brand. Thus, repeated purchases will create brand preference. Accordingly, another suggestion of the proposed model is that brand preference has a mediating effect on the relationship between brand experience and brand loyalty and also has a mediating effect on brand attitude and brand loyalty. H9, H10, and H11 hypotheses have been developed accordingly.

- H9: Brand preference has a direct effect on brand loyalty.
- H10: Brand preference has a mediating effect on the relationship between brand experience and brand loyalty.
- H11: Brand preference has a mediating effect on the relationship between brand attitude and brand loyalty.

Brand Loyalty

Brand loyalty is "the consumers' attitude towards using products/services which they are satisfied with, continuously and repeatedly" (Kim, Lee & Suh, 2015, p. 65). In other words, brand loyalty is based on consumer satisfaction. This leads to the maintenance of a positive attitude towards the brand and repeat purchases (Ballantyne, Warren & Nobbs, 2006). For this reason, every strategy which guarantees the brand loyalty of the consumer will be involved in one of the winning marketing formulas (Amoako et al., 2017).

Methodological Framework

In this part of the study, the methodological framework of the study is explained.

Proposed Research Model

The proposed research model is shown in Figure 1.

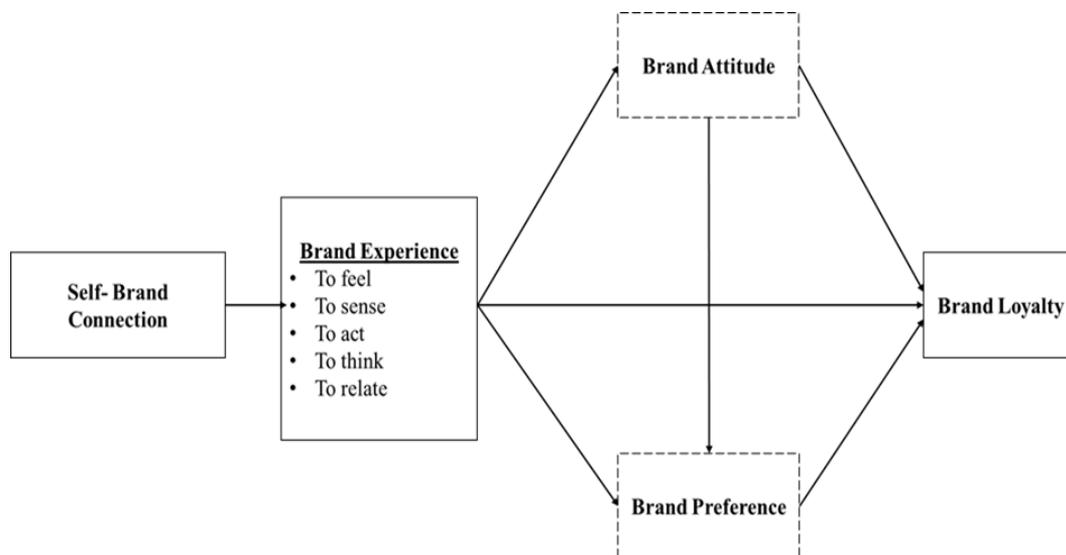


Figure 1. Proposed Research Model

Sampling

The main population of this study consisted of consumers aged 18 and older who are a member of at least one online TV streaming platform. This research preferred an online survey approach through the "Convenience Sampling" method. Based on the condition that the main population size is unknown, the survey was applied to a total of 408 participants. As a filter question, the participants were asked, "Are you a member of platforms that produce online TV streaming content?". Together with the surveys of the participants who answered "No" to the filter question, incomplete and incorrect surveys were eliminated and 389 questionnaires were evaluated.

Data Collection Method

The first question of the survey was the filter question. The second question was created to determine the platforms on which the participants were members. Thereafter, questions that were related to research variables were asked. Finally, the demographic data was determined. Research scales were adapted from the following studies (Table 1).

Table 1. Research Scales

Research Scales	Adapted Studies	Number of Items
Self-Brand Connection	Escalas & Bettman (2005)	7
Brand Experience	Ding & Tseng (2015)	15
Brand Attitude	Khan & Fatma (2017)	5
Brand Preference	Jamal & Goode (2001)	4
Brand Loyalty	Yoo & Donthu (2001) Yang et al. (2017)	5

Research scales were measured with the 5-point Likert-type scale (5 = Strongly Agree, 1 = Strongly Disagree). For analyses of data, the SPSS and AMOS programs were used. In the analysis of data, descriptive statistics, confirmatory factor analysis, structural equation modeling, and mediation analyses were used.

Findings

In this part of the study, in line with the proposed research model, the analysis of the data and the findings are discussed. Analyzes and findings are explained below.

Participants' Demographics and Descriptive Statistics

The profile of the participants is presented in Table 2.

Table 2. Participants' Demographic Profile

	Frequency	Percent		Frequency	Percent
Gender			Marital Status		
Female	225	57.8	Married	158	40.6
Male	164	42.2	Single	231	59.4
Age			Education		
18-25	141	36.2	Secondary school	1	0.3
26-33	89	22.9	High school	47	12.1
34-41	69	17.7	Bachelor's degree	220	56.6
42-49	54	13.9	Postgraduate	121	31.1
50 years and older	36	9.3	Monthly Income		
Occupation			1000 TL and below	73	18.8
Not working	21	5.4	1001-2000 TL	39	10.0
Private sector employee	115	29.6	2001-3000 TL	39	10.0
Employee	18	4.6	3001-4000 TL	44	11.3
Student	119	30.6	4001-5000 TL	42	10.8
Housewife	1	0.3	5001-6000 TL	41	10.5
Retired	8	2.1	6001-7000 TL	26	6.7
Civil servant	97	24.9	7001 TL and above	85	21.9
Self-employed	10	2.6			
Total	389	100	Total	389	100

Participants were generally female (57.8%), single (59.4%) between 18 to 25 age range (36.2%), at bachelor's degree level (56.6%), students (30.6%), and private-sector employees (29.6%), 7001 Turkish Lira and above was the monthly income (21.9%).

At the same time, 67.6% of the participants stated that they have a Netflix membership. Netflix was followed by PuhuTV (20.6%) and BeinConnect (18.8%). Following these three platforms, Turkcell TV Plus (14.1%), Tivibu (9.3%), BluTV (8.7%), FoxPlay (4.6%), other platforms (3.3%), and lastly D Smart Go (2.8%) were preferred.

Reliability and Confirmatory Factor Analyses

First, reliability analysis was used to examine the internal consistency. During reliability analysis, in order to increase reliability in terms of internal consistency (de Vet, Mokkink, Mosmuller & Terwee, 2008); items, which are "Cronbach's alpha if item deleted" values' higher than "Cronbach's alpha" values in SPSS, were removed. Accordingly, one item in "self-brand connection", one item in "feel" dimension, one item in "think" dimension, one item in "brand preference" and two items in "brand loyalty" were excluded from the analysis.

After the reliability analysis, confirmatory factor analysis was applied to determine the goodness of fit values, convergent validity, discriminant validity, and reliability of the research scales. Path loadings are presented in Table 3.

Table 3. Path Loadings

			Standardized Regression Weight	S.E.	t Value	p
SC4	←	SELFC	0.756	0.048	15.066	***
SC3	←	SELFC	0.846			
SC1	←	SELFC	0.711	0.056	14.151	***
SE2	←	SENSE	0.867	0.063	17.739	***
SE1	←	SENSE	0.811			
FE6	←	FEEL	0.962			
FE5	←	FEEL	0.864	0.038	25.219	***
AE9	←	ACT	0.859			
AE8	←	ACT	0.871	0.046	22.288	***
AE7	←	ACT	0.901	0.045	23.518	***
TE11	←	THINK	0.907			
TE10	←	THINK	0.872	0.040	22.086	***
RE15	←	RELATE	.0572			
RE14	←	RELATE	0.700	0.123	10.210	***
RE13	←	RELATE	0.779	0.134	10.846	***
ATT1	←	ATTITUDE	0.780			
ATT2	←	ATTITUDE	0.731	0.076	14.375	***
ATT3	←	ATTITUDE	0.835	0.069	16.471	***

ATT4	←	ATTITUDE	0.732	0.071	14.399	***
P1	←	PREFERENCE	0.949			
P3	←	PREFERENCE	0.785	0.044	17.744	***
L1	←	LOYALTY	0.871			
L2	←	LOYALTY	0.863	0.045	21.411	***
L3	←	LOYALTY	0.826	0.047	20.056	***

Table Note: SC= Self-brand connection, SE=Sense, FE= Feel, AE= Act, TE= Think, RE= Relate, ATT= Brand attitude, P= brand preference, L= Brand loyalty, p<0.05, ***= p<0.001

Goodness of fit values for confirmatory factor analysis are as follows; CMIN/df: 2.328; RMR: 0.051; RMSEA: 0.059; GFI: 0.903; AGFI: 0.866; NFI: 0.923; NNFI: 0.941; CFI: 0.954. In the confirmatory factor analysis application, the suggested modifications were made. Items, which have negative variances or standardized coefficients too close to 1.0 (Hair, Rolph, Ronald & William, 1998) were eliminated. Therefore, to reach the values of the goodness of fit, three items in “self-brand connection”, one item in “sense” dimension, one item in “brand attitude” and one item in “brand preference” were excluded. In this way, the goodness of fit values was achieved and seen that the goodness of fit values was generally acceptable level (Hu & Bentler, 1999; Schermelleh-Engel, Moosbrugger & Müller, 2003). Both reliability and confirmatory factor analysis results are shown in Table 4.

Table 4. Reliability and Confirmatory Factor Analysis Results

	Reliability Analysis		Confirmatory Factor Analysis		
	Cronbach's Alpha		CR	AVE	Cronbach's Alpha
Self-Brand Connection	0.906		0.816	0.598	0.810
To Sense	0.893		0.827	0.705	0.825
To Feel	0.907		0.910	0.836	0.907
To Act	0.909		0.909	0.769	0.909
To Think	0.881		0.884	0.792	0.881
To Relate	0.726		0.727	0.475	0.726
Brand Attitude	0.885		0.854	0.594	0.850
Brand Preference	0.903		0.862	0.758	0.853
Brand Loyalty	0.889		0.889	0.729	0.889

Discriminant validity for constructs is shown in Table 5.

Table 5. Discriminant Validity And Squared Root Of AVE

	Brand Preference	Self-Brand Connection	To Sense	To Feel	To Act	To Think	To Relate	Brand Attitude	Brand Loyalty
Brand Preference	0.871¹								
Self-Brand Connection	0.381 ²	0.773							
To Sense	0.460	0.491	0.839						

To Feel	0.560	0.503	0.811	0.914					
To Act	0.503	0.523	0.712	0.705	0.877				
To Think	0.719	0.326	0.621	0.651	0.667	0.890			
To Relate	0.526	0.754	0.703	0.738	0.766	0.601	0.689		
Brand Attitude	0.555	0.390	0.465	0.506	0.375	0.562	0.493	0.771	
Brand Loyalty	0.687	0.478	0.548	0.580	0.437	0.616	0.606	0.570	0.854

Table Note: Squared root of AVE is diagonal, ¹= square root of AVE, ²= Pearson Correlations.

As a result of these analyses, Cronbach’s alpha values are above 0.70, CR (Composite Reliability) values are above 0.70, and the AVE (Average Variance Extracted) values are generally above 0.50 (Hair, Black, Babin & Anderson, 2014). Meanwhile, for discriminant validity, the squared correlations are generally less than AVE values (Öberseder, Schlegelmilch, Murphy & Gruber, 2014; Fornell & Larcker, 1981). Generally, the research scales have sufficient reliability, convergent, and discriminant validity.

Model Testing

The research model is a comprehensive model proposal, which has tested different variables within the scope of brand experience. The proposed research model testing is presented in Figure 2.

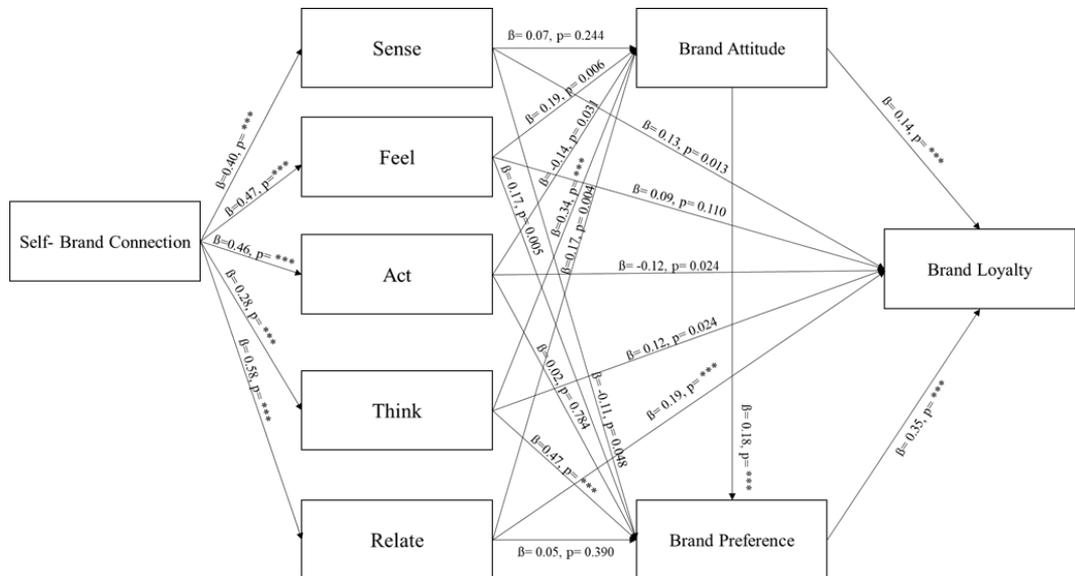


Figure 2. Proposed Research Model Testing

Figure Note: β= standardized regression weight, p<0.05, ***= p<0.001

Fit index values for proposed research model testing; CMIN/df: 4.689; RMR: 0.018; RMSEA: 0.098; GFI: 0.992; AGFI: 0.882; NFI: 0.992; NNFI: 0.925; CFI: 0.994.

After the proposed research model testing, it was seen that the RMR, GFI, NFI, and CFI fit indices were good fit level, also, CMIN/df, RMSEA, AGFI, and NNFI fit indices were acceptable level (Hu & Bentler, 1999; Schermelleh-Engel et al., 2003). In this direction,

First, H1 and sub-hypotheses were accepted. Generally, as the self-brand connection increases, perceptions about brand experiences increase positively. Consumers, who perceive themselves as compatible with their preferred platform, will comment on their experiences positively. For sub-hypotheses: H1a ($\beta=0.398$, t value= 8.544, $p=***$); H1b ($\beta=0.474$, t value= 10.603, $p=***$); H1c ($\beta=0.464$, t value= 10.312, $p=***$); H1d ($\beta=0.278$, t value= 5.691, $p=***$); H1e ($\beta=0.576$, t value= 13.880, $p=***$). Consumers expect an emotional, sensory, physical, cognitive, and social connection with the preferred brand. When this relationship occurs, brand experience perception increases positively.

Second, the H2 hypothesis was partially supported. H2a ($\beta=0.074$, t value= 1.166, $p=0.244$) was rejected. H2b ($\beta=0.188$, t value= 2.746, $p=0.006$); H2c ($\beta=-0.139$, t value= - 2.155, $p=0.031$); H2d ($\beta=0.336$, t value= 5.949, $p=***$) and H2e ($\beta=0.170$, t value= 2.877, $p=0.004$) were accepted. Attitude is a behavioral response as a result of the consumers' cognitive (think) and emotional (feel) evaluations. Consumers, who are experiencing the platforms, follow a similar path. Positive cognitive, emotional, and relational evaluations also strengthen brand attitude positively. In addition to this, a reverse effect was found between interactions with the brand (act dimension) and brand attitude. In other words, while the interactions with the brand increase, the severity of the brand attitude decreases.

Third, the H3 hypothesis was partially supported. While, H3a ($\beta=0.132$, t value= 2.478, $p=0.013$); H3c ($\beta=-0.122$, t value= - 2.253, $p=0.024$); H3d ($\beta=0.123$, t value= 2.263, $p=0.024$) and H3e ($\beta=0.187$, t value= 3.730, $p=***$) hypotheses were accepted, H3b ($\beta=0.093$, t value= 1.599, $p=0.110$) was rejected. Consumers who comment on their experiences positively in terms of sense, think, and relate dimensions, constitute the loyal consumer profile by making repeated preferences and purchases. Similarly, a reverse effect was found between act dimension and brand loyalty. In other words, while the interactions with the brand increase, brand loyalty decreases.

Fourth, the H4 hypothesis was partially supported. While, H4a ($\beta=-0.111$, t value= - 1.975, $p=0.048$), H4b ($\beta=0.171$, t value= 2.804, $p=0.005$) and H4d ($\beta=0.473$, t value= 9.063, $p=***$) hypotheses were accepted, H4c ($\beta=0.016$, t value= 0.274, $p=0.784$), and H4e ($\beta=0.045$, t value= 0.859, $p=0.390$) were rejected. Emotional and cognitive dimensions come to the fore in terms of brand preference. At this point, what the brand makes the consumer feel and think is effective on the consumers' brand preference. In addition to this, a reverse effect was found between sensory brand experience dimension and brand preference. Accordingly, while the intensity of brand stimuli increases, brand preference decreases.

According to the H5 ($\beta=0.183$, t value= 4.067, $p=***$) hypothesis, if a brand can create positive attitudes in consumers, brand preference will also be positive. Consumers' positive attitudes will increase the tendency to prefer the brand/same brand. Along these lines, according to the H6 ($\beta=0.144$, t value= 3.305, $p=***$) hypothesis, consumers' positive attitudes will increase brand loyalty. H5 and H6 hypotheses were accepted.

According to the H9 ($\beta=0.348$, t value= 7.234, $p=***$) hypothesis, if the consumer is satisfied with their preferred brand, a loyal consumer profile will be created. The same brand will be preferred whenever the need arises. Eventually, the H9 hypothesis was accepted.

Testing of Mediation Effects

Four different mediating effects were tested in the study. For the mediating effect, the model proposed by Baron and Kenny (1986) was considered, and analysis was carried out with a 95% confidence interval and 5% margin of error. There is a different method that verifies the mediating effect; the Bootstrap confidence interval method was preferred in this study to determine the significance of indirect effects. The basic principle of the Bootstrap confidence interval method is to make inferences by looking at relative and cumulative effects (Preacher & Hayes, 2004). Mediation test results are shown in Table 6.

Table 6. Mediation Test Results

Hypothesis of Mediator Variables	Direct Effect	Mediating Effect	Bootstrap Confidence Interval	Results
H7 Hypothesis	Brand Experience-Brand Preference $\beta=0.674$, t value= 10.553, $p=***$	Brand Experience- Brand Attitude -Brand Preference $\beta=0.540$, t value= 8.096, $p=***$	***	Partial Mediation H7 accepted.
H8 Hypothesis	Brand Experience – Brand Loyalty $\beta=0.415$, t value= 6.292, $p=***$	Brand Experience- Brand Attitude -Brand Loyalty $\beta=0.345$, t value= 5.103, $p=***$	***	Partial Mediation H8 accepted.
H10 Hypothesis	Brand Experience – Brand Loyalty $\beta=0.528$, t value= 8.465, $p=***$	Brand Experience- Brand Preference – Brand Loyalty $\beta=0.352$, t value= 4.588, $p=***$	***	Partial Mediation H10 accepted.
H11 Hypothesis	Brand Attitude-Brand Loyalty $\beta=0.262$, t value= 4.412, $p=***$	Brand Attitude – Brand Preference – Brand Loyalty $\beta=0.163$, t value= 2.217, $p=0.027$	***	Partial Mediation H11 accepted.

Table Note: β = standardized regression weight, $p<0.05$, $***= p<0.001$

Direct, indirect, and total effects between variables are given in Table 7.

Table 7. Direct, Indirect and Total Effect

	Brand Experience- Brand Attitude- Brand Preference	Brand Experience- Brand Attitude- Brand Loyalty	Brand Experience- Brand Preference – Brand Loyalty	Brand Attitude – Brand Preference – Brand Loyalty
Standardized Direct Effect	0.001	0.001	0.001	0.023
Standardized Direct Effect Estimates	0.540	0.345	0.352	0.163
Standardized Indirect Effect	0.001	0.001	0.001	0.001
Standardized Indirect Effect Estimates	0.136	0.339	0.345	0.237
Standardized Total Effect	0.001	0.001	0.001	0.001
Standardized Total Effect Estimates	0.676	0.684	0.697	0.401

The mediator variable test results can be interpreted as follows:

First, according to the direct effect model, brand experience has a positive ($\beta=0.674$) effect on brand preference. With the addition of the brand attitude as a mediator variable to the direct effect model, it was seen that the relationship between these two variables continued ($\beta=0.540$), however, it did weaken. Therefore, it was concluded that the brand attitude has a partial mediator effect. It has been confirmed with the Bootstrap confidence interval.

Second, similarly, and according to the direct effect model, brand experience has a positive ($\beta=0.415$) effect on brand loyalty. With the addition of the brand attitude as a mediator variable to the direct effect model, it was seen that the relationship between these two variables continued ($\beta=0.345$), however, it did weaken. Accordingly, the brand attitude has a partial mediator effect, and this has been confirmed with the Bootstrap confidence interval.

Third, according to the direct effect model, brand experience has a positive ($\beta=0.528$) effect on brand loyalty. With the addition of the brand preference as a mediator variable to the direct effect model, it was shown that the relationship between brand experience and brand loyalty variables continued ($\beta=0.352$), however, it did weaken. Therefore, it was concluded that brand preference has a partial mediator effect. This mediating effect has been confirmed with the Bootstrap confidence interval.

Fourth, according to the direct effect model, the brand attitude has a positive ($\beta=0.262$) effect on brand loyalty. With the addition of the brand preference as a mediator variable to the direct effect model, it was shown that the relationship between these two variables continued ($\beta=0.163$), however, it did weaken. Therefore, it was concluded that brand preference has a partial mediator effect, and this effect has been confirmed with the Bootstrap confidence interval.

Conclusion and Implications

In today's markets, it is important to create personalized consumer experiences. Therefore, it is required that investigate the changing and developing characteristics of brands. In this regard, this

study aimed to contribute to the literature by investigating the effects of brand-related variables and proposing a comprehensive model. This article obtained the following results by conducting research on online TV streaming platforms and examining the antecedents of brand experience, the direct-indirect effect of this variable, and the mediating effect on brand attitude and brand preference variables.

First, the self-brand connection has a positive effect on all brand experience dimensions. This finding is consistent with van der Westhuizen's (2018) research. Brand experiences gain importance in consumer-brand relations. As experiences are interpreted positively, brand loyalty increases, and, in this respect creating brand personality can be presented as a suggestion. In addition to this, a positive brand experience may lead to brand love which may result in continual brand loyalty. Through creating brand love, it is possible to acquire the management of consumer sensations, emotions, behaviors, cognitions, social relations, symbolic effects, and the positive experiences of brands.

Second, "feel", "think" and "relate" dimensions have a positive and "act" dimension has a negative effect on brand attitude. This result is generally similar to Khan and Fatma's (2017) study results in terms of the effect of brand experience on brand attitude. Experiences on online TV streaming platforms are individual and subjective. Consumers' interpretation of the functional and symbolic characteristics of the brand determines the direction of the behavioral response. For this reason, experiences should be made unforgettable and unique, and, in this way, differentiation and positioning in the consumer mind can be realized. Consumer-specific offers and content are the right steps. At the same time, in terms of the "sense" dimension, the comment could be that stimulus, which is received through the five senses, may not have a clear effect on the consumers' perception and/or the consumer may not see their experience as sufficient to transform into a behavioral response. It is very difficult to create an experience in terms of five senses and turn it into a response (like membership or payment) on online platforms. The "real-time marketing" applications of online TV streaming platforms can try to overcome these difficulties.

Third, "sense", "think" and "relate" dimensions have a positive, "act" dimension has a negative effect on brand loyalty. This result reveals the direct and important effect of brand experience and its four dimensions on brand loyalty. These findings are consistent with Mathew and Thomas (2018), Mukerjee's (2018), and Yang et al.'s (2017) research in terms of general brand experience. In addition to these studies, Khan et al. (2016) found that online brand experiences affect brand loyalty and the mediating role of the relationship between customer-brand engagement and brand satisfaction and brand loyalty. As the consumer positive experiences increase, brand loyalty will increase. Enterprises should provide functional benefits for the "think" dimension. Meanwhile, enterprises should communicate with the consumer at each point of the promotion channel for the "sense" dimension and should offer suggestions to their consumers and differentiate from the "act" dimension. Finally, enterprises should develop long-lasting relationships with consumers. CRM (customer relationship management), and customization applications connect to the consumers for the "relate" dimension and these create positive experiences. In this way, the mediating effect of brand preference in the relationship between brand experience and brand loyalty is confirmed. It is possible to suggest that

the strategy is as follows: Enterprises should create an experience, provide consumer preference, and develop a loyal consumer profile. In addition to this, the “feel” dimension has no effect on brand loyalty. In other words, there is no emotional bond established between the online TV streaming platforms and their consumers. One of the ways to create this link can be symbolic branding, and other ways can include emotional-based and co-creative value creation.

Fourth, the “sense” dimension has a negative, “feel” and “think” dimensions have a positive effect on brand preference. This finding is consistent with Ebrahim et al.’s (2016) and Tsai et al.’s (2015) studies in terms of the general effect of brand experience on brand preference. Brand experiences contribute to the brand value creation process. Value explains the benefit obtained by the consumer and creating a valuable brand will affect brand preference. At the same time, brand attitude has an effect on brand preference, and the other result is that brand attitude has a mediating effect on the relationship between brand experience and brand preference. These results are new findings that are important in terms of the ability of both brand experiences and brand attitudes to reveal a brand preference. The brand experienced by the consumer can provide the preference by creating a new and positive attitude or by increasing the severity of the existing attitude. In brand experience, there is a transfer of meanings constructed by the brand to consumers. In terms of online TV streaming platforms, price strategies are an important factor in managing consumer perception. Also, a perception of prestige can be created in consumers’ minds with personalized content and the correct “niche market” management. In terms of nonsignificant two dimensions (act and relate), there is no total experience orientation in consumers. In the sense of consumer brand preference, it is sufficient to establish a sensory, cognitive, and emotional connection. This may be due to the incorrect management of the perception process, as mentioned in the brand attitude comment. Therefore, the process can be approached in terms of total experience and direct consumer response. Motivational factors can be offered to invite the consumer to online TV streaming platforms (new productions, upcoming productions, etc.). Social experiences can be provided. In this respect, the digital experience is now inevitable and it should not be forgotten that these platforms are at the top of consumer preferences. Therefore, the “reminder function of the advertisement” should be made from all channels that can reach consumers.

Brand attitude has an effect on brand loyalty and has a mediating effect on the relationship between brand experience and brand loyalty. The results are consistent with Rajumesh’s (2014) mediating role research, Liu et al.’s (2012) study, and Taylor and Hunter’s (2003) e-CRM studies. Creating positive consumer attitudes in marketing is an important issue because the consumer is in an effective perception process in terms of cognitive-emotional-behavioral elements. Brand experience is the management of the senses. Therefore, enterprises can reveal brand loyalty, which is a positive outcome from brand attitudes, by developing strategies on these elements. Experimental brands should be created, and the values and lifestyles that will be offered to consumers by these brands should be emphasized. Thus, unplanned and impulse buying can be made.

Brand preference has a positive and direct effect on brand loyalty, which is a result similar to the one proposed by Chinomona et al. (2013). At the same time, brand preference has a mediating effect on the relationship between brand attitude and brand loyalty. This result shows that a positive

brand attitude strengthens loyalty along with brand preference. In other words, it is not enough to have a positive attitude towards the brand. With the addition of brand preference to this influence process and the formation of a satisfied customer profile, brand loyalty is mentioned more clearly. In this respect, the keyword is to be unforgettable and unique. There is human-machine interaction on online TV streaming platforms. Therefore, the telepresence process of the consumer should be managed well. In this respect, consumers' feedback can be obtained and active consumers' engagement can be created.

Limitations and Future Studies

This research only focused on online TV streaming platforms in Turkey and conducted online surveys on participants, who were members of these platforms, through convenience sampling. For this reason, the study cannot be generalized to all consumers, those who are not members of these platforms, other countries, other participant sampling methods, and face-to-face survey methods. In the same way, the findings cannot be generalized for other product and service groups and brands.

Brands and branding are comprehensive concepts that should be discussed in all aspects. In future studies, other antecedents of brand experiences can be explored. At this point, the level of customer involvement and engagement may also be among the important variables and a model can be suggested. In addition to these, brand equity and dimensions, brand image, personality, and other psychological variables can be addressed. The effectiveness of brand experiences in promotion processes can be investigated. Under the title of marketing communications and promotion mix, the research model can be discussed. The media habits of the members can be revealed. Experiences on these platforms are individual and intangible. Therefore, it needs human interactions. The E-WOM communication and reference group effect can be discussed in the research model. Finally, the research model can be considered in terms of different e-service sectors.

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