

Brand Experience, Sustainable Touchpoints, and Customer Contributions

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Abstract

In the digital era, there are several consumer touchpoints and some of them, such as word of mouth (WOM), occur even if they are not intended by the firms. Conversation among customers has become one of the most influential sources of information on purchase decisions. Favorable discussions amplify the brand's equity, but negative discussions can damage the brand. Although customers' conversations are uncontrollable, firms may be able to influence the direction of the conversation by providing good product performance and/or post-purchase experiences. In other words, by providing good brand experiences, firms may co-create valuable brands with customers. In this research, through questionnaires, we explore how companies can create effective and sustainable customer touchpoints. This study examines the following two key research questions: Which touchpoints increase brand experience? Does brand experience have a positive impact on customers' contributions? Results from this research have far reaching implications for marketing educators, researchers, and practitioners.

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