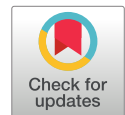








## Istanbul Business Research

### Research Article

### Open Access

# How does brand experience affect mobile phone users' willingness-to-pay a price premium? The intervening role of brand credibility



Jean Paolo G. Lacap<sup>1</sup>  , Pamela Nicole M. Pelayo<sup>2</sup> , Geraldine C. Siojo<sup>2</sup> , Christine Joy C. Garcia<sup>2</sup>  & Dorothea Majeff M. Sta. Ana<sup>2</sup> 

<sup>1</sup> City College of Angeles, Angeles City, Philippines

<sup>2</sup> University of the Assumption, Graduate School of Business and Public Administration, City of San Fernando, Pampanga, Philippines

### Abstract

Firms' brand management has continuously and consistently evolved not only to satisfy consumers' various needs and wants but also to maximize profitability and sustain competitive advantage. Companies are unceasingly seeking ways to make the price of their product offerings less of a factor in the consumer decision-making process. Thus, this study investigates the role of brand credibility in the relationship between brand experience and willingness-to-pay (WTP), a price premium for a mobile phone brand, using the stimulus-organism-response (SOR) model. The participants of the study were Filipino iPhone users who were identified through a purposive sampling method. To evaluate the hypothesized relationships, a predictive research design using partial least squares (PLS) path modeling was used. The findings show that brand experience and brand credibility are significantly and directly related, and both variables were found to have a significant and positive influence on WTP a price premium. Furthermore, brand credibility was identified to play a mediating role in the link between brand experience and WTP, a price premium.

### Keywords

Willingness-to-pay • Brand credibility • Brand experience • Mobile phones • Price premium



Citation: Lacap, J. P., Pelayo, P. N., Siojo, G. C., Garcia, C. J. & Ana, D. M. (2025). How does brand experience affect mobile phone users' willingness-to-pay a price premium? The intervening role of brand credibility. *Istanbul Business Research*, 54(1), 38–55. <https://doi.org/10.26650/ibr.2025.54.1145347>

 This work is licensed under Creative Commons Attribution-NonCommercial 4.0 International License. 

© 2025. Lacap, J. P., Pelayo, P. N., Siojo, G. C., Garcia, C. J. & Ana, D. M.

✉ Corresponding author: Jean Paolo G. Lacap [jpglacap@gmail.com](mailto:jpglacap@gmail.com)



## 1. Introduction

A brand name indicates the identity of a product or service. Hillenbrand et al. (2013) argued that the name is the first interaction between a product and its consumers and later becomes a placeholder in their minds. Nowadays, companies aim to develop a strong name that leaves a mark in the minds of their consumers; thus, the importance of branding has greatly increased because it has become one of their important assets (Lacap & Tungcab, 2020). Furthermore, consumers use the name as a basis to purchase and experience a product. Prior studies have reported that a positive brand experience results in customer satisfaction (Chinomona et al., 2013; Lin, 2015) and greater brand trust (Ercis et al., 2012). In addition to brand experience, the importance of the credibility of a brand is also emphasized. Brand credibility pertains to consumers' perception of the true essence and accuracy of how the brand declares itself. In this case, brand credibility is established through repetitive interactions of consumers with the brand, which eventually leads to individual subjective and behavioral feedback (Dwivedi et al., 2018).

However, a brand is closely associated with its price and consumers' willingness-to-pay (WTP) for a particular brand. Anderson et al. (1992) called consumers' WTP the foundation of marketing strategy. It is an essential factor that results in optimal promotion and pricing decisions. Furthermore, companies must carefully choose the introductory price of a new product because incorrectly determining the price may hurt the product. For instance, incorrect initial prices can endanger said investments during development and threaten innovation failures (Ingenbleek et al., 2013; Schimdt & Bijmolt, 2019). In addition, studying consumers' WTP for premium prices is an important step in determining how attitudes toward differentiated products result in monetary values (Aguilar & Vlosky, 2007).

Considering the importance of a brand, what could be the reasons why one would prefer a certain brand over another, especially when purchasing a mobile phone? Several studies have found that the most critical factor that people consider when choosing a new mobile phone is the particular operating system (Arnkvist, 2014; Böhm et al., 2015). In addition, users consider memory performance, graphics performance, and processing power as influential factors (Arnkvist, 2014). Moreover, brand experience influences consumers' preferences and even WTP for premium-priced products (Dwivedi et al., 2018). Schmitt (2009) highlighted that consumers prefer brands that offer meaningful experiences that alert their senses, emotions, behaviors, and cognitions. On the other hand, Dwivedi et al. (2018) indicated that, aside from brand experience, brand credibility also affects consumer behaviors, which may result in a purchase of a product with a higher price. Baek et al. (2010) added that brand credibility positively influences brand purchase intention. Thus, brand experience and credibility are two important factors that consumers consider when choosing a brand and purchasing its products, regardless of the cost. From these studies, it is evident that brand experience and credibility may play an important role in influencing consumers' willingness to pay a price premium. However, the effect of brand experience on WTP of a price premium via brand credibility is insufficiently examined, particularly in the context of a mobile phone brand, grounded on SOR theory. Prior studies have only identified the influence of brand experience on WTP a price premium (Farzin et al., 2023; Jimenez-Barreto et al., 2020; Nayeem et al., 2019; Nikhashemi et al., 2019; Santos & Schlesinger, 2021; see [Table 1](#)). Therefore, we aim to fill this research gap by investigating the mediating role of brand credibility in the relationship between brand experience and WTPs, a price premium. Using the SOR model, this study is useful for understanding the consumer behavior of mobile phone users and the role of brand management in making price less of a factor in the consumer decision-making process.

**Table 1***Prior Studies on Brand Experience*

Authors	Study's Purpose	The theoretical framework used in this study
Jimenez-Barreto et al. (2020)	Influence of brand experience and credibility on behavioral intentions	Brand experience as a multidimensional concept
Nayeem et al. (2019)	Brand credibility as a mediator between brand experience and brand attitude	Brand experience as a multidimensional construct
Santos and Schlesinger (2021)	Brand love is a mediator on the links between brand experience and brand loyalty and between brand experience and WTP a premium price	Brand experience as a multidimensional concept
Farzin et al. (2023)	Influence of brand experience and equity on WTPs	The brand experience is a multidimensional concept
Nikhashemi et al. (2019)	Effect of brand experience on WTPs of price premiums	Brakus' brand experience theory

## 2. Literature review

### 2.1. Theoretical underpinning

The proposed model is based on the SOR model, which focuses primarily on human behavior. The aforementioned model consists of the following: stimulus (S), organism (O), and response (R).

First, the stimulus or the environment influences consumer behaviors and affects individuals' responses in given situations (Chen & Yao, 2018). Second, the organism pertains to the mediating internal processes such as perceptual, physiological, feeling, and thinking activities between the environment of the individual and their responses (Kumar & Kim, 2014). Lastly, the response indicates the corresponding action or result (Chen & Yao, 2018). Furthermore, Zhang and Benyoucef (2016) discussed that the SOR model delineates how the environment or external stimuli affect an organism's internal factors, such as cognitions and emotions, which lead to certain behaviors shaping their responses. These behaviors may be approached as behaviors that indicate positive responses through actions that move toward a particular scenario (Yu et al., 2021).

In relation to the SOR model, this study considers brand experience as a stimulus, which refers to consumers' aggregate experiences with a brand (Yu et al., 2020). These experiences affect brand credibility (Khan & Rahman, 2015). Brand credibility, which is the organism, pertains to how consumers perceive a brand that has expertise and trustworthiness to deliver its promises (Erdem & Swait, 2004). Eventually, brand experience, in consideration of the mediating effect of brand credibility, results in a response that may be an approach behavior such as WTP a premium price (Dwivedi et al., 2018).

### 2.2. Willingness-to-Pay (WTP) of a price premium

WTP refers to a consumer's readiness to pay more for a certain brand than other alternatives or inferior brands (Netemeyer et al., 2004). Furthermore, it explains how consumers relate higher prices to a brand's greater quality and value (Davicik & Sharma, 2015). Anselmsson et al. (2014) further contended that quality is an essential factor that must be considered in premium pricing. On the one hand, Aaker (1996) considered price premium WTP as one of the most essential factors and measures of brand loyalty and brand equity. In addition, De Chernatony and Segal-Horn (2003) argued that WTP, a price premium for a product, is an

excellent brand management strategy because it suggests how a brand can charge a higher price than rival firms. Thus, companies emphasize the importance of premium pricing because it can result in increased profitability and a sustained competitive advantage (Casidy & Wymer, 2016).

### 2.3. Brand experience

Brand experience includes consumers' purchase and consumption experiences with the brand and organization (Khan & Rahman, 2015; Prentice et al., 2019). These experiences pertain to experiences that one can experience and experience in different realms. These depend on the connection of a consumer to the environment intrinsically (esthetic), with happiness (entertainment), knowledge or expertise (educational), and total involvement in the experience (escapism) (Pine & Gilmore, 1998; Suntikul & Jachna, 2016; Prentice et al., 2019). Hence, according to Nysveen and Pedersen (2014), developing special and important experiences becomes a crucial subject of interest among researchers and practitioners.

Moreover, Brakus et al. (2009) defined brand experience as the inner consumer experience that alerts the senses, emotions, and cognitions. It also includes behavioral reactions elicited by brand-associated stimuli, such as brand design, identity, and packaging. In addition, brand experience consists of four components: sensory, affective, intellectual, and behavioral (Brakus et al., 2009). First, the sensory component is related to human's five senses: sight, touch, sound, smell, and taste. This includes instances when consumers get involved with a specific brand when they use their senses (Brakus et al., 2009; Beig & Nika, 2022). Second, the affective component pertains to experiences that affect consumers' emotions or feelings about a product or brand (Schmitt, 1999; Beig & Nika, 2022). Third, the behavioral component includes the physical actions that a brand consumes or experiences trigger. Consumers can also encounter changes in lifestyle and behavior when interacting with different brands (Brakus et al., 2009; Beig & Nika, 2022). Lastly, the intellectual component pertains to experiences that influence one's logical and imaginative thinking (Beig & Nika, 2022).

### 2.4. Brand credibility

Brand credibility delineates how a consumer perceives a brand as having both the ability, expertise, and willingness to consistently deliver what has been offered. Furthermore, credible brands establish and signal their products' position. This implies that brand credibility through diverse marketing strategies and activities massively impacts the total image of the company (Erdem & Swait, 2004; Sweeney & Swait, 2008; Martin-Consuegra et al., 2018). Baek et al. (2010) argued that brand positioning is a significant attribute in identifying a brand and achieving a good brand image. It also helps a firm establish its competitive advantage over its competitors (Dou et al., 2010).

Moreover, brand credibility is considered one of the most important brand characteristics that affect consumers' choices (Spry et al., 2011). Swait and Erdem (2007) revealed the influence of brand credibility on choice-set formation and consumer choice. Wang and Yang (2010) posited that the higher the credibility of a brand, the higher the purchase intention of consumers. Erdem et al. (2002) also noted that brand credibility results in decreased price sensitivity, which means consumers are more likely to spend more on established and credible brands. Thus, brand credibility is a critical factor in maintaining customer loyalty (Sweeney & Swait, 2008).

### 2.5. Hypothesis development

According to Erdem and Swait (2004), brands that trigger awareness of one or more of the five senses (hearing, sight, smell, touch, and taste) strongly influence brand credibility. Recent research has suggested

that the consumer's sensory, emotive, cognitive, and behavioral interactions with a brand at its points of contact are antecedent parts of perceived brand credibility (Dwivedi et al., 2019). A study of Shamim and Butt (2013) also contended that brand experience directly affects brand credibility, attitude, and equity. Nayeem et al. (2019) proposed that brand experience leads to brand credibility. Furthermore, Khan and Fatma (2017) stated that by imparting brand experience effectively, brand credibility can be magnified. It is reasonable to assume that a brand can deliver on its promise by offering a consistent brand experience and attitude. This creates the impression that brand experience serves as a source of first-hand information for consumers, which bolsters consumers' faith in a company's capacity and ability to deliver, thus forming brand credibility (Dwivedi et al., 2019). Consequently, this study proposes that:

*H1. Brand experience significantly influences brand credibility.*

Li et al. (2012) argued that consumers with authentic brand experiences are more willing to pay for luxurious brands. Dwivedi et al. (2016) also stated that brand experience impacts WTP's price premium because it affects the behavioral side of brand loyalty. Nikhashemi et al. (2019) similarly contended that customers' retail brand experience positively affects their willingness to pay for higher or lower prices. According to Kwan Soo Shin et al. (2019), a person with high brand loyalty is willing to pay a premium price. Dwivedi et al. (2018) noted that consumers who have established relationships with a brand are less price sensitive. Consumers form a relationship with a brand by enduring satisfying experiences that result in continuous purchases and WTP of a price premium (Santos & Schlesinger, 2021). Thus, we propose the following:

*H2. Brand experience has a significant influence on WTPs for price premiums.*

Based on previous research, consumer perceptions of pricing are influenced by brand credibility (Yang et al., 2003). Furthermore, brand credibility reduces consumers' price sensitivity (Erdem et al., 2002). Studies have also revealed that brand credibility is a signaling tool that improves consumer decision-making, which results in increased and repeat purchase intention, willingness to pay more, and promotion of the product to others (Baek et al., 2010; Bairrada et al., 2021). Netemeyer et al. (2004) also maintained that brand credibility increases consumers' WTP a price premium. According to Dwivedi et al. (2018), establishing brand credibility can be an efficient and effective way to attract consumers, leading them to purchase and pay for higher prices without hesitation. Therefore, we postulate the following:

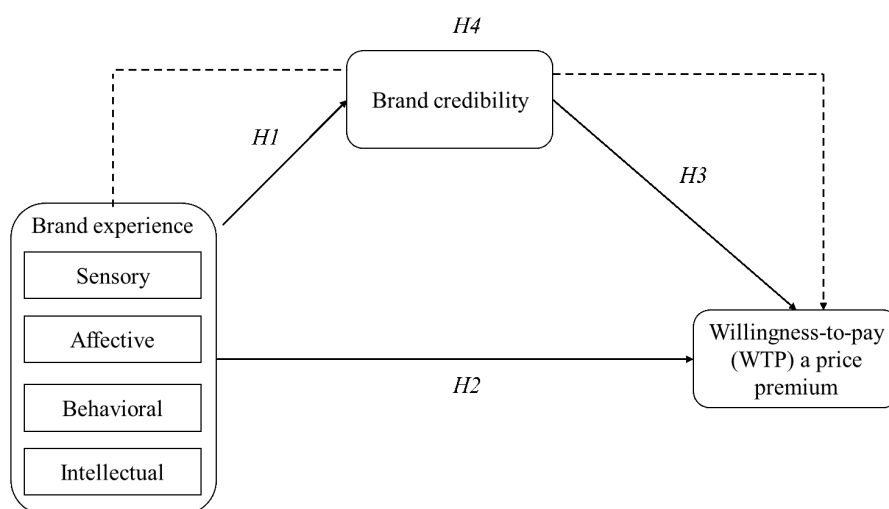
*H3. Brand credibility has a significant influence on WTPs for price premiums.*

Nayeem et al. (2019) also posited that a positive brand experience strengthens brand credibility. Brand credibility can improve a consumer's perception of a brand (Baek et al., 2010). Based on a prior study, it may also play a role in consumers' perception of price (Yang et al., 2003). In addition, higher brand credibility can influence brand choice (Erdem & Swait, 2004), which results in a strong effect on purchase intention (Baek & King, 2011) and enhanced consumer willingness to pay a higher price (Netemeyer et al., 2004). Dwivedi et al. (2018) further noted that brand credibility may influence brand experience and consumers' WTP of a particular brand. Therefore, we posit the following:

*H4. Brand credibility has a mediating influence on the relationship between brand experience and WTP, a price premium.*

Through the literature review and the established hypotheses, the research framework was conceptualized. [Figure 1](#) illustrates the interrelationships among brand experience, brand credibility, and WTP, a price premium. Furthermore, this study also delves into the mediating effect of brand credibility on the relationship between brand experience and WTP.

**Figure 1**  
The Study's Proposed Model



### 3. Methodology

#### 3.1. Participants of the study

The participants in this study were determined using a purposive sampling method. We used purposive sampling techniques as appropriate for fieldwork studies (Bryman & Bell, 2015). Polit and Beck (2010) further contended that research with humans as respondents is less likely to involve random samples. In the present study, since the participants must have similar characteristics (inclusion criteria), purposive sampling was used (Memon et al., 2017).

A survey was sent out to the respondents of the study that were 1.) Filipino iPhone users for at least a year; and 2.) at least 18 years old and above. Participants are specifically iPhone users; iPhone is known for being one of the most expensive, premium mobile phone brands. According to Waring (2019), the Philippines is the most expensive iPhone 11 market in Asia. iPhone 11 was offered for \$941.00 in the Philippines compared to India's \$906.00. Despite the price, many Filipinos still purchase iPhones rather than other brands because of the status and benefits that it offers.

The survey questionnaire was served through Google Forms and disseminated through social media platforms such as Facebook Messenger, Instagram, and Twitter. The questionnaires were distributed in the 2nd week until the end of March 2022. In addition, we obtained 401 valid responses out of 423 questionnaires, with a response rate of 94.8%.

Moreover, inverse-square root and Gamma-exponential methods (Kock & Hadaya, 2018) were performed using WarPLS 8.0 (Kock, 2022) to assess whether the sample size was sufficient to examine the structural model. Having 0.218 as minimum absolute path coefficient, 0.05 level of 0.05, and a power level of 0.800, the inverse-square root method suggested 131 samples, while the gamma-exponential method suggested 117 samples, as shown in Figure 2. These results indicate that the minimum required sample size is 117–131. Hence, the results of the structural model can be accepted since the sample size used amounted to 423 respondents, which exceeded the minimum requirement.

**Figure 2**  
Sample Size Calculation

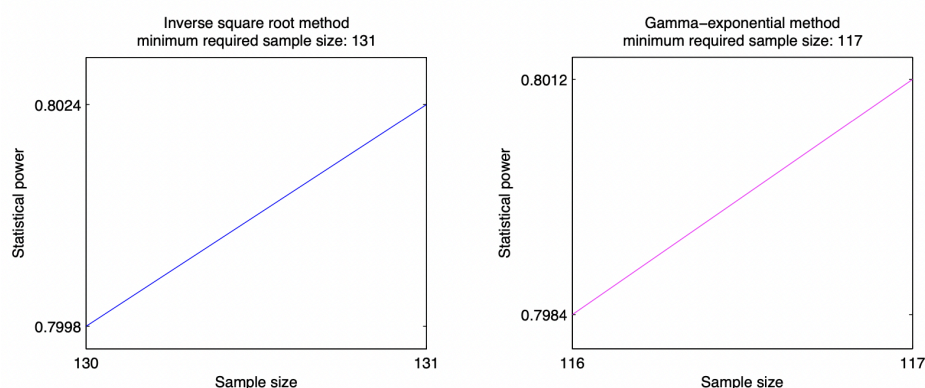


Table 2 exhibits the demographic characteristics of the respondents. The majority were female (70.8%), single (73.3%), and employed (68.1%). Furthermore, in terms of age group, 251 respondents (62.6%) belonged to the 18 to 26 age group, 132 (32.9%) were 27 to 35, 16 (4%) were between the ages of 36 and 44, and only 2 respondents were 45 years old and above. Lastly, most respondents were college graduates (85%).

**Table 2**  
Demographic Characteristics

Demographic Factors		<i>n</i>	%
Sex	Male	117	29.2
	Female	284	70.8
Age	18-26	251	62.6
	27-35	132	32.9
	36-44	16	4
	45-56	2	0.5
Marital Status	Single	294	73.3
	Married	101	25.2
	Separated	6	1.5
Employment	Student	86	21.4
	Employed	273	68.1
	Unemployed	42	10.5
Educational Attainment	Secondary/High School	36	9
	College Degree	341	85
	Masters/Doctorate	24	6

### 3.2. Research instrument

The research instrument used in this study was an online self-administered survey. It was served through a Google Form composed of demographic factors and constructs of brand experience, brand credibility, and WTP (a price premium). Demographic factors included sex, age, civil status, employment status, and highest educational attainment. On the other hand, brand experience, which was divided into four aspects, namely: sensory, affective, behavioral, and intellectual—was measured using the 12-item questionnaire formulated by Brakus et al. (2009). Regarding the assessment of brand credibility, a six-item questionnaire based on the measurement items for a signaling model of brand equity, which Erdem and Swait (1998) developed and later improved by Dwivedi et al. (2018), was utilized. Lastly, a three-item questionnaire developed by Netemeyer et al. (2004) was adopted to measure WTPs as price premiums.

All items in the three constructs were measured using a 5-point Likert scale, where 5 means “strongly agree” and 1 means “strongly disagree. Moreover, this study was approved by the university and successfully underwent ethical review and clearance by the university’s ethics committee.

### 3.3. Research design and statistical treatment

A predictive research approach was used since the study aims to determine the influence of brand experience and brand credibility on mobile phone users’ WTP, which is a price premium. To measure the parameter estimates of the study, we used partial least squares (PLS) path modeling through WarpPLS 8.0 (Kock, 2022). A PLS path modeling is recommended for predictive research and studies that employ mediation analysis (Guenther et al., 2023; Hair et al., 2019; Sarstedt et al., 2023). Moreover, a mediation analysis was conducted to measure the indirect influence of brand credibility on the relationship between brand experience and WTP, a price premium. In mediation analysis, the exogenous variable affects a mediator that then influences the endogenous construct. The indirect effects can also be measured using PLS-SEM (Nitzl et al., 2016).

## 4. Results

For reflective constructs, the first stage of PLS path modeling is the evaluation of the outer model, which includes an assessment of reliability and validity. The reliability evaluation confirms whether items in a latent construct exhibit internal consistency. Using composite reliability (CR), the CR coefficient of each variable used in the model must be at least 0.70, according to and Lynn (2012). The results in Table 3 indicate that all lower-order reflective constructs were within the threshold of reliability.

In the evaluation of validity, Fornell and Larcker (1981) noted that the construct’s average variance extracted (AVE) must load at least 0.50. In addition, the loadings of each latent variable must be significant and load at least 0.50 (Kock, 2014). As shown in Table 3, all lower-order reflective constructs passed the convergent validity test.

**Table 3**  
*Reliability and Convergent Validity of Lower-Order Reflective Constructs*

Lower-order Reflective Construct/Item	Factor loading
<i>Sensory: AVE = 0.778; CR = 0.913.</i>	
SEN1. iPhone gives me a strong visual impression.	0.858
SEN2. iPhone appeals to my senses.	0.902



Lower-order Reflective Construct/Item	Factor loading
SEN3. I find iPhone interesting sensory. <i>Affective: AVE = 0.864; CR = 0.950.</i>	0.887
AFF1. I have strong emotions for the iPhone.	0.919
AFF2. iPhone (Apple) is an emotional brand.	0.932
AFF3. iPhones induce feelings and feelings. <i>Behavioral: AVE = 0.869; CR = 0.952)</i>	0.937
BEH1. iPhone experience results in bodily experiences.	0.924
BEH2. I engage in physical actions and behaviors when using an iPhone.	0.932
BEH3. iPhone is action-oriented. <i>Intellectual: AVE = 0.634; CR = 0.835)</i>	0.942
INT1. iPhone stimulate curiosity and problem solving.	0.924
INT2. I engage in a lot of thinking when I encounter an iPhone.	0.932
INT3. iPhone makes me think. <i>Brand credibility: AVE = 0.736; CR = 0.944</i>	0.942
BRC1. iPhone has a name that you can trust.	0.817
BRC2. iPhone product claims are believable.	0.905
BRC3. The iPhone delivers what it promises.	0.886
BRC4. The iPhone can deliver what it promises.	0.906
BRC5. iPhone reminds me of someone competent and knows what he/she is doing.	0.769
BRC6. Over time, my experiences with iPhone have led me to expect it to keep its promises. <i>WTP: price premium: AVE = 0.897; CR = 0.963)</i>	0.856
WTP1. I am willing to pay a higher price for an iPhone than for other mobile phone brands.	0.956
WTP2. I am willing to pay a lot more for an iPhone than for other mobile phones.	0.950
WTP3. I am willing to pay more for an iPhone than for other mobile phone brands.	0.936

*AVE, average variance extracted; CR-composite reliability. All loadings were statistically significant ( $p < 0.001$ ).*

In addition to convergent validity, the discriminant validity of latent constructs must be established. To evaluate discriminant validity, we measured the heterotrait-monotrait ratios (HTMT). Henseler et al. (2015) identified 0.90 as the threshold for HTMT ratios to prove the discriminant validity of the variables used in the proposed model. As shown in Table 4, all lower-order reflective constructs passed the requirement for discriminant validity.

**Table 4***Discriminant Validity of Latent Variables*

	1	2	3	4	5	6
1 Sensory						
2 Affective	0.707					
3 Behavioral	0.664	0.898				
4 Intellectual	0.618	0.461	0.665			
5 Brand credibility	0.608	0.562	0.550	0.322		
6 WTP premium price	0.466	0.520	0.500	0.300	0.655	

Because the present study has one higher-order formative construct (brand experience), we performed an outer model assessment for this type of variable using a disjoint two-stage method (Becker et al., 2012). When a higher-order formative construct is evaluated, outer weights and collinearity must be determined (Diamantopoulos & Siguaw, 2006; Ramayah et al., 2018).

In the scrutiny of the factor weights (FW), each weight of the indicator/dimension must be significant ( $p < 0.05$ ) (Ramayah et al., 2018). As seen in Table 5, all factors of brand experience—sensory (FW = 0.270,  $p < 0.001$ ), affective (FW = 0.308,  $p < 0.001$ ), behavioral (FW = 0.314,  $p < 0.001$ ), and intellectual (FW = 0.276,  $p < 0.001$ ) – are within the requirements for FW assessment. Furthermore, higher-order formative constructs are prone to collinearity problems. Thus, the variance inflation factor (VIF) and full-collinearity VIF (FCVIF) must be measured (Rasoolimanesh et al., 2017). (2014; 2015) recommended a threshold of 5. As shown in Table 4, all dimensions of the brand experience are free from collinearity problems.

**Table 5***Outer Model Assessment of Higher-order Formative Constructions*

Higher-order Formative Construction	Factor weight	<i>p</i>	VIF	FCVIF
Brand experience				
Sensory	0.270	<0.001	1.749	
Affective	0.308	<0.001	3.543	1.543
Behavioral	0.314	<0.001	3.974	
Intellectual	0.276	<0.001	1.920	

VIF, variance inflation factor; FCVIF, full-collinearity VIF.

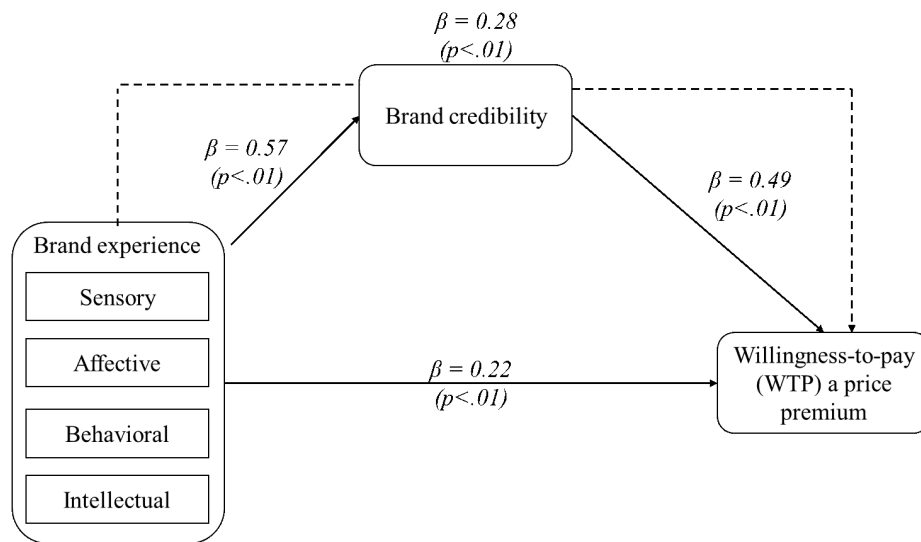
The second part of the PLS path modeling is the evaluation of the inner/structural model.

The results of the structural model assessment, which include the beta coefficients, p-values, and effect sizes, are shown in Figure 3 and Table 6. Moreover, to evaluate effect sizes, the following values set by Cohen (1988) were utilized: 0.02 for small, 0.15 for medium, and 0.35 for large.

The result revealed that brand experience has a direct influence on brand credibility ( $\beta = 0.570$ ,  $p < 0.001$ ) and on WTP, a price premium ( $\beta = 0.218$ ,  $p < 0.001$ ). Regarding their effect sizes, BRE → BRC reflects a medium effect size ( $f^2 = 0.325$ ) while BRE → WTP shows a small or weak effect size ( $f^2 = 0.109$ ). These findings indicate that H1 and H2 are supported.

The results also show that brand credibility has a positive effect on WTP a price premium ( $\beta = 0.489$ ,  $p < 0.001$ ). Furthermore, BC → WTP has a medium effect size ( $f^2 = 0.300$ ). Therefore, H3 is supported.

**Figure 3**  
Structural Model of the Study



Lastly, the mediating effect of brand credibility on the relationship between brand experience and WTPs and price premiums was also assessed. Results suggested that brand credibility intervenes in the relationship between the two variables ( $\beta = 0.279, p < 0.001$ ), with a small effect size ( $f^2 = 0.139$ ). Thus, H4 is supported.

**Table 6**  
Direct and Mediating Effects of Hypothesized Relationships

Hypothesis	Beta coefficient	p-value	Standard error	Effect size	Decision
<i>Direct effects</i>					
H1. BRE → BRC	0.570	<0.001	0.046	0.325	Supported
H2. BRE → WTP	0.218	<0.001	0.048	0.109	Supported
H3. BRC → WTP	0.489	<0.001	0.047	0.300	Supported
<i>Mediating effect</i>					
H4. BRE → BRC → WTP	0.279	<0.001	0.034	0.139	Supported

BRE, brand experience; BRC, brand credibility; WTP, willingness-to-pay a price premium.

Part of the assessment of the inner model is the measurement of common method bias, determination coefficients ( $R^2$ ), and predictive validity ( $Q^2$ ). Testing common method bias can be performed by evaluating the FCVIF of each latent construct, where the threshold is 3.30 (Kock, 2015). The results in Table 7 indicate that the structural model passed the common method bias test.

The  $R^2$  value was also assessed. Based on these findings, the values of  $R^2$  are in the moderate effect. In addition, the predictive validity was evaluated using  $Q^2$ . (2022) argued that to claim that predictive validity exists in the structural model,  $Q^2$  values must be more than zero. As shown in Table 6, the model likewise passed this requirement.

**Table 7***Common Method Bias Test, R<sup>2</sup>, and Q<sup>2</sup>*

Latent construct	FCVIF	R <sup>2</sup>	Q <sup>2</sup>
Brand experience	1.543		
Brand credibility	1.886	0.325	0.326
WTP a price premium	1.667	0.409	0.407

*R<sup>2</sup> assessment: 0.19 – weak; 0.33 – moderate; 0.67 – substantial (Chin, 1988).*

## 5. Discussion and conclusion

The findings of this study reveal that brand experience has a significant and positive effect on brand credibility. This indicates that as a consumer experiences a brand, he or she can explore, know, and prove that the brand satisfies his or her needs. Eventually, customer satisfaction creates the perception that the brand is credible and trustworthy. A previous study also revealed that brand experience plays a critical role in establishing brand credibility (Hwang et al., 2021). Furthermore, Nayeem et al. (2019) stated that it is reasonable to expect that a brand can deliver on its promises by providing consistent and positive brand experiences, thus strengthening its credibility.

The results of the undertaking also showed that brand experience positively affects WTP, a mobile phone users' price premium. This suggests that consumers are keen to spend more on a brand that offers meaningful experiences that can lead to increased enjoyment, knowledge, and productivity through the different features and functionalities offered by the brand. Moreover, other prior studies have stated that brand experience is a strategic weapon for marketers to meet consumers' expectations, which can result in positive outcomes, such as WTP, a price premium (Iglesias et al., 2018; Japutra & Molinillo, 2017). Dwivedi et al. (2018) also noted that consumers are likely to pay a premium price for a brand that allows them to derive fulfilling experiences.

On the other hand, the study also indicated that brand credibility directly and positively affects WTP, which is a price premium. The results indicate that consumers are ready to purchase and even pay a premium price for a brand that is well-known for its quality and trustworthiness and has the ability to deliver and fulfill its promises. Moreover, this shows that consumers are likely to avail products and services that are tested and proven to be reliable. Nayeem et al. (2019) also argued that whenever a consumer perceives a brand as credible, their attitude toward the brand also improves. Moreover, brand credibility influences the purchase intention of a buyer (Baek et al. 2010), which means that consumers are inclined to spend more on a brand that is trustworthy.

Lastly, it was noted that brand credibility mediates the relationship between brand experience and WTP, a price premium. This study suggests that brand credibility influences the relationship between brand experience and WTP with a minimal mediation effect. This study also shows that a positive brand experience leads to favorable brand credibility, which decreases consumers' price sensitivity. According to Dwivedi et al. (2018), a positive brand experience generates favorable word-of-mouth and unfiltered recommendations, thus improving brand credibility. Furthermore, Baek et al. (2010) stated that brand credibility serves as a meaningful construct that contributes to the formation of consumer purchase intention.

This study emphasizes how brand experience significantly affects consumers' WTP for a price premium. Moreover, it also reveals how brand credibility mediates the relationship between brand experience and

WTP, a price premium. This research indicates the significance of making price less a factor in deciding whether to purchase and avail a brand's products and services. In many cases, higher prices may pertain to higher value or quality; thus, this can be achieved through effective production and consistent promotion, which will improve and highlight the brand's value and quality. Firms, especially mobile phone brands, must continuously adopt new technology, study the trends, and innovate, if needed, to improve the quality of their products and offer new usage, functionality, or updates that are different from existing ones. Moreover, new and improved quality must be backed up by consistent promotion to encourage consumers to try to purchase the brand.

### 5.1. Practical implications

Every year, new and improved mobile phones are introduced to the market. In addition, premium phones are made available; these have unique features and functionalities that mid-range phones do not offer. To justify and attract consumers to purchase premium phones, companies must continuously evaluate and improve their existing strategies or create and adopt new ones. These strategies must be able to produce consistent products and services that satisfy consumers' needs and wants. Moreover, cell phone companies must be able to provide meaningful purchase and consumption experiences to consumers that can alert them and affect their senses, cognitions, feelings, and behaviors. Firms must provide meaningful purchase experiences through improved on-site and online customer assistance, support, and service. This means that brand support stalls, as well as an online support website, can respond and entertain consumers' queries and issues about mobile phone technical specifications or functionalities.

On the other hand, examples of strategies that promote and provide significant consumption experiences include further improvement of the technical specifications of the mobile phone like its retina display and special features like splash, water, and dust resistance. Moreover, because the world is experiencing rapid movement, a mobile phone's microchip may be used and extended into a special sensor that could hold or settle payments through various transaction scans. These features may attract on-the-go customers to further invest in the brand because of its efficiency. Furthermore, to those businessmen who hold many meetings, a feature that enables them to control their presentations through their mobile phones instead of using the usual remote may also be placed. The primary goal of firms must be able to have customers' deliverables accomplished with just a mobile phone reach.

Moreover, firms must establish and maintain their brand credibility through diverse and consistent marketing strategies and activities. Mobile phone advertisements must contain factual, concise, specific, and clear details that indicate their essential and unique features and can be used as a standalone guide for its market, whether for new or old users. A perfect representation of promoting an application or feature established in the item. These factual and essential advertisements strengthen consumers' trust and perception of a brand's ability to satisfy its promises. Once firms realize and maintain their credibility, consumers are more likely to spend more on their products and services without further hesitation.

### 5.2. Theoretical contributions

This study delineates how brand experience (stimulus) affects WTP (response). Moreover, it also focuses on how brand credibility (organism) intervenes in the relationship between brand experience (stimulus) and WTP a price premium (response). This application of the SOR model in this study emphasizes the necessity of an effective branding strategy. This study proved the effectiveness of the SOR model in understanding how mobile phone users behave, especially in the context of branding and brand management.

Effective branding enables consumers to engage and experience a brand's products and services, which also helps firms establish and maintain their credibility and position in the market. Furthermore, it motivates consumers to choose and purchase what the brand offers no matter how expensive it is, thus resulting in more profitability.

### 5.3. Limitations and future research direction

The current research has its limitations. First, respondents were only Filipino mobile phone users aged 18 years and older. Second, it only considered two variables, namely: brand experience and brand credibility, that influence WTP price premiums. Third, only brand credibility was examined as a mediator of the relationship between brand experience and WTP.

From the stated limitations, future researchers may further consider a wider nationality range and assess those who own, use, and are willing to spend on luxury products, such as cars, clothes, bags, and perfumes, to better understand consumer behaviors. Moreover, other factors of a brand, such as brand loyalty, that impact WTP a price premium may also be examined. Lastly, the scope may also include other intervening variables such as brand equity and perceived uniqueness regarding the relationship between brand experience and WTP a price premium.



Peer Review	Externally peer-reviewed.
Conflict of Interest	The authors have no conflict of interest to declare.
Grant Support	The authors declared that this study has received no financial support.
Author Contributions	Conception/Design of study: J.P.G.L., P.N.M.P., G.C.S., C.J.C.G., D.M.M.S.A.; Data Acquisition: P.N.M.P., G.C.S., C.J.C.G. ; D.M.M.S.A.; Data Analysis/Interpretation: J.P.G.L., G.C.S., J.P.G.L. ; Drafting Manuscript: P.N.M.P., G.C.S. ; J.P.G.L.; Critical Revision of Manuscript: J.P.G.L., C.J.C.G., D.M.M.S.A ; Final Approval and Accountability: J.P.G.L., P.N.M.P.
Acknowledgment	The authors would like to express their deepest gratitude to Ms. Jeriel D. Macaspac, Mr. Jose P. Balajadia II and Mr. Rogelio G. Valderama for their significant contribution and support in accomplishing this research.

#### Author Details

##### Jean Paolo G. Lacap (Dr.)

<sup>1</sup> City College of Angeles, Angeles City, Philippines

 0000-0002-4152-9061  jpglacap@gmail.com

##### Pamela Nicole M. Pelayo (Ms.)

<sup>2</sup> University of the Assumption, Graduate School of Business and Public Administration, City of San Fernando, Pampanga, Philippines

 0000-0003-1350-2192  pnmpelayo.student@ua.edu.ph

##### Geraldine C. Siojo (Ms.)

<sup>2</sup> University of the Assumption, Graduate School of Business and Public Administration, City of San Fernando, Pampanga, Philippines

 0000-0001-7717-2810  gcsiojo.student@ua.edu.ph

##### Christine Joy C. Garcia (Ms.)

<sup>2</sup> University of the Assumption, Graduate School of Business and Public Administration, City of San Fernando, Pampanga, Philippines

 0000-0002-4555-3333  cjcgarcia.student@ua.edu.ph



Dorothea Majeff M. Sta. Ana (Ms.)

<sup>2</sup> University of the Assumption, Graduate School of Business and Public Administration, City of San Fernando, Pampanga, Philippines

 0000-0002-6323-458X    ✉ dmmstaana.student@ua.edu.ph

## References

- Aaker, D. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102-120.
- Aguilar, F., & Vlosky, R. (2007). Consumer willingness to pay price premiums for environmentally certified wood products in the US. *Forest Policy and Economics*, 9(8), 1100-1112. <https://doi.org/10.1016/j.forpol.2006.12.001>
- Anderson, J., Jain, D., & Chintagunta, P. (1992). Customer value assessment in business markets: A state-of-practice study. *Journal of Business-to-Business Marketing*, 1(1), 3-29. [https://doi.org/10.1300/J033v01n01\\_02](https://doi.org/10.1300/J033v01n01_02)
- Anselmsson, J., Vestman Bondesson, N., Johansson, U. (2014). Brand image and customers' willingness to pay a price premium for food brands. *Journal of Product and Brand Management*, 23(2), 90-102. <https://doi.org/10.1108/JPBM-10-2013-0414>
- Arnkvist, J. (2014). *The smartphone revolution and importance of mobile computing to stay relevant on the smart device market: An analysis of user priorities when choosing a new smartphone and prototyping of an online performance comparison service* (Dissertation). <https://www.diva-portal.org/smash/record.jsf?dsid=-9974&pid=diva2%3A727071>
- Baek, T. H., Kim, J., & Yu, J. H. (2010). The differential roles of brand credibility and brand prestige in consumer brand choice. *Psychology & Marketing*, 27(7), 662-678. <https://doi.org/10.1002/mar.20350>
- Baek, T.H., & King, K.W., (2011). Exploring the consequences of brand credibility in services, *Journal of Services Marketing*, 25(4), 260-272. <https://doi.org/10.1108/08876041111143096>
- Bairrada, C. M., da Costa, J. F., Santos, R. M., & Coelho, A. (2021). Determinants and consequences of brand credibility: a case study in the pharmaceutical industry. *International Journal of Pharmaceutical and Healthcare Marketing*, 15(2), 282-297. <https://doi.org/10.1108/IJPHM-05-2020-0037>
- Becker, J. M., Klein, K., & Wetzels, M. (2012). Hierarchical latent variable models in PLS-SEM: Guidelines for using reflective-formative type models. *Long Range Planning*, 45(5-6), 359-394. <https://doi.org/10.1016/j.lrp.2012.10.001>
- Beig, F. A., & Nika, F. A. (2022). Impact of brand experience on brand equity of online shopping portals: A study of select e-commerce sites in the state of Jammu and Kashmir. *Global Business Review*, 23(1), 156-175. <https://doi.org/10.1177%2F0972150919836041>
- Böhm, S., Adam, F., & Farrell, W. C. (2015). *Impact of the Mobile Operating System on Smartphone Buying Decisions: A Conjoint-Based Empirical Analysis*. Lecture Notes in Computer Science. Springer.
- Brakus, J.J., Schmitt, B.H., & Zarantonello, L., (2009). Brand experience: what is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73(3), 52-68. <https://doi.org/10.1509%2Fjmk.73.3.052>
- Bryman, A., & Bell, E. (2015). *Business research methods*. OUP Oxford.
- Casidy, R., & Wymer, W. (2016). A risk worth taking: Perceived risk as moderator of satisfaction, loyalty, and willingness-to-pay premium price. *Journal of Retailing and Consumer Services*, 32, 189-197. <https://doi.org/10.1016/j.jretconser.2016.06.014>
- Chen, C.-C., & Yao, J.-Y. (2018). What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus-Organism-Response model. *Telematics and Informatics*, 35(5), 1249-1262. <https://doi.org/10.1016/j.tele.2018.02.007>
- Chinomona, R., Mahlangu, D., & Poole, D., (2013). Brand service quality, satisfaction, trust and preference as predictors of consumer brand loyalty in the retailing industry. *Mediterranean Journal of Social Sciences*, 4(14), 181-190.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences*. Lawrence Erlbaum.
- Chin, W. W. (1988). The partial least squares approach for structural equation modeling. *Modern Methods for Business Research*, 295(2), 295-336.
- Davcik, N. S., & Sharma, P. (2015). Impact of product differentiation, marketing investments and brand equity on pricing strategies: A brand level investigation. *European Journal of Marketing*, 49(5/6), 760-781. <https://doi.org/10.1108/EJM-03-2014-0150>
- De Chernatony, L., & Segal-Horn, S., 2003. The criteria for successful services brands. *European Journal of Marketing*, 37 (7/8), 1095-1118. <https://doi.org/10.1108/03090560310477681>



- Diamantopoulos, A., & Siguaw, J. A. (2006). Formative versus reflective indicators in organizational measure development: A comparison and empirical illustration. *British Journal of Management*, 17(4), 263–282. <https://doi.org/10.1111/j.1467-8551.2006.00500.x>
- Dou, W., Lim, K. H., Su, C., Zhou, N., & Cui, N. (2010). Brand positioning strategy using search engine marketing. *MIS Quarterly*, 34(2), 261–279. <https://doi.org/10.2307/20721427>
- Dwivedi, A., Wilkie, D., Johnson, L., & Weerawardena, J. (2016). Establishing measures and drivers of consumer brand engagement behaviors. *Journal of Brand Management*, 23(5), 41–69. <https://doi.org/10.1057/s41262-016-0001-9>
- Dwivedi, A., Nayeem, T., & Murshed, F. (2018). Brand experience and consumers' willingness-to-pay (WTP) a price premium: Mediating role of brand credibility and perceived uniqueness. *Journal of Retailing and Consumer Services*, 44(5), 100–107. <https://doi.org/10.1016/j.jretconser.2018.06.009>
- Dwivedi, A., Johnson, L. W., Wilkie, D. C., & Araujo-Gil, L. (2019). Consumer emotional brand attachment with social media brands and social media brand equity. *European Journal of Marketing*, 53(6), 1176–1204. <https://doi.org/10.1108/EJM-09-2016-0511>
- Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. *Procedia-Social and Behavioral Sciences*, 58, 1395–1404. <https://doi.org/10.1016/j.sbspro.2012.09.1124>
- Erdem, T., & Swait, J. (1998). Brand Equity as a Signaling Phenomenon. *Journal of Consumer Psychology*, 7(2), 131–157. [https://doi.org/10.1207/s15327663jcp0702\\_02](https://doi.org/10.1207/s15327663jcp0702_02)
- Erdem, T., & Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, 31(1), 191–198. <https://doi.org/10.1086/383434>
- Erdem, T., Swait, J. D., & Louviere, J. (2002). The impact of brand credibility on consumer price sensitivity. *International Journal of Research Marketing*, 19 (1), 1–19. [https://doi.org/10.1016/S0167-8116\(01\)00048-9](https://doi.org/10.1016/S0167-8116(01)00048-9)
- Farzin, M., Bagheri Abbassalikosh, A., Sadeghi, M., & Makvandi, R. (2023). The effect of sensory brand experience and brand equity on WTP a price premium in Iranian fast food restaurants: Mediating role of eWOM. *Journal of Foodservice Business Research*, 26(3), 528–548.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Guenther, P., Guenther, M., Ringle, C. M., Zaefarian, G., & Cartwright, S. (2023). Improving PLS-SEM use for business marketing research. *Industrial Marketing Management*, 111, 127–142. <https://doi.org/10.1016/j.indmarman.2023.03.010>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43, 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hillenbrand, P., Alcauter, S., Cervantes, J., & Barrios, F. (2013). Better branding: brand names can influence consumer choice. *Journal of Product & Brand Management*, 22(4), 300–308. <https://doi.org/10.1108/JPBM-04-2012-0120>
- Hwang, J., Choe, J. Y. J., Kim, H. M., & Kim, J. J. (2021). The antecedents and consequences of memorable brand experience: Human baristas versus robot baristas. *Journal of Hospitality and Tourism Management*, 48, 561–571. <https://doi.org/10.1016/j.jhtm.2021.08.013>
- Iglesias, O., Markovic, S., Rialp, J. (2018). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal Business Research*, 96, 343–354. <https://doi.org/10.1016/j.jbusres.2018.06.009>
- Ingenbleek, P. T. M., Frambach, R. T., & Verhallen, T. M. M. (2013). Best practices for new product pricing: Impact on market performance and price level under different conditions. *Journal of Product Innovation Management*, 30(3), 560–573. <https://doi.org/10.1111/jpim.12008>
- Japutra, A., & Molinillo, S. (2017). Responsible and active brand personality: on the relationships with brand experience and key relationship constructs. *Journal Business Research*, 99, 464–471. <https://doi.org/10.1016/j.jbusres.2017.08.027>
- Jiménez-Barreto, J., Rubio, N., Campo, S., & Molinillo, S. (2020). Linking the online destination brand experience and brand credibility with tourists' behavioral intentions toward a destination. *Tourism Management*, 79, 1–15. <https://doi.org/10.1016/j.tourman.2020.104101>
- Khan, I., & Fatma, M. (2017). Antecedents and outcomes of brand experience: an empirical study. *Journal of Brand Management*, 24(5), 439–452. <https://doi.org/10.1057/s41262-017-0040-x>
- Khan, I., & Rahman, Z. (2015). A review and future directions of brand experience research. *International Strategic Management Review*, 3(1–2), 1–14. <https://doi.org/10.1016/j.ism.2015.09.003>





- Khan, I., & Rahman, Z., (2015). Brand experience anatomy in retailing: an interpretive structural modelling approach. *Journal of Retailing and Consumer Services*, 24, 60-69. <https://doi.org/10.1016/j.jretconser.2015.02.003>
- Kock, N. (2014). Advanced mediating effects tests, multi-group analyses, and measurement SEM: An illustration and recommendations. *Journal of the Association for Information Systems*, 13(7), 546-580. <https://doi.org/10.4018/ijec.2014010101>
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of e-Collaboration*, 11(4), 1-10. <https://doi.org/10.4018/ijec.2015100101>
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227-261. <https://doi.org/10.1111/isj.12131>
- Kock, N., & Lynn, G. (2012). Lateral collinearity and misleading results in variance-based SEM: An illustration and recommendations. *Journal of the Association for Information Systems*, 13(7), 546-580.
- Kock, N. (2022). *WarpPLS User Manual: Version 8.0*. ScriptWarp Systems.
- Kumar, A., & Kim, Y. K. (2014). The store-as-a-brand strategy: The effect of store environment on customer responses. *Journal of Retailing and Consumer Services*, 21(5), 685-695. <https://doi.org/10.1016/j.jretconser.2014.04.008>
- Kwan Soo Shin, S., Amenuvor, F. E., Basilisco, R., & Owusu-Antwi, K. (2019). Brand Trust and Brand Loyalty: A Moderation and Mediation Perspective. *Current Journal of Applied Science and Technology*, 38(4), 1-17. <https://doi.org/10.9734/cjast/2019/v38i430376>
- Lacap, J. P. G & Tungcab, A.P. (2020). The Influence of Brand Experience on Brand Loyalty Among Mobile Phone Users in Pampanga, Philippines: A Mediation Analysis *Asia-Pacific Social Science Review* 20(3), 17-31.
- Li, G., Li, G., & Kambele, Z., (2012). Luxury fashion brand consumers in China: perceived value, fashion lifestyle, and willingness to pay. *Journal of Business Research*, 65(10), 1516-1522. <https://doi.org/10.1016/j.jbusres.2011.10.019>
- Lin, Y. H., (2015). Innovative brand experience's influence on brand equity and brand satisfaction. *Journal of Business Research*, 68(11), 2254-2259. <https://doi.org/10.1016/j.jbusres.2015.06.007>
- Martín-Consuegra, D., Faraoni, M., Díaz, E., & Ranfagni, S. (2018). Exploring relationships among brand credibility, purchase intention and social media for fashion brands: A conditional mediation model. *Journal of Global Fashion Marketing*, 9(3), 237-251. <https://doi.org/10.1080/20932685.2018.1461020>
- Mumtaz, A. M., Ting, H., Ramayah, T., Chuah, F., & Cheah, J. H. (2017). A review of the methodological misconceptions and guidelines related to the application of structural equation modelling: a Malaysian scenario. *Journal of Applied Structural Equation Modeling*, 1(1), i-xiii. [https://doi.org/10.47263/JASEM.1\(1\)01](https://doi.org/10.47263/JASEM.1(1)01)
- Nayeem, T., Murshed, F., & Dwivedi, A. (2019). Brand experience and brand attitude: examining a credibility-based mechanism. *Marketing Intelligence & Planning*, 37(7), 821-836. <https://doi.org/10.1108/MIP-11-2018-0544>
- Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J., & Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), 209-224. [https://doi.org/10.1016/S0148-2963\(01\)00303-4](https://doi.org/10.1016/S0148-2963(01)00303-4)
- Nikhashemi, S. R., Jebarajakirthy, C., & Nusair, K. (2019). Uncovering the roles of retail brand experience and brand love in the apparel industry: Non-linear structural equation modelling approach. *Journal of Retailing and Consumer Services*, 48, 122-135. <https://doi.org/10.1016/j.jretconser.2019.01.014>
- Nitzl, C., Roldan, J. L., & Cepeda, G. (2016). Mediation analysis in partial least squares path modeling: Helping researchers discuss more sophisticated models. *Industrial Management & Data Systems*, 116(9), 1849-1864. <https://doi.org/10.1108/IMDS-07-2015-0302>
- Nysveen, H., & Pedersen, P. E. (2014). Influences of cocreation on brand experience. *International Journal of Market Research*, 56(6), 807-832. <https://doi.org/10.2501%2FIJMR-2014-016>
- Prentice, C., Wang, X., & Loureiro, S. (2019). The influence of brand experience and service quality on customer engagement. *Journal of Retailing and Consumer Services*, 50, 50-59. <https://doi.org/10.1016/j.jretconser.2019.04.020>
- Pine, B. & Gilmore, J. (1998). Welcome to the Experience Economy. *Harvard Business Review*, 76(4), 97-105.
- Polit, D. F., & Beck, C. T. (2010). Generalization in quantitative and qualitative research: Myths and strategies. *International Journal of Nursing Studies*, 47(11), 1451-1458. <https://doi.org/10.1016/j.ijnurstu.2010.06.004>
- Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2018). *Partial least squares structural equation modeling (PLS-SEM) using smartPLS 3.0: An updated guide and practical guide to statistical analysis*. Pearson.
- Rasoolimanesh, S. M., Nejati, M., Lei Mee, T., Ramayah, T., Shafaei, A., & Abd Razak, N. (2017, June). *Full collinearity as a new criterion to assess discriminant validity of composite (formative) and reflective measurement models*. Paper presented at the 9th International Conference on PLS and Related Methods (PLS'17), 17-19.

- Santos, M., & Schlesinger, W. (2021). When love matters. Experience and brand love as antecedents of loyalty and willingness to pay a premium price in streaming services. *Spanish Journal of Marketing-ESIC*, 25(3), 374-391. <https://doi.org/10.1108/SJME-11-2020-0201>
- Sarstedt, M., Hair Jr, J. F., & Ringle, C. M. (2023). "PLS-SEM: indeed a silver bullet"—retrospective observations and recent advances. *Journal of Marketing theory and Practice*, 31(3), 261-275. <https://doi.org/10.1080/10696679.2022.2056488>
- Schmidt, J., & Bijmolt, T. (2019). Accurately measuring willingness to pay for consumer goods: a meta-analysis of the hypothetical bias. *Journal of the Academy of Marketing Science*, 48(3), 499-518. <https://doi.org/10.1007/s11747-019-00666-6>
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1-3), 53-67. <https://doi.org/10.1362/026725799784870496>
- Schmitt, B.H., (2009). The concept of brand experience. *Journal of Brand Management*. 16(7), 417-419. <https://doi.org/10.1057/bm.2009.5>
- Shamim A., & Butt M., (2013). A critical model of brand experience consequences. *Asia Pacific Journal of Marketing and Logistics* 25(1): 102-11. <https://doi.org/10.1108/13555851311290957>
- Spry, A., Pappu, R., & Cornwell, T. B. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing*, 45, 882-909. <https://doi.org/10.1108/0309056111119958>
- Suntikul, W., & Jachna, T., (2016). The co-creation/place attachment nexus. *Tourism Management*, 52, 276-286. "<https://doi.org/10.1016/j.tourman.2015.06.026>
- Swait, J., & Erdem, T. (2007). Brand effects on choice and choice set formation under uncertainty. *Marketing Science*, 26(5), 679-697. <https://doi.org/10.1287/mksc.1060.0260>
- Sweeney, J., & Swait, J. (2008). The effects of brand credibility on customer loyalty. *Journal of Retailing and Consumer Services*, 15(3), 179-193. <https://doi.org/10.1016/j.jretconser.2007.04.001>
- Wang, Xuehua & Yang, Zhilin (2010). The Effect of Brand Credibility on Consumers' Brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image. *Journal of Global Marketing*, 23(3), 177-188. <https://doi.org/10.1080/08911762.2010.487419>
- Waring, J. (2019, November 25). Philippines ranks as priciest iPhone 11 market in Asia. *Mobile world live*. <https://www.mobileworldlive.com/asia/asia-analysis/philippines-ranks-as-priciest-iphone-11-market-in-asia>
- Yang, Z., Peterson, R.T., & Cai, S. (2003). Services quality dimensions of internet retailing: an exploratory analysis. *Journal of Services Marketing*. 17(7), 685-700. <https://doi.org/10.1108/08876040310501241>
- Yu, Z., Klongthong, W., Thavorn, J., & Ngamkroekjoti, C. (2021). Understanding rural Chinese consumers' behavior: A stimulus-organism-response (S-O-R) perspective on Huawei's brand loyalty in China. *Cogent Business & Management*, 8(1), 1-20. <https://doi.org/10.1080/23311975.2021.1880679>
- Yu, X., Yuan, C., Kim, J., & Wang, S. (2020). A new form of brand experience in online social networks: An empirical analysis. *Journal of Business Research*, 130, 426-435. <https://doi.org/10.1016/j.jbusres.2020.02.011>
- Zhang, K. Z. K., & Benyoucef, M. (2016). Consumer behavior in social commerce: A literature review. *Decision Support Systems*, 86, 95-108. <https://doi.org/10.1016/j.dss.2016.04.001>

