

**EMOTIONAL BRANDING AND EXPERIENTIAL MARKETING PLAY A
ROLE IN THE CONSUMER BEHAVIOUR AND LOYALTY: THE CASE
STUDY OF VICTORIA SECRET**

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submitted for the degree of: **MSc in international Business Management** is the result of the my own work and that where reference is made to the work of others, due acknowledgment is given.

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Abstract

Emotional branding and experiential marketing play a role in the consumer behaviour and loyalty: The case study of Victoria Secret.

Competition between companies is evolving every day, in order to make a difference brands are using various strategies: the creation of a unique identity, for example. To succeed, brands are using a new approach that focus on the consumer in order to create a relationship on a deeper level.

Emotional branding is a concept that combines marketing techniques in an attempt to arise emotions for the consumer. Experiential marketing is a concept that create experience and looking for engaging consumers during the experience. Those concepts have evolved over the last decade as new approach of marketing discipline focusing on the consumer.

This study investigates the relationship between emotional branding and experiential marketing from the customer perception in the lingerie sector in France. This empirical study proceeded with a review of an existing literature that lead to a development of a conceptual framework.

This research adopted a qualitative multi-method approach: observation and semi-structured interview. The data analysis identified themes that helped to understand the experience such as: brand experience, brand loyalty and brand attachment.

Table of Contents

CANDIDATE DECLARATION	II
ACKNOWLEDGEMENTS	III
ABSTRACT	IV
LIST OF FIGURES	VII
1 INTRODUCTION	1
1.1 OVERVIEW	1
1.1 RESEARCH PURPOSE	2
1.2 SIGNIFICANCE OF THE STUDY	3
1.3 RESEARCH OBJECTIVE	4
1.4 STRUCTURE OF THE STUDY	5
2 LITERATURE REVIEW	7
2.1 OVERVIEW	7
2.2 FROM EMOTIONS' CONCEPT TO EMOTIONAL BRANDING	7
2.3 MARKETING, EXPERIENCES AND SENSES STIMULATION	11
2.4 BRAND ATTACHMENT AND BRAND PERSONALITY	17
2.5 LOYALTY, ENGAGEMENT AND COMMITMENT	22
2.6 CONCEPTUAL FRAMEWORK	25
2.7 CONCLUSION	26
3 METHODOLOGY AND RESEARCH DESIGN	28
3.1 OVERVIEW	28
3.2 RESEARCH PHILOSOPHY AND APPROACH	28
3.3 RESEARCH STRATEGY	32
3.4 COLLECTION PRIMARY DATA	33
3.4.1 <i>Observation method</i>	33
3.4.2 <i>Interview method</i>	35
3.4.3 <i>Triangulation method</i>	36
3.4.4 <i>Description of the fieldwork</i>	36
3.4.5 <i>Observation fieldwork</i>	37
3.4.6 <i>Interview fieldwork</i>	39
3.4.7 <i>Access and ethical issues</i>	40
3.5 APPROACH TO DATA ANALYSIS	42
3.6 CONCLUSION	43
4 PRESENTATION AND DISCUSSION OF THE FINDINGS	44
4.1 OVERVIEW	44
4.2 FINDINGS	44
4.2.1 <i>The influence of in-store experience on the purchasing decision</i>	44
4.2.2 <i>The influence of in-store experience on the consumer behaviour</i>	47
4.2.3 <i>The influence of experiential marketing on the consumer loyalty</i>	54

4.2.4	<i>Brand attachment and brand love through the Lovemark concept</i>	56
4.3	DISCUSSION	59
5	CONCLUDING THOUGHTS ON THE CONTRIBUTION OF THIS RESEARCH, ITS LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH	60
5.1	IMPLICATIONS OF FINDINGS FOR THE RESEARCH QUESTIONS	60
5.2	CONTRIBUTIONS AND LIMITATIONS OF THE RESEARCH.....	61
5.3	RECOMMENDATIONS FOR PRACTICE	62
5.4	RECOMMENDATIONS FOR FUTURE RESEARCH.....	63
5.5	FINAL CONCLUSION AND REFLECTIONS.....	63
REFERENCES		64
APPENDICES.....		A
	<i>Appendix A – Consent form</i>	A
	<i>Appendix B –</i>	Error! Bookmark not defined.

List of Figures

Figure 1 Diagram representation of the thesis structure.....	6
Figure 2 Experiential Marketing, 1999.....	12
Figure 3 Confirmatory factor analysis, the four-factor model, 2009	16
Figure 4 Dimensions of Aaker's brand personality, 1997.....	20
Figure 5 From a need to a desire, 2009.....	21
Figure 6 Lovemark framework, 2004.....	23
Figure 7 Lovemark: components of the love mark concept, 2004.....	24
Figure 8 Conceptual model framework.....	26
Figure 9 Research onion, 2009.....	28
Figure 10 Interpretivism philosophy, 2009.	29
Figure 11 Profile of the participants.....	36
Figure 12 Table analysis after the observation.....	37
Figure 13 Observation protocol, 2014.....	37
Figure 14 Interview protocol, 2014.....	38
Figure 15 Code book for the interview.....	42
Figure 16 Factors in the purchasing process.....	44
Figure 17 Brand experience measurement.....	46
Figure 18 Diagram observation results.....	51

Figure 19 Brand personality measurement.....	52
Figure 20 Brand loyalty measurement.....	53
Figure 21 Brand love and brand attachment measurement.....	57

1 Introduction

1.1 Overview

According to Kotler (2005), two types of marketing stand out: the traditional marketing and the modern one. In the traditional marketing, the customer experience is not part of the process whereas in the modern marketing, the concept of customer experience is in the centre of the strategy marketing (Oligvy, 2019). American Marketing association defined a brand as « the intangible sum of product's attributes: the name, price, packaging, history, reputation and method of advertising and the impression on consumer as a result of their experience in using the brand ». (Kotler, 2004, 404). In this perspective, brands have to develop brand image and brand identity to improve their competitive advantage in the consumer mind.

According to Gobé (2009), the new economy is consumer-based compared to the old economy that was factory based; in other words, consumers are now the centre of the strategy. Consumers were buying products to fulfil needs, today consumers are buying the emotional experiences around the product or the service (Morrison and Grane, 2007). In order to focus the strategy on the consumer, experiences are created by brands to influence the consumer purchasing decision. The designed title of the study: « Emotional branding and experiential marketing play a role in the consumer behaviour and loyalty: The case study of Victoria Secret. »

A. Lingerie in France

In France, the lingerie market is an important market, it represents 2.44 billion euros in 2018 (Insitut Français de la mode, 2018). French women are the one who consumes the most this product in the world; 18,5% of the budget for clothes is only for the lingerie (Institut Français de la mode, 2018). The 15-24 years old consumers are the one whom spend the most in lingerie; their average basket represents 192€ in 2018 (kantaworldpanel.com, 2018).

French consumers are looking for a product quality for their underwear; most of them are non-price sensitive.

B. Victoria Secret: The brand

Victoria Secret known as a famous lingerie brand, was created in 1977 By Roy Raymond in San Francisco, the brand name is referred to Queen Victoria UK. Today, Victoria Secret is internationally expanding by having at least one store in big cities such as New-York, Paris or Milan. The lingerie brand is also selling beauty products and accessories and it counts two brand extensions: clothing line for teenagers (PINK) and clothing line for sports (Victoria Sports).

In term of marketing, Victoria Secret is looking to vehicle a sexy and confident image for every woman in the world. The brand represents itself as feminine, glamorous, sophisticated and desired (victoriasecret.com).

The focus point of Victoria Secret communication is the Victoria Secret models, called Angels. Since 1995, the annual Victoria Angels parade at the Victoria Secret fashion show, has been known to be one of most famous and incredible show. Actually, the focus is on the models more than the Victoria Secret product. The emotional attributes are pleasure, confidence and the desire to be beautiful.

1.1 Research Purpose

To succeed or survive on the market, companies need to be differentiated. Nowadays, the differentiation is mostly based on technology, benefit of the products. Emotional branding is one deeper differentiation in the consumer mind to leave a mark and be unique among their competitors (Thompson et al., 2006). Emotional branding focuses on the interaction with consumer lives, memories, experiences, lifestyle and consumer passion contrary to the benefit of the product according to the old approach (Thompson et al., 2006). Similarly, consumers are judging a product by the brand. They are looking for communications around the products, sensation around the purchase, stimulation of their intellect in the purchasing process and suit their lifestyle (Zena and Hadisumarto, 2012).

Furthermore, trust and emotions are factors in that they participate in the customer loyalty to the brand (De Witt et al., 2006).

In other words, the main idea presented is the emotional connection between a brand and a consumer by understanding the emotional motivation of the consumer behavior.

1.2 Significance of the Study

First of all, the main concepts of emotional branding (Gobé, 2001) and experiential marketing (Smith, 1999) dated back from more than twenty years. Those concepts are used as a foundation of new ones and offers a better understanding of the marketing techniques used to create a better relationship between brands and consumers.

However, researchers have been interested in the emotions and the psychological needs of the consumers based on different components rather than the product or the advertisement. According to Mehrabian and Russell (1974), behavioural intentions are influenced by external stimuli that create an internal emotional situation. Those stimuli proposed in their model are believed to be one of the factors that influence customers' emotional behaviour (Mehrabian and Russell, 1974).

Moreover, the customer perception of those experiences in the lingerie sector has been difficult to establish. The role of emotions in the decision-making process is really difficult to determine. In literature, the establishment of experiences in order to arise emotions have been studied (Izard,2010). However, customers perception and the understanding of their feelings has been studied in some sectors such energy drinks in generation Y (Phiri,2018) or coffee in Shanghai. The brand experience in lingerie sector was not the focus of the researcher.

1.3 Research Objective

This research aims to understand the evolution of marketing techniques, in term of experience, used by brands to trigger the purchasing decision and the commitment from the consumer. It aims to investigate the emotional in-store experience of consumers.

Efforts have been made to present the relationship between the consumer perception of those emotions arisen by brand experience, experiential marketing and emotional branding. However, the literature review is supported and completed with an empirical study. Accordingly, research questions to be answered as follows:

- Does consumers awareness of the marketing techniques used in store by Victoria Secret influence their behaviour?
- Do marketing techniques used by Victoria Secret store in France influence and are stimuli to emotions of the consumer purchasing decision?
- Does experiential marketing in lingerie retail store in France create a relationship and influence the customer loyalty?
- Which elements used by French lingerie retail brands in terms of emotional branding are influencing the consumer behaviour in stores?

Research objectives have been defined:

- To study the customer perception of the brand through the customer experience in Victoria Secret store.
- To identify the marketing techniques used in store by lingerie fashion brands that created a customer experience.

- To examine the relationship between the consumer and the brand based on a consumer centric strategy.

1.4 Structure of the Study

This study attempts to examine the relationship between the experiential marketing that arise emotions and the customers reaction to those experiences in a Victoria Secret store in France.

The research consists of five main chapters. Figure 1 shows the study structure diagram.

The first chapter presents the topic description, the aims and objectives of the study and the research questions to be answered.

The second chapter is divided into two main parts. On the one hand, the first part focused on the concepts and theories used by brands such as the emotional branding and the experiential marketing. The literature review highlighted the background literature already existing about emotional branding, experiential marketing, brand personality and the pattern between them.

On the other hand, the second part explained the general concepts or theories of the customer perception like the customer loyalty or the customer satisfaction. The research started from general concepts to more specific applications in the sector.

The third chapter covers the research methodology: how the data were collected: observation and data collection, the code book used to help the data analysis, the access and ethical issues are presented.

The fourth chapter discussed the results of the findings obtained from the observation and the interview. The thesis concludes with the last chapter that summarises the findings of the preceding chapters, limitations of the study and the suggestions for further studies

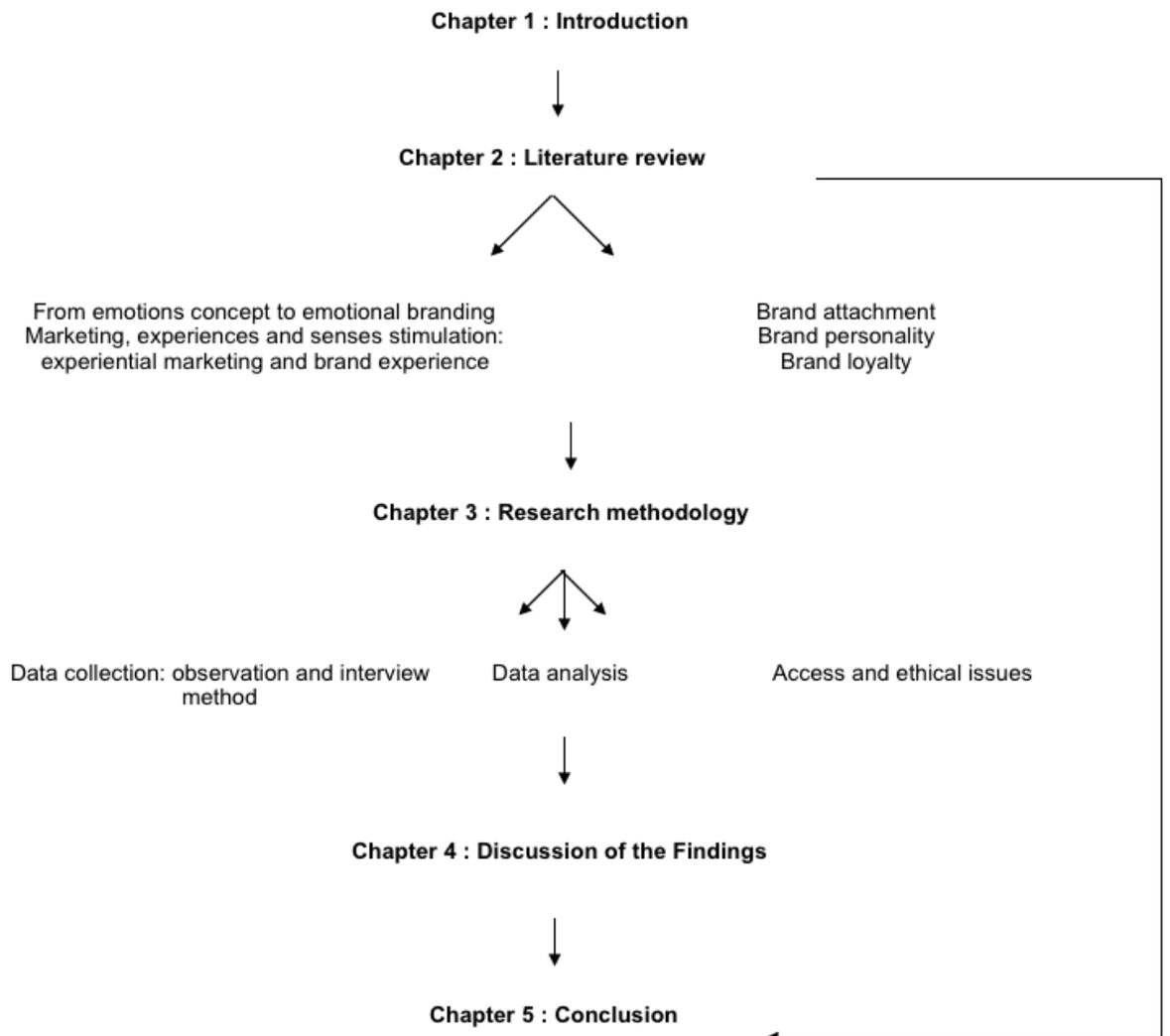


Figure 1: Diagram representation of the thesis structure

This study will identify specific brand experiences and how those experiences are arising emotions in the lingerie retail sector in order to influence the consumer behaviour and therefore the consumer loyalty by creating a repurchase intention.

2 Literature Review

2.1 Overview

In this chapter, a literature review regarding the chosen concepts and theories is presented. It includes description, definition of each concept (or theory). The aim of this chapter is to provide a deep understanding of a background literature in the research area.

Five main theories were found useful to understand the influence of emotions in the consumer behaviour and loyalty in the purchasing decision process. Firstly, this section discussed the emotional branding theory. This is followed by the experiential marketing theory and the five senses stimulation in marketing experiences. Then, the two theories of brand attachment and brand personality are discussed. All those concepts aim to retain the customer. These perspectives help to form the conceptual framework that was used as a guideline for the investigation and analysis.

2.2 From emotions' concept to emotional branding

In this first section, the emotional connection in the relationship brand-consumer is explained by the emotional branding theory (Gobé, 2009). Firstly, the concept of emotions in consumer research and emotions in marketing is discussed. Then, emotional branding concept is analysed.

A. Concept of emotions in consumer research

In psychology, emotion is defined as «episodic, relatively short-term, biologically-based-patterns of perception, experience, physiology, action and communication that occur in response to specific physical and social challenges and opportunities» (Keltner and Gross, 1999, p. 468). Emotions involved a response due to an interpretation of an immediate stimulus (Scherer, 1984).

In term of marketing, emotions are the answer to a specific stimulus (Singer and Arora, 2015). The study of emotions is difficult, even if the event responsible for triggering the feelings is identifiable, the explanation is personal and not easy to identify. Measuring emotions is seen as a difficult task (Lichtlé and Plichon, 2014). However, emotions are playing an important role on how the consumer measured the experience (Yao, 2016).

Emotions in marketing are daily used to participate into the relationship brand-consumer.

B. Emotional branding

In the purchasing decision process, rational and irrational factors help customers to make decisions (Ramaswamy and Namakumari, 2009).

Emotions are part of the irrational factors whereas a rational factor could be the price of the product. In social science, emotions have a huge impact on the human brain, emotions once felt, are leaving a mark which facilitates the recognition, anticipation and reaction (Kay and Loverock, 2008). Emotional branding' theory is the emotional aspect in the brand-consumer relationship. In other words, emotional branding is defined as the emotional commitment of consumers in an intimate emotional connection with the brand that creates a unique relationship with a special trust-based relationship (Morrison and Crane, 2007). The concept has appeared in the late 90's, Bagozzi et al. (1999, p 184) defined emotions as « mental states of readiness that arise from appraisals of events or one's own thoughts ». This consumer-centric strategy aims to create a deep and enduring affective bond between consumers and brands (Roberts, 2004). The brand is satisfying a desire (Vartanova and Korol, 2020). The concept of emotional branding has been studied under various aspects in literature. Every perspective is describing the place of emotions in different situation.

These situations are given by various autors: according to Yoo and Mac Innis (2005) the place given to emotions in brand attitude formation is studied. Wyner (2003) argued that emotions help in building brand relationships. The emotions have been also studied in brand attachment theory by Orth *et al.* (2010). De Witt *et al.* (2008) claimed that emotions influence on customer loyalty.

The emotional impact in advertising has been put in evidence by Heath *et al.* (2006). Then, emotions are considered as a factor in purchase intention (Tsai, 2005). Furthermore, a brand without a connection with their consumer is not considered as a brand (Travis, 2000). The emotions felt by the consumer is a unique and personal dialogue in the relationship (Gobé, 2009), the connection brand-consumer has more credibility and it is stronger on a personal and holistic level (Jawahar and Maheswari, 2009). According to Malar *et al.* (2011), intense psychological bonds between the brand and the consumer lead to a competitive advantage hence a better firm performance. This emotional link a positive result on the relationship brand-consumer that leads to a high customer satisfaction (Bagozzi *et al.*, 1999) and customer loyalty by repurchasing the product (Ersoy and Çalik, 2010).

Emotions in the relationship brand-consumer help to bring this relation to a highest level, the consumer's engagement and commitment. This commitment and/or engagement is creating a trust relationship between the consumer and the brand, this trust allows the development of an intimate emotional experience (Morrisson, 2007). That's why firms are focusing on creating strong, deep and meaningful emotions bonds to add memories in the consumer life (Thompson *et al.*, 2006).

One of the main advantages of emotional branding is the inimitable brand strategy. The competition cannot create the same thoughts, feelings with customers (Jawahar and Maheswari, 2009). If the consumer can identify himself to a brand, it means brands have an important position in the consumer lifestyle (Malar *et al.*, 2011).

C. Emotional branding: a risky strategy

Nevertheless, emotional branding strategy can be considered risky. One of the main risks is called the doppelgänger brand image. Even if, it is considered as a scarce risk, the doppelgänger brand image is an accumulation of disparaging images and stories about a brand that circulate in popular culture by organised networks such as anti-brand activists such as bloggers, websites or opinion leaders.

The doppelgänger image can compete with the emotional branding strategy and the emotions the brand tried to make the consumer feel. The confusion in the consumer mind will come from the emotions felt and the image vehicled due to the bad comments or the negative image (Thompson, Rindfleisch, Arsel, 2006).

Emotional branding is a powerful strategy, but like every marketing strategy, it needs to be done at the right time, the right place and to the right person. Like many concepts, emotional branding presents some limits. First of all, in this theory the consumer is seen as a partner that will help to build a community and a sustainable loyalty (Gobé, 2001). By giving a participation into the process, the consumer will act as a brand missionary thus promote the brand with his own voice (McAlexander, Schoutent and Koenig, 2002). To consider the consumer as an important part of the process, it means to be in a perfect adaptation to the consumer lifestyle. This deep relationship between the consumer and the brand is based on the emotional connexion. If the brand decides to change or to abandon the emotional branding strategy, the customer can be losing interest, therefore the relationship will be impacted, and the customer loyalty lost. However, sometimes this strategy is not seen as a competitive advantage for firms. Product features, benefits of the product or the influence of new technology is considered as a real competitive advantage in the consumer mind. It is necessary that a brand understands that consumer is both irrational and rational in their decision-making process (Vartanova and Korol, 2020).

Yet, there is a limit in literature research about the role of emotions in the consumer behaviour from the customer perception (Soodan and Pandey, 2016). The lingerie sector has not been studied from the emotions aspect; however, multi-sensory effect has been analysed by having an impact on the consumers buying motivation in lingerie (Singh,2020). To arise emotions, brands are creating a brand experience completed by a brand personality.

The objective is to create a unique experience in order to create a competitive advantage. This experience will make the shopping journey unforgettable. To succeed to create this experience brands are using experiential marketing.

2.3 Marketing, Experiences and Senses stimulation

In this second section, it provides an overview of the experiential marketing theory followed by the sensory marketing; thirdly, definition and characteristics of the brand experience and how it is measured (Brakus, Schmitt, Zarantonello, 2009).

In today's marketing, the senses stimulation is considered vital (Kumar, 2014). Previous studies have concluded that emotional responses to the brand experience are fundamental factors in term of satisfaction and other post-consumption behaviours such as customer loyalty (Hosany and Gilbert, 2010). Experiences in-store generate various reactions; those reactions can be emotional, physical, social, cognitive or spiritual (Sachdeva and Goel, 2016). Over the last decade, the interest for experiential marketing has increased among researchers (Khan and Rahman, 2014).

The experiential aspect refers to the pleasurable experiences and emotional thought that the consumer is looking for (Morrison and Crane, 2007).

If emotional branding is the expression of the emotions, experiential marketing and the stimulation senses trigger these emotions.

A. Experiential marketing

Consumers were engaging to the brand through emotional and appreciative consumption experiences (Holbrook *et al*, 1984). Years later, Schmitt (1999) suggested that individuals engage at different levels when it comes to experiences. Experiential marketing is a marketing strategy created to correspond and fit in the consumer lifestyle (Schmitt, 1999). He identifies five different types of experiences, called the Strategic Experience modules:

- Sensory experiences (senses)
- Affective experiences (feel)
- Creative cognitive experiences (think)
- Physical experiences (act)
- Lifestyle (relate)

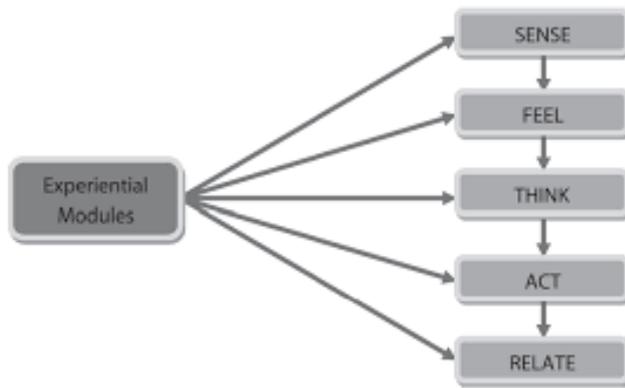


Figure 2: Experiential marketing, 1999

As shown in figure 2, experiential modules depend on five other modules: sense, feel, think, act and relate. All five modules are connected to each other, one type of experience is not enough to create a holistic experience.

According to Sands et al., (2008), those five categories in experiences are all adapted to create a brand experience. As results, a consumer can be related to a group or a culture (Schimtt,1999). In the experiential marketing theory, the consumer is perceived as a rational and emotional person that wants to achieve pleasurable experiences (Qader and Omar, 2013). According to Gilmore and Pine (2002, p 61), experiential marketing is defined as « memorable events or experiences that engage the customer in a personal way, the consumer feels to be a part of those events or experiences, while exhilarating the senses and providing sufficient information to make a decision ». Similarly, experiential marketing participates to create a deep and personal connection with the target audience, that's why experiential marketing should be central in the marketing' strategy (Smilansky, 2018).In the consumption process, consumers are looking for a positive hedonic emotion, they can have this emotion by experiential marketing (Ding and Tseng, 2015). The primary objective is to provide a holistic experience to consumers. Experiential marketing framework is one the first to integrate new elements into the product such as experience and entertainment.

The affect is a response to an experience of feeling an emotion, therefore the term affect can be interchangeable with the term experience (Demit et al., 2006). Yet, to succeed to the creation of an experience.

The brand is to be known as a brand through these experiences and not only for the product (Srinivasan and Srivastava, 2010).

Experiential marketing is represented by various concepts such as sensory experience, brand experience and customer experience (Khan and Rahman, 2015).

B. Sensory Experience

Sensory experience is used to add value to customer experiences. Marketers will use sensorial strategy such as smell, touch, sound, sight and taste. Compare to all the five senses strategy, sight is seen as the most effective (Hultén, 2011).

In order to create a sensory experience, ambiance factors are used. It can be lighting, aroma, temperature, use of colour inside the store (Ogruk, 2018). The three main factors are ambiance, appearance of the store and customer interaction (Ogruk, 2018).

According to Hultén (2011), eyes represents 70% in the purchasing decision in store. Prior researches have established that visual stimuli impact consumer behaviour when it comes to purchase decisions (Krishna, 2008). Visual stimuli in branding are logos, colours, graphics, names, packaging or product design. Studies have concluded that the consumers' reaction to visual stimuli can be positive or negative. Those visuals may create an emotional response not only create attention (Kahn and Deng, 2010). Emotions or feelings can be emphasised by colour or the contrast of colours, for example. In order to create a good brand experience, experiential marketing is used as a tool.

"...experience should be designed in such a way as to contribute to the positive emotional responses and positive value creation..." (Song, Ahn & Lee, 2015, p. 240).

In this study, the focus has been on the sense of sight and sense of smell.

C. Brand experience

From the market's perspective, brand is defined by the « name, sign, symbol, term or design, or combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors » (Kotler and Keller, 2006, p 2). Nevertheless, this definition of a brand does not take into account the value and influence that is created by a brand (Swystun, 2007).

Brand experience is defined as « subjective, internal consumer responses (sensations, feelings and cognitions) and behavioural responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications and environments » (Brakus, Schmitt, Zarantonello, 2009, p 53). According to Brakus, Schmitt, Zarantonello (2009), four dimensions to brand experience were found: sensory, affective, intellectual and behavioural. Those four dimensions are the consumer responses to the brand-related stimuli.

The sensory dimension is known to be an individual awareness of a product that raises an emotion (Hulten, 2011). Sensory is the awareness of a product or service that triggers an emotion. Affective is measured by what a consumer can benefit from a brand and the emotion link to that benefit. Intellectual is what makes the brand attractive in the consumer mind. Behavioural dimension is what attracts the consumers, in term of personal experience, manners or behaviours in the use of the product (Brakus, Schmitt, Zarantonello, 2009).

The brand experience model conceptualised by Brakus, Schmitt and Zarantonello, (2009) highlights the positive effect on consumer satisfaction and loyalty. Those four dimensions are considered as a scale by marketers and practionners to improve the experience for customers (Brakus, Schmitt, Zarantonello, 2009). Furthermore, brand experience concept has been raised by the increase of the competition on the market (Fransen and Lodder, 2010). For company, it is more difficult to differentiate only by the products features on the market. Over the years, experience had become a competitive advantage. Moreover, consumers with a hedonistic lifestyle seek for hedonic motivation in their purchasing, they are looking for a need of new experience (Fransen and Lodder, 2010).

Sands et al. (2008) claimed that in-store experiential events influence positively purchase intention. The four brand experience dimensions provided a framework that help to engage and commit consumers in an experiential manner. That the reason why Brakus, Schmitt and Zarantonello, (2009) concluded their study on the influence on the buying behaviour due to brand experience.

D. Measure brand experience

The following framework provided by Brakus, Schmitt and Zarantonello, (2009) conceptualised the intensity's measure of consumer's experience with brands and its effects on satisfaction and loyalty. As shown in the results, brand experience has a high impact on actual purchase behaviour. Brand experience reflects brand personality and brings it alive in order to appeal to the customer's desires (Smilansky, 2018).

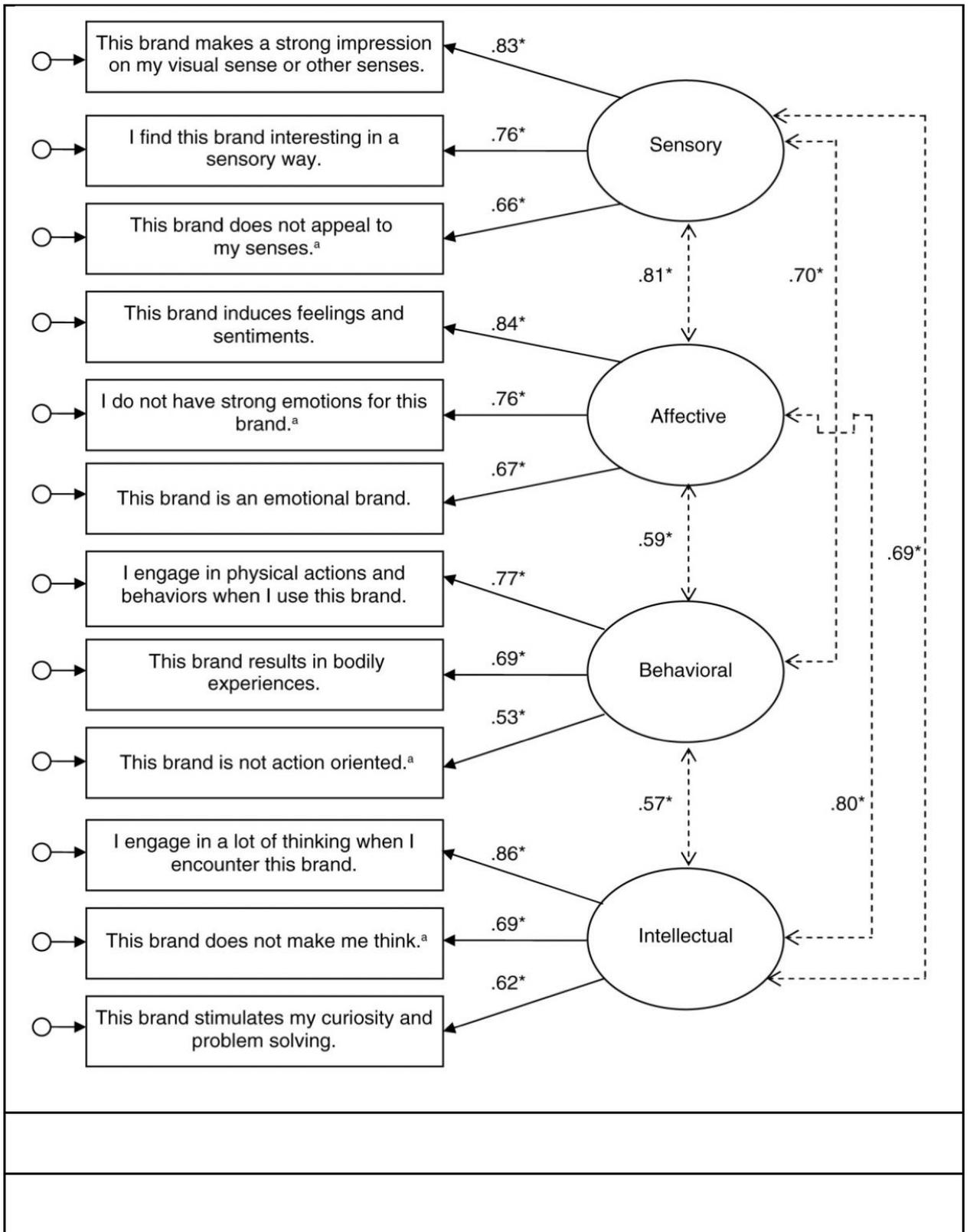


Figure 3: Confirmatory factor analysis: The Four-Factor model, 2009

Practionners are still using the conceptual framework dimensions (sensory, affective, behavioral, intellectual) to measure the customer satisfaction due to brand experience (Iglesias, Singh, Batista-Foguet, 2011). According to Zarantonello and Schmitt (2013), all those dimensions influence positively the consumer behavior.

E. Brand experience: The risk

Notwithstanding, brand experience can be experienced as a negative one. This is the main risk by creating a brand experience. This can impact the client trust and customer loyalty. Brand experience need to be examined in the relationship brand-customer through customers' emotions. The customer's perception of a brand will depend on the experience lived (Cliffe and Motion, 2005). Morrison and Crane (2007) argued that experiences and emotions are taken into account in the customer purchase decisions; those factors have been considered as important as the products features (Kwan and Hottum, 2014). According to Iglesias, Singh and Batista-Foguet (2011) brand experience has an impact on customer loyalty through the construction of an emotional relationship, constructed through emotional branding. That is the reason why experiences need to follow the brand ideology (Vartanova and Korol, 2020).

Brand experience impacts in a direct or indirect way the consumer behaviour, if the experiences influence in a positive way the customer satisfaction then the customer loyalty will increase. Brand experience can be positive, negative, short term or long lasting (Sahin, Zehir, Kitapçı, 2012). However, it is important to distinguish the concept of brand experience and emotional branding. Brand experience is not an emotional concept but from brand experience it may result in emotional in the relationship between the consumer and the brand (Brakus, Schmitt Zarantonello, 2009). These emotions create a special attachment to the relationship brand-consumer.

2.4 Brand attachment and brand personality

In this third section, it provides an overview of the brand attachment and brand personality theories; how these theories are linked; definition and characteristics are presented. Brand attachment and brand personality are important concepts in the brand-consumer relationship.

Emotions allow the consumer to capture the experience-driven attachment to brands and integrate brand into their everyday life and identity projects (Thompson *et al.*, 2006). Emotional branding conceptualised the emotional aspect in the brand-consumer relationship, these emotions are triggers due to the experiences; emotional brand attachment is outlined by connection, affection and passion (Thomson *et al.*, 2005).

A. Emotional attachment toward the brand

The concept of emotional attachment toward a brand was developed by Thomson *et al.* (2005). This concept is based on three dimensions: affection, connection and passion. The scale of this concept that measured a set of specific emotions that led to attachment. Emotional attachment is a mirror of the strength of the relationship between the brand and the consumer, this emotional attachment influences the customer lifetime value (Park *et al.*, 2010). The higher a consumer is attached to a brand, the higher he/she will be satisfied and committed to the brand.

B. Brand attachment

Firstly, attachment is known to be a feeling in a relation person to person (Park, Macinnis, Priester, 2008). Nevertheless, people can develop attachments to various entities such as product brands (Keller, 2003). An attachment object appears in the consumer's self-concept (Park, Macinnis, Priester, 2008). According to Kleine and Baker (2004), the consumer's self-concept is extended to the personalisation of objects by identifying personal symbols that connect them to the object. Hence, the definition of attachment is defined as « the strength of the cognitive and affective bond connecting the brand with the self » (Park, Macinnis, Priester 2008, p 11). Furthermore, brand attachment is a concept based on three components: the bond connecting the consumer's self and the brand (Mikulincer and Shaver, 2007); the cognitive and emotional connection (Chaplin and John, 2005); positive memories and feelings (Collins, 1996).

Park, Macinnis and Priester (2008) argued that commitment and loyalty to a brand could depend on the attachment to the brand but not only. They claimed that a consumer can be engaged to a brand in order to create a long-term special relationship.

However, the author defends the idea that commitment is more a reflection of the purchase decision whereas, brand attachment corresponds to a psychological state of mind of the consumer. The authors are dissociating the commitment based on the attachment and the non-attachment commitment. In the second type of commitment, external factors to the consumer can have an impact like the lack of competition or product features. Love is an emotion that can lead to attachment to a brand but also to commitment (Park, Macinnis and Priester, 2008).

Furthermore, attachment has been studied from three perspectives: identity, social and bonding (Hinson et al, 2019). Identity perspective is the integration of an object to an individual self-concept. The self-conceptualisation of an object leads to the human characteristics or feelings for this object. Social perspective is the physical link that binds a person to an object (or a place). Bonding perspective relates to the long-term ties (Hinson *et al.*, 2019). The authors' study showed that the customer engagement to a brand came after the construction of an affective, cognitive and behavioural engagement (Hinson *et al.*, 2019).

They concluded that customer's attachment to a brand will have an impact customer's engagement to this brand on social media, especially on social media. Moreover, for a customer to be engaged, consumer's trust in the brand is mandatory. The relationship appears to be based on trust. According to Hinson *et al.*, (2019), the trust is built in the relevance and the repetition of their interactions between the brand and the consumer. As results, trust and emotional connection are important for consumers to commit to brands. Furthermore, according to Thomson *et al.* (2005), brand attachment helps to develop brand loyalty.

C. Brand personality

At the end of the 20th century, Aaker (1997, p.347) suggested that brand personality is « the set of human characteristics associated with a given brand ». Aaker (1997) proposed a scale with five fundamental measurement degrees to brand personality.

First dimension called sincerity represents all the characteristics like honesty, wholesome, cheerful. The second one, excitement represents imagination, daring. Then, competence measured by success, intelligent or reliable. The next one, sophistication corresponds to the upper class and charming. Ruggedness is measured by good looking, for instance. Aaker's theoretical framework has been discussed in various shopping situations across different cultures.

Figure 4 resumes the conceptual framework:

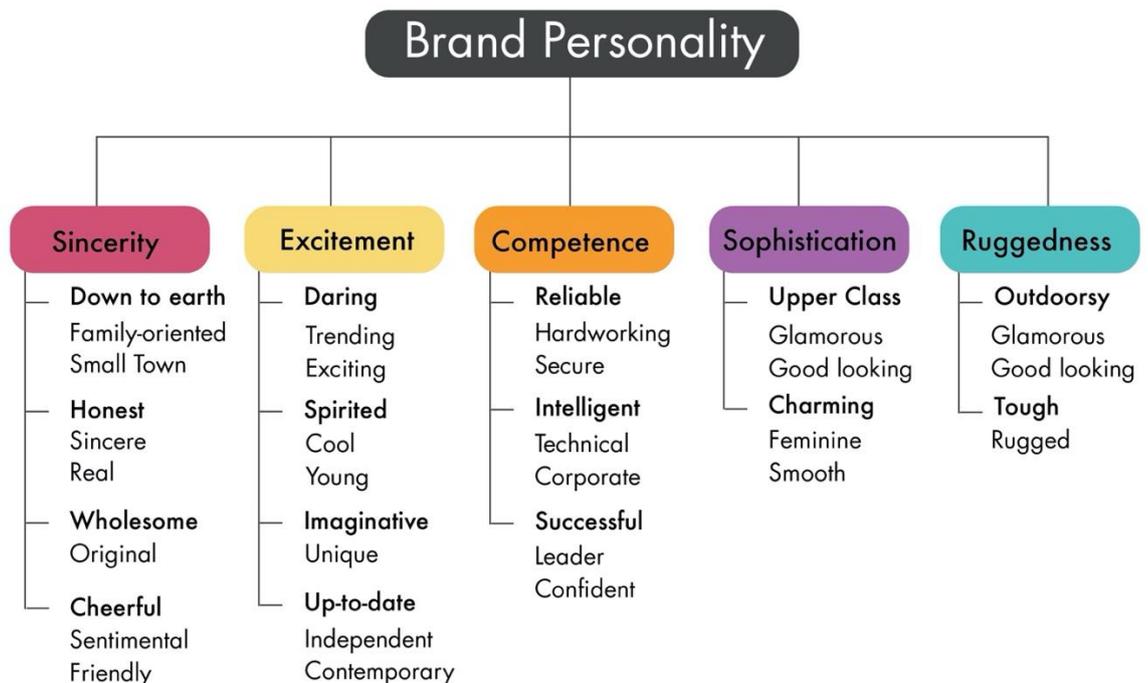


Figure 4: Dimensions of Aaker's brand personality, 1997

However, those dimensions are useful for marketers to help defining human traits to a brand. By measuring those characteristics, consumers can identify themselves to the brand image. Consumers are more and more looking for associating themselves with brand personalities (Gobé, 2009); a brand with a personality is the expression of who the consumer wants to be (Gobé, 2009).

In *Emotional Branding*, Gobé discussed the difference between needs and desires. Needs are what consumers want whereas desires are what consumers want to be, brand personality is giving an answer to consumers desires (Gobé, 2009). By fulfilling desires brands are touching emotions in the consumer mind, once the emotional connection is established, customers become loyal. Figure 5 examined how a need becomes a desire:

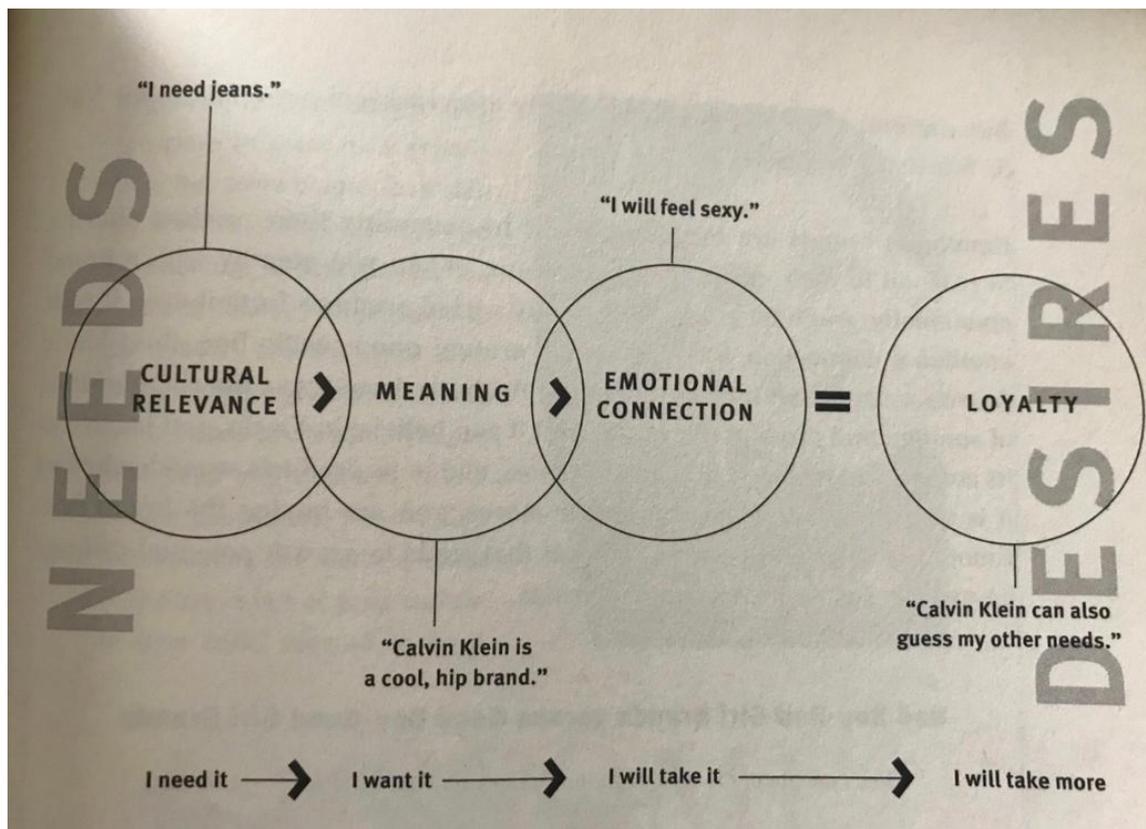


Figure 5: From a need to a desire, 2009

However, Lin (2010) argued that brand personality has three sources:

- The association of brand with the consumers
- The image that a company is trying to create to define the brand image
- The product features (product category).

According to Lin (2010), the aspect of brand personality is an important part in the relationship between consumers and brand. One of the main objectives for a brand to possess a personality is to create a unique and symbolic relation with their customers by defining a brand with human personality traits (Freling, Forbes, 2005).

By giving human traits to a brand, the emotional connection and the attachment is easily made in the consumer mind. Once the emotional connection is established, the consumer is more apt to commit to the brand.

2.5 Loyalty, engagement and commitment

In this four section, the brand loyalty theory is discussed. Brand personality and brand attachment has an impact on the consumers' engagement and commitment. Engagement and commitment are important components of brand loyalty (Ballester, Alerman, 2001). Studies have shown two types of commitment: economical and emotional. Emotional commitment is also known as affective commitment (Fullerton, 2003).

A. Brand love: Lovemark concept

Lovemark concept created by Kevin Roberts (2004), the CEO of worldwide Saatchi & Saatchi, an advertising firm. His study focused on concepts such as brand attachment, brand loyalty, brand personality and brand trust (Roberts, 2004).

According to Roberts (2004), lovemark is a brand with charisma and the brand has a place in customers' life to the point that people cannot live without. Furthermore, a consumer without the lovemark will complain of not finding any replacement or alternative. A lovemark can be the product and its quality, a person likes celebrity endorsement in term of advertising or an experience (Roberts, 2004). From this point of view, Roberts went further in term of the brand loyalty and described it as a « loyalty beyond reason » (Roberts 2004, p 33). In the philosophy of this concept, Roberts (2004) discussed the arouse of emotions is a positive way to differentiate a brand. However, he argued that some brands have difficulties to be loved.



Figure 6: Lovemark framework, 2004

Figure 6 represents the lovemark concept, how brands are categorised.

Products category is low for love and respect: people need them but have no desire, emotions are not taken into account. Fads category are for products that are popular for a specific period of time, emotions are present because those products are love and desire but for a short period of time. Brands category is composed of companies with a high level of respect but a low love rate, they are known for their performance or a good brand image. However, the emotional relationship is missing. Then, lovemark category is composed of premium brands, they own three key characteristics: mystery, sensuality and intimacy (Roberts, 2004). The emotional connection is real in the brand-consumer relationship. Mystery characteristic creates a positive feeling by inspiring people; sensuality helps people to remember your brand; intimacy is bringing in the relationship. Brands present in Lovemark category are using marketing techniques such as experiential marketing. Roberts (2004) argued that experiential marketing by stimulating physical senses produces an emotional reaction thus creates a deep sense of brand loyalty over time. Marketers are using the sense of sight because consumers identify first a brand by its logo (Roberts, 2004). Figure 6 is the table that measured the Lovemark concept through the love and respect rates the QIQ international research institute established two tables:

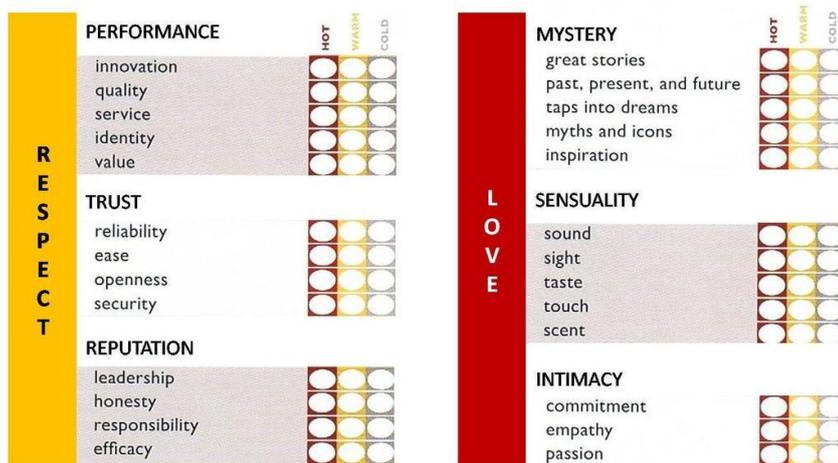


Figure 7: Lovemark: components of the Lovemark concept, 2004

The purpose of this study is to investigate the emotional connection and emotional influences on the consumer behaviour, the lovemark theory helps measuring the love rate to the brand studied.

A. Brand loyalty

According to Oliver (1999, p 392), loyalty is defined as « a deeply held commitment to rebuy or repatronize a preferred product / service consistently in the future, thereby causing repetitive same-brand or same brand- set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.» Loyalty to a brand is measured by the number of times the products are bought.

Piotr (2004), loyal customers presented three characteristics. A loyal customer spends more money to buy the product of the company; A loyal customer encourages others to buy the brand's product; A loyal customer grants importance to buy the company products or services. The commitment and engagement aspect include repurchase intention in the consumer mind. Repurchase intention refers to « customers self-assured willingness of possibly engaging in future repurchase behavior from the same provider or recommending the provider to others which consequently arises after the purchase and use of the provider's merchandise » (Van Niekerk, Petzer and De Beer, 2016, p 28).

On the one hand, repurchase intention is considered as a behavioural loyalty (Lazarevic, 2012). On the other hand, attitudinal loyalty is when the consumer is willing to pay a higher price. To repurchase in the same company, customer satisfaction is discussed as an important factor, in order to avoid losing customers buying alternative products. That's why repurchase intention is considered to be a measure of brand loyalty.

A loyal customer is a key success factor for a brand, he manifests loyalty by various ways: purchasing only the brand; recommending the brand; increasing the frequency purchasing and defending the brand (Moisescu, 2006).

Furthermore, Carroll and Ahuvia (2006) suggested that emotional branding is associated to positive word-of-mouth therefore a higher loyalty. Similarly, De Witt, Nguyen and Marshall (2008) proposed a study that suggest emotional branding as factor of brand loyalty. In their study based on service recovery, the authors came to the conclusion that customers perceived positive or negative emotions, those emotions influenced their loyalty.

2.6 Conceptual Framework

This last section of the literature review chapter provides an in-depth discussion of the conceptual framework.

This conceptual model framework is based on different theories: These theories have been studied by empirical study in various sectors. Figure 7 proposed the model for the purpose of the study.

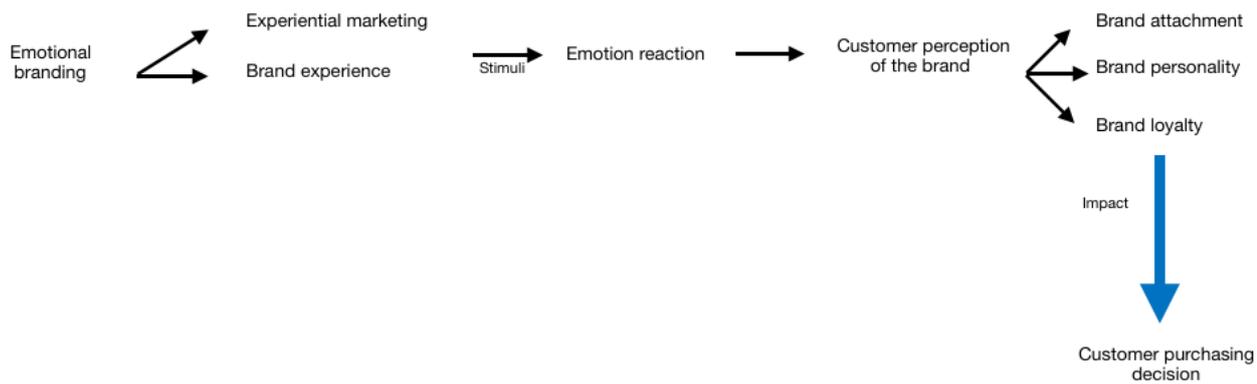


Figure 8: Conceptual model framework

First of all, emotional branding explains the emotional connection in the relationship between the consumer and the brand (Gobé, 2009). In order to create this unique emotional connection, marketers are using theories namely experiential marketing and brand experience. Those theories aim to stimulate an emotional reaction in the consumer mind and influence the customer perception of the brand. To help measuring, various theories such as brand attachment, brand personality and brand loyalty have been proposed.

The purpose of this study is to investigate the influence of the emotional connection in the relationship brand-consumer on the purchasing decision process. It is therefore proposed that the emotional stimuli have an impact on the final buying decision. For marketers, it means when consumers have a positive experience, it causes a positive emotion and influences the consumer behaviour in the repurchase intention process. Literature and studies have shown that brand attachment, brand personality and brand loyalty are linked in the consumer feelings or consumer mind.

2.7 Conclusion

As emphasized before, emotional connection in brand-consumer relationship created by experience can influence the loyalty, commitment or engagement of consumers.

Brakus, Schmitt, Zarantonello (2009) by studying the influence of brand experience into the customer satisfaction and loyalty, discovered that this influence was made directly and indirectly through brand personality associations. In the consumer mind, brand personality is important to live the experience and therefore to feel emotions through brands. (Seimiene, 2012) However, brand experience has a higher impact on the consumer purchasing decision than brand personality. Considering these, a framework that is linking theories and measures these theories.

3 Methodology and Research Design

3.1 Overview

This chapter presents the empirical study of emotional exchanges between in-store consumer behaviour and the brand Victoria Secret. The following chapter gives insight into the methodology followed during the research. The methodology of the study is explained through of the research's philosophy, the approach to theory development, and the research's design and strategy. The third section shows how the data has been collected through observation and interview. Then, how this data collection was applied the fieldwork. The fifth section outlines the ethical issue and the ethical guidelines followed for this study. The chapter concludes with how the data was analysed.

3.2 Research Philosophy and Approach

According to Klein and Myers (1999), paradigm can be viewed as a set of beliefs and represents the worldview. It also could be defined as one theory or many hypothesis (Hesse-Biber, 2009). In other words, paradigm in research is seen as a collection of attitudes, values, beliefs, procedures and techniques that will create a framework of various understandings that lead to theoretical explanations (Trochim and Donnelly, 2006).

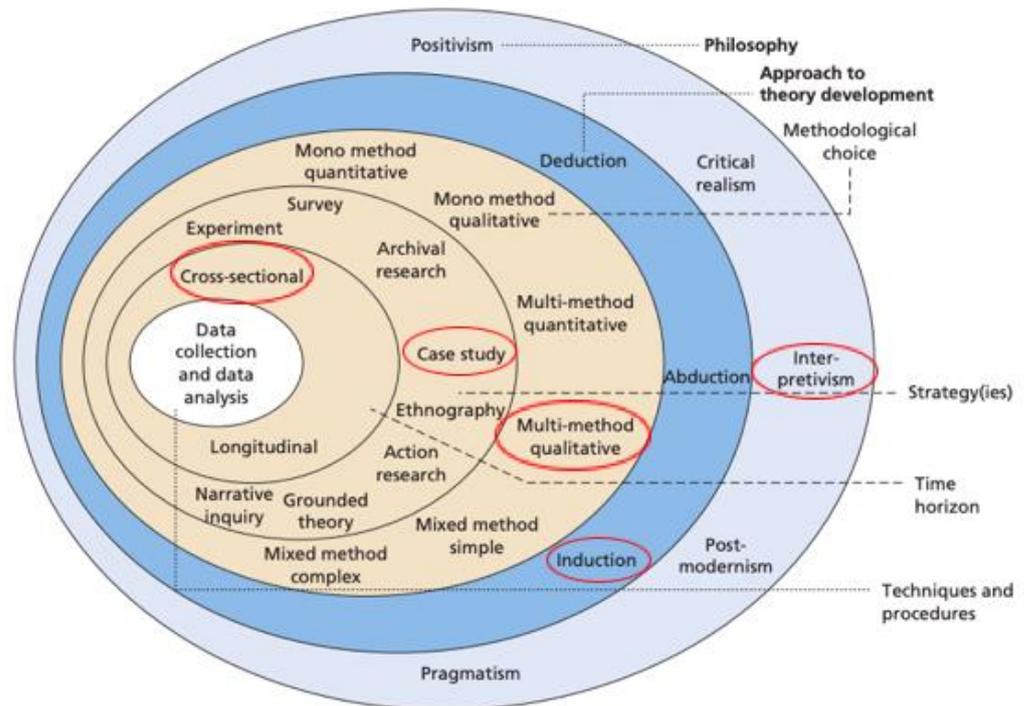


Figure 9: Research onion, 2009

The following part explains the main philosophical framework that guides this research.

3.2.1 Research philosophy

First of all, during the research process, a research philosophy includes all the beliefs concerning the nature of the reality being investigated in said research (Bryman, 2012). Research philosophies differ on the goals and objectives of the study (Goddard and Melville, 2004). At every stage of a research, assumptions will be made (Burrell and Morgan, 1979). These assumptions can be about human knowledge: epistemological assumptions; about the realities found in the research: ontological assumptions; or about personal values influencing your research process: axiological (Saunders, 2009).

One of the main objectives of the dissertation is to study customer's perception of the brand through the customer experience in store. The customer's perception is not considered as a general and unique approach. The perspective of a customer experience can be categorised into different groups. Interpretivism takes human interests into a study (Saunders, 2000).

Ontology (nature of reality or being)	Epistemology (what constitutes acceptable knowledge)	Axiology (role of values)	Typical methods
Interpretivism			
Complex, rich Socially constructed through culture and language Multiple meanings, interpretations, realities Flux of processes, experiences, practices	Theories and concepts too simplistic Focus on narratives, stories, perceptions and interpretations New understandings and worldviews as contribution	Value-bound research Researchers are part of what is researched, subjective Researcher interpretations key to contribution Researcher reflexive	Typically inductive. Small samples, in-depth investigations, qualitative methods of analysis, but a range of data can be interpreted

Figure 10: Interpretivism philosophy in business and management research, 2009

Interpretivism takes into account the fact that humans are different from physical phenomena because they create meanings (Saunders, 2009). This philosophy argues that social worlds and human beings cannot be studied in the same way as physical phenomena; that's why social sciences and natural sciences are different. The main purpose of this type of research is to have a better understanding of social words and contexts. Saunders (2009) defined different types of interpretivism. The first one, phenomenologists, is when the researcher is focusing on participants' lived experiences and the interpretations of those experiences. The second one is hermeneuticists and focusses the study on cultural artefacts. Then the symbolic interactionists focus on the interaction between people such as conversations (Saunders, 2009). In this study, the focus has been on the participants, how they lived the in-store experience, the feelings around the experience, how they recollected this experience and the interpretations they offer of this experience.

The main difficulty to lead an interpretivist study is to enter in the social world of the participants and to understand it from their point of view.

To do so, I opted to conduct an interpretivism research philosophy, more particularly the phenomenology type. A phenomenology study focuses of the common factors brought by lived experience within a defined group (Creswell, 2013). In interpretivism research philosophy, most of time the approach is inductive (Saunders, 2009). Hence why this research followed an inductive approach.

3.2.2 The inductive approach

The most suitable approach for this study is the inductive one. Deductive approach is more adapted for positivism and realism research philosophy. A deductive approach helps design a research strategy to test the hypothesis (Wilson, 2010). Here, no hypothesis will be test or defined. According to Hussey and Hussey (1997), a deductive approach is when a theoretical structure is developed by the researcher and then tested by empirical investigation. Every part of the theory is tested in this approach. On the other hand, inductive approach is when the empirical investigation, considered as an empirical reality, helps develop a concept or a theory. In other words, in inductive approach, the method comes from individual observation in order to better generalise (Hussey and Hussey, 1997). The research aims to analyse consumer behaviour and repurchase intention in a Victoria Secret store. Hence, the approach to this research is inductive because the study analysed the behaviour of a particular group of people.

3.2.3 Qualitative research

Denzin and Lincoln (2000, p3) defined qualitative research as « a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that make the world visible ».

Qualitative research is appropriate for this study. In fact, the researcher is trying to understand the phenomena of marketing techniques that provoke emotions and the consumer's reaction, in the purchasing process, to those emotions. The research will understand different people's point of view and reaction. A part of the research is an attempt to elaborate people's perceptions in a particular situation, the offline shopping, especially in Victoria Secret stores based in France. There was study already conducted, specifically quantitative study to understand consumer behaviour. Some studies have shown pattern between the consumer loyalty and the attachment to a brand. (Oke et al, 2016). The approach will be multi-method qualitative: observation and interview. The study is taking place at a specific time; therefore, the time horizon is cross-sectional, mainly due to the short period of time (Saunders, 2009).

3.3 Research Strategy

According to Saunders (2009), the research strategy could be an exploratory research, or explanatory research or descriptive research and that is how the researcher sought to carry out the work.

Firstly, the research strategy is an exploratory research because it seeks to connect ideas to understand cause and effect. The research aims to find the influence of marketing techniques into consumer behaviour. Also, to understand the relationship between brand and consumer based on the consumer's emotional reaction to the experience created by the brand. According to Saunders (2009), this type of research has the advantage of being flexible and allows the researcher to adapt hypotheses during the study. Furthermore, it is thought that exploratory research leads to future studies. This type of research is allowing new angles to be explored, whereas a descriptive research solely answers to the « what » and « how » rather « why » (Goundar, 2012).

Secondly, the strategy that will frame the data collection is a case study. According to Yin (2003, p.93), a case study is «an empirical study that investigates a contemporary phenomenon within its real-life context ».

According to Shavelson and Townes (2002), the case study as a research strategy is appropriate for an exploratory research. However, the risk of using the case study is the potential lack of objectivity (Eisenhardt, 1989). A case study allows exploratory research to forge new insight (Aczel, 2015).

One of the main advantages of case study as a research strategy is that it allows the combination of different sources of evidence. In this research, the combination of two methods was observation and interviews as the two main sources of primary data collection.

Moreover, the use of data from a variety of sources, applying a variety of methods, is called triangulation (Bryman and Bell, 2011). Four types of triangulation exist: data triangulation, investigator triangulation, theoretical triangulation and methodological triangulation (Bryman, 2003). For the purpose of this research, methodological triangulation was used. It means that at least two methods of data collection were used. Flick (2011) claims that the usage of multiple methods drives a higher confidence in the results but the comparison between the data collected can be complex.

3.4 Collection Primary Data

First of all, to collect primary data, a qualitative multi-method approach was adopted.

3.4.1 Observation method

On the one hand, the first data collection method was an observation at a Victoria Secret store in south of France, focusing on the fragrance section. This part is interesting to analyse consumer behaviour on many levels. In the shop that has been chosen for the observation (Nice, south of France) the fragrance section is more valuable to study in terms of sensory marketing and experiential marketing. The Victoria Secret store plays a lot with light, colour and smell to highlight some products for the summer season or the winter season. Except the taste, all the senses are stimulated. Victoria Secret is known for its lingerie; this brand's identity is to be sexy and confident.

According to Ciesielska, Boström, Öhlander (2018) there are four types of observation: controlled, naturalistic, undisguised naturalistic and participant.

The controlled observation is under a controlled procedure. The researcher determines the place, the time and the number of participants. Also, a code behaviour is established in order to avoid describing individually every person observed and it allows the researcher to generalise some behaviour by categorising it into a code. Therefore, the behaviours are classified into different categories. The naturalistic observation aims to study the spontaneous behaviour of participants in their natural environment. This type of observation records what the researcher sees in whatever way he can.

Undisguised observation is the mix between the controlled and the naturalistic observation. Participants know they are observed, and the researcher can use a code behaviour to generalise the results. Then, the participant observation is similar to naturalistic observation. However, the researcher also becomes part of the observation.

The observation was an overt one, also called disclosed observation. In other words, the participants knew they were being studied (Ciesielska, Boström, Öhlander, 2018). Before starting the observation process, each participant had to sign a consent form (Appendix A) in order to inform them on what the purpose of the study was. The observation was at a specific time, a specific day, hence why it was controlled. However, the experience was not created, and the participants were aware that they were observed. This type of observation is called undisguised naturalistic observation (Ciesielska, Boström, Öhlander, 2018).

It is believed that the undisguised naturalistic observation suited the purpose of this research best. Undisguised naturalistic observation took place at the back of the store, in the fragrance department. I choose to study the consumer behaviour in the fragrance section because this not the flagship product.

Moreover, the participants were already aware of the Victoria Secret experience, as they had already bought some of their products, which I learnt thanks to a conversation before the observation started. I was not a participant in the study, even if, physically speaking, I was on site, I did not interrupt or ask questions during the observation. The risk was to influence or distract the participants, risking to failure of the study.

3.4.2 *Interview method*

On the other hand, the second method used to collect primary data, was by semi-structured interviews with the same participants already observed in store. Due to the world pandemic context, the participants have been offered to conduct online interviews (Skype, Zoom or Facetime). Interviews complemented the data already collected by the observation method with precise information.

According to Fisher (2004), open ended questions in an individual interview are creating insights; the respondent could lead the direction he wants to a certain level. Furthermore, three types of interviews exist: unstructured, semi-structured and structured interviews (Stuckey, 2013). In unstructured interviews, few (if any) set questions are asked to the interviewees. Most of the time, these interviews sound like a normal conversation. It happens that participants give another direction to the interview by talking about other topics. Once the interview is concluded, it is difficult for the researcher to be sure that they have all the information required.

Semi-structured interviews are the combination of unstructured and structured interviews. At first, it sounds like a normal conversation but in reality, it is guided by the interviewer. The real advantage for the researcher is the freedom that exudes from a conversation, whilst the interview protocol keeps the focus on the research question. Then, structured interviews are the ones where there are only questions which are straightly answered by the interviewees.

The semi-structured interview was the most suitable for my research. I came up with well-defined research questions and research objectives. The topic focused on the emotional response to consumer experience. By choosing a semi-structured interview, I was able to ask precise questions in order to understand the feelings perceived in the store and, at the same time, by letting the interviewees talk without any interruption, they were able to express emotions and feelings deeply.

3.4.3 *Triangulation method*

The combination of observation and interview is called the triangulation method (Flick, 2004). In order to really understand the customer perception, two methods for collecting data, both qualitative, were chosen. Firstly, I realised an observation method on eight volunteers, then I interviewed them individually. During the observation, I focused on consumer behaviour during a specific situation, whereas during the interviews I concentrated on the consumers' thoughts on the in-store experience.

3.4.4 *Description of the fieldwork*

1. *Sample selection*

The sample size needs to be large enough to describe and understand the phenomena, at the same time, qualitative data should attain saturation. The concept of saturation is recommended by various authors in qualitative study (Glaser and Strauss, 1967). Data saturation refers to “no new information or themes being observed in the data” (Guest, Bunce, & Johnson, 2006, p. 59). The number of participants depends of the research strategy. Given that the research followed an interpretivism philosophy and a phenomenologist study, the number of participants should not be more than twenty-five (Creswell, 1998) and it should at least be six (Morse, 1994).

An attempt to achieve a reasonable level of saturation and representativeness will try to be reached. According to Guest, Bunce and Johnson (2006), twelve participants is considered as a homogeneous group for a qualitative study with one method approach. The data saturation could be attained by at least six interviews depending on the sample size of the population (Guest et al, 2006). Moreover, because of the method of triangulation, the saturation level has been reached earlier than if I did only interviews or only observation (Mackenzie, 2002). To do so, I opted for eight interviews because of the triangulation method, less than twelve interviews are considered to be enough and more than six are required.

Profile of the participants :

Gender	Women
Age	21-25
Profession	Student in marketing
Lived	South of France
Already purchased in Victoria Secret	Yes

Figure 11: Profile of the participants

I choose this target population because it is the core target of Victoria Secret. It is interesting to analyse the customer perception of the core target to understand if emotional experience has an impact on purchase decision and customer loyalty.

3.4.5 *Observation fieldwork*

The observation was conducted at the Victoria Secret store, Nice, south of France.

During the observation, the customer behaviour was examined. The participants' reaction to lighting and products. How participants moved through the fragrance section was studied, focusing on if they followed the track created by the store.

According to Underhill (2000), I did not stand too close to consumers, so they did not feel observed, but I stayed close enough to see the whole situation. I acted like a normal customer.

Participants number :	Behaviour in front of the fragrance section	Yes/No
	Passed	
	Stopped and Looked	
	Stopped and touched	
	Stopped and smelled	

Figure 12: Table analysis after the observation

Furthermore, I planned on taking notes by filling the table above. At the end, I recorded some field notes to make the observation protocol easier.

Observation protocol			
Date :			
Time :			
Place :			
Participant number :			
Descriptive notes : (Physical setting ; store description	Follow the store route?	Reflective notes: (Insights, behaviour interpretation)	

Figure 13: Observation protocol, 2014

The descriptive notes are the description of what I see. The reflective notes are the description of the behaviour and whether I found similarities in consumer behaviour between participants.

3.4.6 Interview fieldwork

Eight semi-structured has been conducted. The thesis is written in English and the interview was in French. The transcription in French was translated in English. The interview protocol suggested by Creswell and Guetterman (2014) helps follow a guideline for each interview.

Interview protocol	
Interviewer :	Aurélie Meneroud
Interviewee (participant number) :	From 1 to 8
Date :	Time :
Interviewer introduction	<ul style="list-style-type: none"> - Consent form signed - Check the sound, video, recording work
Start recording	
Information about the study	<p>The purpose of the study is to understand the consumer perception to emotional in-store experience. Topic that we are going to talk concern your purchasing decision, your experience in Victoria Secret. The interview will take between 30 minutes to 1 hour, you can stop the interview at any time.</p>
Description of the interviewee	Ex: feel stress, talk a lot...
Questions : (5-7 open questions)	
Closing comments	Thank you for your time. If you have any questions, feel free to contact me.
Stop recording	

Figure 14: Interview protocol, 2014

Once the interview was done, it was transcribed, and some part were translated. Interviews were analysed following the code book presented in the data analysis chapter.

3.4.7 *Access and ethical issues*

The key for the development of the research is gaining access to the right sources of primary data, but also secondary (Saunders et al, 2009).

The choice of collecting data by a covert observation and interviews as method of collection can generate ethical issues.

Participants were assured the data collection would be used for academic purpose only. They were asked to participate voluntarily.

1. *Privacy*

Privacy is one of the most important ethical responsibility in any research. I had to keep the anonymity of all participants. It necessary that the participants are not identified during and after the process. I did not cite the name of any participants in the final or in any paper used for the research. The age, the profession and the gender are the only information used in the study. All participants were in the same age group, they were all students in marketing, and they were all women. In order to keep their name private, I assigned each participant a number during the data analysis

2. *Observation: Ethical issues*

About the observation, not only the privacy but also the psychological wellbeing of the people studied is important. This particular topic is not a sensitive topic regarding the participants' personal lives; however, participants can consider that there is an intrusion to their lifestyles. To avoid it being an obstacle to the study, I found it necessary to be clear before the study started. Participants can choose to leave or stop the process at any time, and as the researcher, one of my goals was to be as clear as possible on that matter.

The Hawthorne effect is the risk for every observation that participants know they are being observed. The participants' behaviour can change to meet the researcher's expectations. (McCambridge, Witton, Elbourne, 2014) In order to avoid the Hawthorne effect or to limit the change in behaviour, I did not tell them which part of the store (the fragrance department) I would observe them in. Also, I explained the purpose of the study, but I did not outline what I would like to find out from it. It could be solutions, but the risk of participants not acting normal would remain.

The permission to access the store to conduct the observation was given. However, the permission to record, film or take picture in the store was not given.

3. Interview: Ethical issues

Regarding the interviews, psychological trauma can occur. I focused only on the in-store experience in order to not focus on potential bad experiences in other stores.

The participants were recorded during the interviews and their records have been archived until the end of the research (September 2020).

Before starting the interviews, I read again the agreement that was signed by the researcher and the respondent.

4. European Ethic Guide

In order to prevent from any ethical issue, I followed the European ethics guide as my research took place in the south of France. This ethics guide presents all the data that may have higher risks such as topic, or participants' profile. Also, a consent form is a necessity to successfully conduct such a research.

The purpose of this study is to understand the emotional motivation in the purchasing decision process. The emotional factors being stimulated by the in-store experience were also key.

3.5 Approach to Data Analysis

According to Saunders (2009), in a qualitative study, the data should be summarised and grouped in categories. That's why a coding system should be developed to assist in the collection, transcription and analysis of data. By codifying, the identification of patterns between themes in data collection helps the researcher draw conclusions. According to Braun and Clarke (2013, p. 207) a code book is defined as « a word or brief phrase that captures the essence of why you think a particular bit of data may be useful ».

1. Code book for the interview

The code book consists of researcher-derived codes as the researcher is expected to analyse and describe the participant's experience in a more realistic way (Braun and Clarke, 2006).

Codes	Definition	Example
Emotions : - Positive - Negative	Emotions felt during the experience	« I was excited, happy to see ... » « It gives me a positive feeling »
Experience / Brand experience (BE)	Only about the experience in store. If the participant is describing some experience. (Measurement following the Brakus scale)	
Sensory Experience (SE)	Sensory appeal in term of receiving experience	« I love the smell.. » « I like the colour used.. »
Brand attachment	Any feelings of love or appreciate the brand	« I love this brand.. »
Brand personality (BP)	Aaker (1997) dimensions of brand personality	« Sincerity » « Excitement » « Competence » « Sophistication » « Ruggedness »
Relationship with the brand	Think, feel and have a consumer have with a product or a brand	
Customer loyalty (CL)	Intention of repurchase or already have repurchased any product	« I want to buy the summer fragrance the next month »
Victoria Secret (VS)		« This store... » « This shop... » «I used to buy this brand ...»

Figure 15: Code book for the interview

3.6 Conclusion

This chapter provided all the methodology followed during the study. To sum up, observation and interview were used as a data method collection, the results were analysed with the help of a code book also, by following a protocol.

4 Presentation and Discussion of the Findings

4.1 Overview

In this chapter, the empirical data collected by observation and semi-structured qualitative interviews are analysed and presented. The results aim to answer or offer a solution to the research questions that were focusing on the feelings of the consumer about the in-store experience. The questions asked during the interview were open ended in order to collect elaborative information. All the interviews were programmed on the same day as the observation.

The data analysis was undertaken separately for each component of the conceptual framework: brand experience, brand personality and brand loyalty. Those themes have been identified during the data collection process. In the following sections, the data analysis procedure includes a transcription of the interviews with the help of the code book to highlight similarity under each theme.

4.2 Findings

In this section, the main themes, have also been considered as components of the conceptual framework and the main concepts were identified during the data analysis.

4.2.1 The influence of in-store experience on the purchasing decision

In the buying decision-making, internal and external stimuli are factors during all the process (Solomon, 2004).

The following table resumes the factors taken into account in the decision-making process, according to the participants.

Factors influence the purchasing decision:	
Interview 1	<ul style="list-style-type: none"> - Smell in the store - « The feelings when I'm going inside » - Product quality: « fragrances last over time »
Interview 2	<ul style="list-style-type: none"> - Price - Product quality
Interview 3	<ul style="list-style-type: none"> - Possibility to buy online - For fragrance: the smell in the store « Fragrances last over time and I like that because you can change. I have three Victoria Secret fragrances, one I bought last year, and it still smells very good »
Interview 4	<ul style="list-style-type: none"> - Brand image - Company's - Product quality
Interview 5	<ul style="list-style-type: none"> - Product quality - Price and the ratio price/quality - Employee behaviour
Interview 6	<ul style="list-style-type: none"> - Brand image/ experience « For me, the experience is a real part of the brand, a shop where nothing happens, I'm feeling bored, in Victoria Secret I'm feeling like I can wear anything and smell good, it makes me confident »
Interview 7	<ul style="list-style-type: none"> - Experiences: « I like to be considered as a part of the company » - Product quality
Interview 8	<ul style="list-style-type: none"> - Employee behaviour - Brand values - Brand identity - Product quality

Figure 16: Factors in the purchasing process

Firstly, this research focused on an external stimulus: the in-store experience. During the interview, participant made it clear that they were totally aware about the experience. The description of the experience was very clear in the consumer mind, except for the sound in the store. By asking them their motivation in the buying decision process, it was to answer if the experience was considered as a factor.

By interpreting the findings, only two participants (out of eight) are price sensitive to buy lingerie or fragrance at Victoria Secret. When a consumer is price sensitive, it means that he is a rational consumer (Mamun, Rahman, Robel, 2014), thus the need is more important than the desire (Gobé, 2009). However, emotional experiences are created to fulfil desires, the price of the product will be above the emotional connection in the buying decision making even if the connection will be low.

All of the participants were talking about the experience as a positive experience, especially the smell of the fragrance in the shop. Yet, the product quality is an important factor in the consumer mind to purchase a product (fragrance or lingerie). All of the candidates agreed not to buy cosmetic product such as face mask or cream because « Victoria Secret is not a cosmetic brand. »

Experience is a factor that can trigger a purchase, if it brings memories or nostalgia for past experiences. All the candidates were talking about the experience as a decisional factor, it was because the smells of a fragrance bring them to good memories like holidays or someone who offered them the fragrance. Moreover, the identity of the brand and the value that the brand conveys have an important impact in the purchase decision. The values of Victoria Secret were not clear during the interview, yet, many issues such as the perfect body of the Angels came out: « Victoria Secret has not followed the trend about the body positive ».

It is summarised that in the buying decision process, various factors are taken into account by the consumer; the product quality, brand values, brand identity or the price. In the lingerie sector, experiences that arise senses such as smell, touch or sound can trigger a purchase. Moreover, the brand needs to have a high reputation with an important brand identity and values. About the product, it needs to be high quality.

4.2.2 The influence of in-store experience on the consumer behaviour

1. Brand experience

As presented in the literature review chapter, according to Brakus, Schmitt and Zarantonello (2009), the four dimensions: sensory, affective, behavioural and intellectual are the main factors in brand experience that influence the consumer behaviour.

According to Brakus, Schmitt and Zarantonello (2009), the sensory experience shows the consumer awareness about emotion triggered during the buying process; the affective experience is what benefit the consumer can have from this emotion; behavioural is what attracts the consumers in term of the product; then, intellectual is what makes the brand attractive.

The following table is a resume of the interview and observation of how the brand experience is measured by the customer perception.

Brand experience	Sensory (Interview quotations)	Affective (Interview)	Behavioral (Observation and interview)	Intellectual (Interview)
Participant 1	<p>Sight: « Very dark » « Too much colour in the fragrance section » « Lights only on article »</p> <p>Smell: « Fragrance really strong but enough to go inside the universe »</p> <p>Touch: « Products are quality »</p> <p>Hearing: « Not sure if there is some music »</p>	<p>Feelings « fresh » « Good » « Summer vibes »</p>	Smell the fragrance	Stimulate curiosity
Participant 2	<p>Smell: « smell was very strong, but we got used to it »</p> <p>Sight: « Too dark, only see the products and the Victoria Angels photos and I don't like them, like the perfect body image does not</p>	« Not really emotional »	Not action oriented	None

Brand experience	Sensory (Interview quotations)	Affective (Interview)	Behavioral (Observation and interview)	Intellectual (Interview)
	<p>really exist and still Victoria Secret try to sell an image that does not exist »</p> <p>Touch: /</p> <p>Hearing: « humm, I think there was some music, but it was very low, no? »</p>			
Participant 3	<p>Smell: « I could smell the fragrance until the entrance of the store, the smell was very strong but not too much, I really enjoyed it »</p> <p>Sight: « Color harmony »</p> <p>« Fragrances are ordered by the colours of the rainbow »</p> <p>Touch: « Quality of the product »</p> <p>Hearing: « Not sure if there was music, I cannot say which type, no I don't know, not</p>	<p>Feelings</p> <p>« good »</p> <p>« Cosy »</p> <p>« Like home due to the light »</p>	<p>Action about the direction in the store</p> <p>« We went from point A to point B »</p> <p>Smell the fragrance</p>	<p>« I was really curious to enter the store »:</p> <p>Curiosity stimulation</p>
Participant 4	<p>Smell: « The smell makes me feel good, I don't know why, it was like I was on-holiday »</p> <p>Sight:</p> <p>« It was really dark, but I like it, I was not ashamed to look at sexy lingerie »</p> <p>Touch: « I smell all the fragrances»</p> <p>Hearing: « I'm sure I heard a music, but it was very low, so I cannot tell the type, hmm, not sure I heard someone sing »</p>	<p>« I was feeling very good, it was pleasant to shop there »</p>	<p>« I wanted to touch a lot of products and to smell all the fragrances, each one was smelling good »</p> <p>Smell a few products, no touching the lingerie</p>	<p>« Very curious »</p>
Participant 5	<p>Smell: « Smell, a lot of fragrances in the store, actually it gave me the envy to buy one but not the lingerie »</p>	<p>« To be honest, I was a little anxious about the</p>	<p>Not action oriented</p>	<p>None</p>

Brand experience	Sensory (Interview quotations)	Affective (Interview)	Behavioral (Observation and interview)	Intellectual (Interview)
Participant 6	<p>Sight: « Really sombre, not sure, maybe, I think it's for the customers to feel more confident »</p> <p>Touch: « you can feel the quality of the product, actually for lingerie, it is rare to feel this quality »</p> <p>Hearing: « I heard a music, but I am not sure now »</p>	<p>covid so I was not completely myself, but I like the experience in store, it makes me feel like intimate with the brand »</p>		
	<p>Smell: « I love that smell, it makes me feel like a powerful woman I don't know why, you know, the combination of a sexy lingerie and a great smell is the perfect mix to be motivated for a day »</p> <p>Sight: « Sombre but I prefer the light like that in store, makes me feel comfortable »</p> <p>Touch: /</p> <p>Hearing: « I think I heard some music when I was going out, at the end »</p>	<p>« Positive feelings; confident; happy »</p>	<p>« Smell the fragrance but that's all »</p>	<p>None</p>
Participant 7	<p>Smell: « The smell was incredible »</p> <p>« I really like the Victoria Secret fragrance; always remind me of good moments »</p> <p>Sight: « Really dark shop »</p> <p>« Colours of the fragrance are really punchy »</p> <p>Touch: /</p> <p>Hearing: « I did not hear anything »</p>	<p>« Feel sexy »</p> <p>« Feeling cool and relaxed »</p>	<p>Smell almost every product</p>	<p>« I already know the store but I'm always exciting about going in »</p>

Brand experience	Sensory (Interview quotations)	Affective (Interview)	Behavioral (Observation and interview)	Intellectual (Interview)
	« I was focused on finding the fragrance that i used to have »			
Participant 8	<p>Smell: « Really strong smell »</p> <p>Sight: « Many colours, but girly ones, Pink... Purple... »</p> <p>« Rainbow for the fragrance part, for sure, immediately caught my eyes »</p> <p>Touch: /</p> <p>Hearing: « Heard music »</p>	« Feeling cool and cosy »	Touch the lingerie Smell two fragrances	None

Figure 17: Brand experience measurement

The study operationalises the experiential stimulus items (sensory, affective, behavioural, and intellectual) as formative indicators of the brand experience. To sum up all the participants had a high awareness about the experience, the main benefits from the experience set up by Victoria Secret were positive feelings: amused, exciting, curious, interested and nostalgia about good memories. The behavioural dimension was the most difficult to establish; the Victoria Secret experience is not based on asking the consumer to act in the store. However, it has been measured through the touch of the lingerie or the test fragrance.

By interpreting the brand experience from the customer perception, the customers are really aware about the sensory experience in the shop. During the interview, they were describing the experience with precision. Even if participants were interested about the experience, it was difficult to talk about the emotion felt; all of them were talking positively from the experience lived but it seemed difficult to express their feelings about it.

The brand experience had a positive impact on the brand image, during the interview, most of the participants were saying « It's just Victoria Secret » like the experience was defining the brand. Mostly, it was about the scent in the store because it made them « feel sexy and fresh ».

Researchers have put in evidence that sight is the most important sense in the purchasing decision process (Hultén, 2011). By interpreting the candidates' reflexions, all of them were defining the colour presents in the store: « Pink »; « Black ». However, three candidates have evoked that too many colours were presented in the fragrance section and it was given too much information.

About the sound, only one candidate was sure about hearing music in the store. It shows the importance to avoid too many experiences that stimulate all the senses; when an experience is realised, it is important to focus only on two or three senses at maximum. By trying to stimulate the five senses at the same time, the experience will be negative or misunderstood by the consumer (O'neill, 2019).

Participants to the study have a curiosity stimulation really high, it means that Victoria Secret is a really attractive brand. An attractive brand is a brand that can seduce customers and the ability to attract them (Glossary,2019).

2. Store route in the fragrance section

The main goal of this observation data collection method was to observe if the participants were action engaged in the fragrance section and if they were following the store route.

Every observation lasted around 10 minutes, researcher and participants did not talk during the process. The observation was to answer question such as if participants tried any fragrance? If they were following the store route? If they were looking deeper in an aisle?

The following diagrams show the results of the observation.

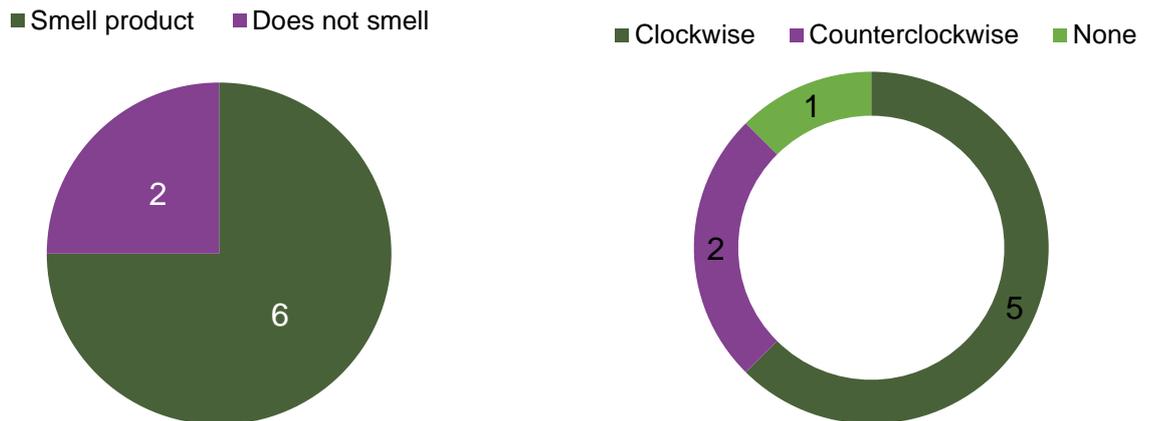


Figure 18: Diagram observation results

The data shows that six participants out of eight smell a product. So, six participants were taking part in the experience by smelling one or more fragrances. Most of the time, candidates were going to the colour that caught their eye such yellow, orange or blue; those colours caught their eye because they were really different from the general mood created by Victoria Secret. Victoria Secret were pink or black.

The store route is done to be realised as a clockwise (from the left to the right), only two people did the opposite and went from the right to the left.

Only one participant did not follow the route store or did the opposite, during the interview I asked her, and she told me « I did that on purpose because I don't like brand to impose me a way to do my shopping ».

All the participants looked at all the shelves, yet, all of them avoided the central displays suggested because it was the brightest part of the store.

3. Brand personality

According to Aaker (1997), the five dimensions help to measure the brand personality of a brand. The impact of brand personality on the consumer behaviour has been studied in various sectors: like soft drink, for instance (Kim, Han, Park, 2001).

The following table summarises the main words used to describe the brand during the interview. As we can see, the words were really redundant: « sexy »; « feminine »; « confident » are the one that came up most. Sometimes, « feminine » was used multiple times.

Aaker brand personality dimensions:	Sincerity	Excitement	Competence	Sophistication	Ruggedness
Interview 1		« Exciting »	« Confident »	« Feminine » « Sexy »	« Good looking »
Interview 2					« Glamorous » « Good looking »
Interview 3				« Sexy »	
Interview 4			« Confident »	« Feminine » « Sexy » « Upper class »	
Interview 5				« Feminine »	
Interview 6		« Exciting »	« Confident" »	« Feminine » « Sexy »	
Interview 7		« Exciting »	« Confident »	« Sexy » « Feminine »	
Interview 8				« Sexy »	

Figure 19: Brand personality measurement

From the customer perception, Victoria Secret has a brand personality defined by sophistication, competence and upper-class. In general, luxury brands aim for sophistication. The upper-class and glamorous are looking to attract high spending customers. Then, competence aims to inspire the audience by being strong. However, usually, according to Aaker (2001), sincerity is used by a brand that are looking to seduce feminine consumers. Thus, Victoria Secret is feminine thanks to the product and the universe of the brand, but the brand wants to be more by inspiring customers.

To sum up, from the customer perception, Victoria Secret is defined as a luxury brand that aims to inspire more than be a feminine brand.

4.2.3 The influence of experiential marketing on the consumer loyalty

According to Lazarevic 2012, repurchase intention is a measure of the behavioural loyalty. A consumer with repurchase intention is considered as a loyal customer. Moreover, a customer that recommends to a friend or on social media, is committed to the brand.

The following table summarises the answer of the participants about the components of the customer loyalty:

	Recommend to a friend	Repurchase intention	Recommend on social media
Interview 1	Yes	Yes	Yes
Interview 2	Yes	Yes, only for fragrance because lingerie is too expensive	No
Interview 3	Yes	Yes, more lingerie than fragrance	No
Interview 4	Yes	Yes, but for a gift, not for herself. Bad impression of Victoria Secret since the « body positive » trend.	No
Interview 5	Yes	Yes	Yes
Interview 6	Yes	Yes: only for fragrance or lingerie if discount	No
Interview 7	Yes	Yes	No
Interview 8	Yes	Yes	Yes, but not the first thing that comes to mind

Figure 20: Brand loyalty measurement

It is summarised that all the participants will recommend Victoria Secret to their friends or family and they will repurchase at Victoria Secret, offline or online, in the future. All the participants agreed to recommend the brand to family or friend; however, it was more due to the quality of the product than attachment to the brand or love for the brand. However, only three participants will recommend Victoria Secret on social media, but this recommendation on social media were not the first in their mind. As findings, recommendation positive on social media is rare, the participants agreed about using social media as platforms that inform about negative experiences. Also, the recommendation on social media were more about the product quality than the brand.

4.2.4 Brand attachment and brand love through the Lovemark concept

According to Roberts (2004), this theoretical framework measured the attachment to a brand, so to evaluate the brand attachment to Victoria Secret, the Lovemark concept was used.

As discussed in the literature review chapter, the Lovemark concept is measured by two axes: respect and love.

The first part of the table summarises the components of the respect axis: performance, trust and reputation.

Respect	Performance	Trust	Reputation	Conclusion
Interview 1	Innovation: Warm Quality: Hot Service: Cold Identity: Hot Value: Warm	Reliability: Warm Sustainability: Warm Ease: Warm Openness: Cold Security: Warm	Leadership: Hot Honesty: Cold Responsibility: Hot Efficacy: Warm	Victoria Secret is a professional brand, trust the brand in decision making but lack of honesty
Interview 2	Innovation: Hot Quality: Hot Service: Warm Identity: Hot Value: Warm	Reliability: Hot Sustainability: Hot Ease: Hot Openness: Hot Security: Hot	Leadership: Warm Honesty: Cold Responsibility: Cold Efficacy: Warm	Professional brand with high identity Trust a lot the brand
Interview 3	Innovation: Warm Quality: Hot Service: Warm Identity: Hot Value: Hot	Reliability: Warm Sustainability: Cold Ease: Warm Openness: Cold Security: Warm	Leadership: Hot Honesty: Cold Responsibility: Warm Efficacy: Warm	Really professional brand with product quality High trust High reputation
Interview 4	Innovation: Warm Quality: Warm Service: Hot Identity: Hot Value: Hot	Reliability: Warm Sustainability: Cold Ease: Hot Openness: Hot Security: Cold	Leadership: Warm Honesty: Warm Responsibility: Hot Efficacy: Hot	High professional brand, strong identity and value High trust High reputation
Interview 5	Innovation: Hot Quality: Hot Service: Warm Identity: Hot Value: Hot	Reliability: Warm Sustainability: Warm Ease: Warm Openness: Cold Security: Warm	Leadership: Hot Honesty: Cold Responsibility: Warm Efficacy: Warm	High professionalism High trust High reputation but a lack of honesty
Interview 6	Innovation: Hot Quality: Hot Service: Hot Identity: Hot Value: Hot	Reliability: Warm Sustainability: Warm Ease: Warm Openness: Cold Security: Warm	Leadership: Hot Honesty: Cold Responsibility: Hot Efficacy: Warm	Strong professionalism Medium trust in the brand High reputation lack of honesty

Respect	Performance	Trust	Reputation	Conclusion
Interview 7	Innovation: Warm Quality: Hot Service: Warm Identity: Hot Value: Hot	Reliability: Warm Sustainability: Warm Ease: Warm Openness: Warm Security: Warm	Leadership: Hot Honesty: Warm Responsibility: Warm Efficacy: Warm	High professionalism Medium trust High reputation
Interview 8	Innovation: Hot Quality: Hot Service: Warm Identity: Hot Value: Warm	Reliability: Warm Sustainability: Warm Ease: Warm Openness: Cold Security: Warm	Leadership: Hot Honesty: Cold Responsibility: Cold Efficacy: Warm	High professionalism High trust Medium reputation with a lack of honesty

The second part of the table represents the components of the love axis: Mystery, Sensuality and Intimacy

Love	Mystery	Sensuality	Intimacy	Conclusion
Interview 1	Great stories: Warm Past present future: Hot Taps into dreams: Hot Myths and icons: Hot Inspiration: Hot	Sound: Warm Sight: Hot Smell: Hot Touch: Warm Taste: Cold	Commitment: Cold Passion: Hot Empathy: Warm	Great storytelling High emotional connection Positive attitude to the brand Understand emotions by the brand mostly good
Interview 2	Great stories: Warm Past present future: Cold Taps into dreams: Warm Myths and icons: Warm Inspiration: Cold	Sound: Warm Sight: Hot Smell: Hot Touch: Hot Taste: Cold	Commitment: Cold Passion: Hot Empathy: Warm	Medium story telling Emotional connection, attitude mostly positive to Victoria Secret Feel not understood by Victoria Secret
Interview 3	Great stories: Cold Past present future: Warm Taps into dreams: Hot Myths and icons: Hot Inspiration: Hot	Sound: Warm Sight: Hot Smell: Hot Touch: Warm Taste: Cold	Commitment: Cold Passion: Hot Empathy: Warm	High emotional connection Feel understood by the brand
Interview 4	Great stories: Cold Past present future: Warm Taps into dreams: Hot Myths and icons: Hot Inspiration: Hot	Sound: Cold Sight: Hot Smell: Hot Touch: Warm Taste: Cold	Commitment: Warm Passion: Hot Empathy: Cold	Low emotional connection; not feeling understood or as a target by the brand; curious about the brand stories

Love	Mystery	Sensuality	Intimacy	Conclusion
Interview 5	Great stories: Warm Past present future: Hot Taps into dreams: Hot Myths and icons: Hot Inspiration: Warm	Sound: Cold Smell: Hot Sight: Hot Touch: Hot Taste: Cold	Commitment: Cold Passion: Hot Empathy: Cold	Interest by the brand offers Low emotional connection; cannot identify herself to the brand
Interview 6	Great stories: Warm Past present future: Warm Taps into dreams: Warm Myths and icons: Warm Inspiration: Hot	Sound: Warm Sight: Hot Smell: Hot Touch: Warm Taste: Cold	Commitment: Cold Passion: Hot Empathy: Warm	Interest in the brand High emotional connection; identify herself to the brand but feeling not engaged
Interview 7	Great stories: Cold Past present future: Warm Taps into dreams: Hot Myths and icons: Hot Inspiration: Hot	Sound: Cold Sight: Hot Smell: Hot Touch: Hot Taste: Cold	Commitment: Warm Passion: Hot Empathy: Cold	Interest in the brand stories High emotional connection; feel like a part of the brand, feel engaged to the brand,
Interview 8	Great stories: Warm Past present future: Warm Taps into dreams: Warm Myths and icons: Warm Inspiration: Warm	Sound: Warm Sight: Hot Smell: Hot Touch: Warm Taste: Cold	Commitment: Cold Passion: Warm Empathy: Cold	Interest in the brand, think that there is something to discover High emotional connection but not feeling engaged, difficulty to identify herself

Figure 21: Brand love and brand attachment measurement

About the respect axis, the general trend is that participants saw Victoria Secret as a brand with high identity, valued selling product quality. However, the trust in the brand is mixed among the participants. Mostly, it was due to the lack of openness and lack of honesty around the brand. To sum up, Victoria Secret has a strong reputation, strong performance but a mixed trust in the consumer mind.

About the love axis, Victoria Secret has still a part of mystery; the brand has a good story telling and participants were interested in the brand. According to Roberts (2007), the mystery is a necessity, consumers need to be stimulated all the time in order to discover and wonder about the brand. In general, Victoria Secret keeps a part of mystery. The sensuality part represents the emotional connection; most of them have the emotional connection stimulated by the five

senses during the experience. Then, the intimacy component represents how close and strong is the connection in the brand-consumer relationship. Nevertheless, the results show that participants are not feeling deeply involved with the brand, the lack of commitment is due to the lack of honesty from the brand. It was difficult for the candidates to identify themselves with the Victoria Angels, because they did not recognise themselves, they did not feel committed or engaged. Every participant, the general aspect is that candidates were not feeling engaged or committed to the brand.

4.3 Discussion

In this section, the verdicts from the observation and interview is discussed.

Firstly, the in-store experience at Victoria Secret had a positive impact on the consumer emotions. All the participants to the study felt various good feelings due to the scent in the shop, even if the light was mostly sombre, because it was part of the universe, candidates appreciated it. The music, that only one participant noticed did not seem to have an impact on the consumer behaviour, the participants did not miss this part because they were mainly focused on the colours and the scents in the store.

Secondly, Victoria Secret is a brand that consumers defined as feminine and sexy, this definition helps the consumer to identify themselves with the brand. Notwithstanding, the body image sold by the Victoria Angels is not the image that the consumers have of themselves, even if, Victoria Secret is also selling a dreamy confident image that have a positive feeling on consumers.

Thirdly, the lack of identification of this perfect body image had a negative impact, that's why the participants did not feel engaged or committed to the brand. Nevertheless, the brand image of Victoria is of high repute in the consumer mind.

5 Concluding Thoughts on the Contribution of this Research, its Limitations and Suggestions for Further Research

This chapter summarises the main findings of the study. It discusses the contributions and limitations of the research, as well as provides recommendations for further research.

5.1 Implications of Findings for the Research Questions

During the study conducted, the research questions proposed in Chapter 1 sought to be answered with a literature review and an empirical study done at a Victoria Secret shop in France.

This study attempted to examine the influence of emotional branding and experiential marketing and their effect on consumer behaviour and consumer loyalty in the lingerie sector, in particular at a Victoria Secret store in France. The findings showed that, overall, consumers are positive about the in-store experience.

The first research question was about consumer awareness about marketing techniques used in store to influence their behaviour and, after careful data analysis, the research findings were positive. Consumers are aware of the experience: all of them can describe it with precision. Also, they were aware that the whole experience was here to trigger a purchase or to encourage them to come back to the store. Consumers recognised that the fragrance's strong scent could have helped the purchase of the fragrance.

Furthermore, the second research question was whether these marketing techniques influence the consumer's purchasing decision by stimulating emotions; the results were positive. Consumers were willing to pay for the fragrance because the smell in the store reminded them of good memories. They were also willing to buy more « sexy lingerie » due to the dark light.

However, the third research question was to find a correlation the brand-customer relationship in the lingerie sector and the loyalty to the brand. Although, the influence on purchasing decision has been put in evidence, the loyalty of a customer was difficult to show. Results stated that the consumer did not feel loyal, committed or engaged to the brand. This lack of commitment was mainly due to the lack of identification to the brand. The relationship between experience or emotional branding and loyalty was not shown.

Finally, the last research questions was focused on the elements used in lingerie store in France that involved emotional branding to influence consumer behaviour during the shopping experience. Results stated that the components that stimulate the five senses provoke emotions that can incite a purchase.

5.2 Contributions and Limitations of the Research

The first contribution is to the academic's sector: this research can be a base for students doing projects or dissertations on experiential marketing or emotional branding, and who are looking for some more information on the topic.

Furthermore, the research on brand experience remained unclear due to a lack of empirical research in this sector. The relationship between brand experience and consumer has not been validated yet. Similarly, to measure customer loyalty, the theoretical concepts are untested. This empirical study on a lingerie store contributes to the brand experience and consumer relationship. An empirical study linking lingerie retailing and the emotional brand experience has not been done previously.

The second contribution of this research is based on the French market: a new approach has been used in order to better understand the consumer's perception of the lingerie French market. This market has been studied a lot, with regards to economic purposes such as the average basket. A consumer centric strategy is new.

However, some limitations have been faced during the research that limited the scope of study. Firstly, the sample size to focus on a specific age group was interesting for this research, but it would have been interesting to get different age groups to do a comparative study. Especially, considering the factors that influence the purchasing decision and find out if consumers from a different age group but from a same background will have the same answer.

Another limitation occurred during the observation, as the world pandemic created an anxious mood. Even if everything seemed normal, sometimes the participants were trying to avoid people in order to keep social distancing measures. Therefore, the way they moved in the store was impacted.

Then, the last limitation was the time constraint. To realise a research, more time and resources could improve the research by doing a competitive research between different people or sectors.

5.3 Recommendations for Practice

This section provides one recommendation on practice for Victoria Secret to improve their experience.

After the data analysis, in term of senses, the taste was missing during the experience. Victoria Secret is a brand selling lingerie, fragrance and cosmetic product therefore it is difficult to develop a taste experience in the store. However, Victoria Secret by having their own fragrance production could offer sample at the end. This sample will bring the experience to the client's home, it could be the next season fragrance or a cosmetic product to develop the product range. If the customer like the product, a new purchase can happen and therefore have an influence on the customer loyalty.

5.4 Recommendations for Future Research

This section provides recommendations for future research in the field of experiential marketing. The research was limited in time and resources, yet, future research can be carried out on other brands from the lingerie sector with sufficient time and resources.

Moreover, further research on the customer loyalty in the lingerie sector needs to be carried out. Emotional branding and experiential marketing on advertising has been studied, but not focused on the lingerie sector.

Also, the empirical study focused on one Victoria Secret product; others empirical studies on the lingerie, pyjamas or other Victoria Secret sub-brands could be carried out to then compare with the fragrance section.

5.5 Final Conclusion and Reflections

The research focused on the role of emotional branding and experiential marketing with regards to consumer behaviour within the lingerie industry. This study was the first empirical study on a lingerie brand in south of France. The research adopted a qualitative method using two different methods: observation and interview. The main findings showed that the experience provoked positive feelings for the consumer, however, it did not influence consumer loyalty because others factors not to be taken into account.

About the outcome, this research helped the study have a better understanding of customer perception's of the shopping experience. Also, it provided a deeper knowledge of the buying decision's components in the consumer's mind.

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Appendices

Appendix A – Consent form

Name:

About the observation :

- I understand the researcher will observe myself during a shopping experience
- I understand that there is no physical risk
- I understand that there is no psychological risk
- I understand that there is no intention to be harm during the study

About the interview :

- I understand I will be recording during the interview
- I understand the recording will be archived on the computer researcher until the end of the study
- I understand that during the interview, questions will be asked about my purchasing decision, about feelings or emotional state
- I understand that extracts from my interview may be quoted
- I understand that a transcript of my interview will be write

General :

- I have read the Plain language statement
- I understand that all information I provide for this study will be treated confidentially
- I understand that in any report on the results of this research my identity will remain anonymous
- I understand that all information I provide will NOT be used for commercial purposes
- I understand that participation involves answering honestly and no one forced me to
- I understand that all information I provide are true
- I understand that I will NOT receive any financial benefit from participating in this research
- I understand that all my data will NOT be used in other research.
- I understand that I am free to contact the researcher to seek further information or clarification.
- I understand that Griffith College are **NO** engagement in the study and what has been written. I understand that my E-signature has the same legal value as my written signature.

- All the information provided will remain anonymous in the study process. Only the researcher will know your name, but it will **NEVER** be used in all the research.

For further information, contact: aurelie.meneroud@student.griffith.ie If participants have concerns about this study and wish to contact an independent person. Please contact: Dr Garret Ryan, Griffith College Research Ethics Committee, South circular road, Dublin 8, Ireland

Signature, Date:

Thank you for your time.

