

Service Brand Experience: A Qualitative Research Approach

Constanze Schaarschmidt
EBS Universität für Wirtschaft und Recht

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Abstract

The objective of this paper is to discover dimensions and components of service brand experiences. Present research has shown that consumers seek brands that provide unique experiences. Marketing researchers have developed a measurement model to measure brand experience in general. Although existing concepts already provide deep insights and help to understand how consumers experience brands, the differences between product and service brands, focussing on the specific characteristics of services, need further investigation in a brand experience context. Especially in service industries a deep understanding of brand experience is of fundamental importance for companies. Based on 20 in-depth consumer interviews, this study outlines peculiarities of service brand experiences, while evaluating the applicability of existing models and highlighting the importance of relationships and processes for the experience of service brands, in particular. Finally, implications for future researchers as well as managerial implications are discussed.

Keywords: *Service Brand Experience; Services Marketing; Service Brands*

Track: Product and Brand Management