Research on the Impacts of Multisensory Marketing on Customer Loyalty Based on Data Analysis

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Abstract. The last several decades have witnessed the wide application of multisensory marketing techniques in hospitality industry. It is widely acknowledged that sensory experience adds value to brand equity. However, the impacts of multisensory marketing on customer loyalty in luxury hotels still remain unknown. This study examines the relationship between multisensory marketing and customer loyalty in luxury hotels. A structural equation model which reveals the relationship between 10 variables of five-sense marketing and 4 variables of customer loyalty was built by AMOS 22.0. Based on the framework, a questionnaire survey targeting on 300 consumers of luxury hotels was conducted. The result showed that visual, olfactory, auditory, tactile and gustative are able to improve customer loyalty in luxury hotels effectively. Meanwhile, it also revealed that tactile (touch) marketing has the most remarkable impacts on the customer loyalty of luxury hotels, followed by visual, gustative, olfactory and sound marketing.

Keywords: Multisensory Marketing, Impacts, Customer Loyalty, Luxury Hotels

1. Introduction
It has been widely recognized that the five senses (touch, smell, sight, sound and taste) of humans influence buying decision makings of consumers. Nowadays, a growing number of firms apply multisensory marketing techniques in order to positively influence consumer at the emotional level. As the place where consumers experience accommodation services, it is quite essential for luxury hotels to deliver multisensory experiences to consumers, through which to build long lasting consumer loyalty. Customer loyalty is the key reason for a consumer to remain long term relationship with the brand, which is measured by several indicators, including customer satisfaction, word of mouth, repurchase and brand switch etc. However, there is a knowledge gap regarding how multisensory marketing influences these aspects of customer loyalty. Therefore, the aim of this paper is to explore the relationship between multisensory marketing and several aspects of customer loyalty in luxury hotels. Besides, the paper also intends to compare the impacts of visual, olfactory, auditory, tactile and gustative marketing on different aspects of customer loyalty in luxury hotels, providing practical implications to the marketers in luxury hotel.

2. Literature Review
2.1. Multisensory Marketing

Sensory marketing is used in multiple dimensions, including visual, auditory, olfactory, gustative, and tactile marketing, also named as multisensory marketing. From the marketing perspective, Multisensory marketing refers to the marketing techniques that engage consumers’ senses and affect consumers’ perception, judgment and behavior [1].

2.1.1. Visual Marketing. Sight is the basic sense of human beings. Visual marketing focuses on colors, forms, logo, exhibition and other physical factors. Visual marketing plays a dominant role in creating brand identification and differentiation [2]. For instance, as the logo of Hilton, “H” is able to remind consumers about the brand easily.

2.2.2 Olfactory Marketing. Previous studies have proved that pleasant smell can lead people to evaluate the brand positively. Special smell is also able to recall the brand memories in the minds of consumers. Lots of hotels and airline companies use fragrance to deliver enjoyable purchasing experience. Previous studies also stated that gender plays a key role in perceiving olfactory marketing.

2.2.3 Auditory Marketing. Sound is in marketing context for a long time and it is a vital component that influences and triggers the mood, behavior and preferences of consumers [3]. Music has been proved as a tool that provokes the emotional responses of consumers since music is capable to affect how consumers perceive or process brand information. Consequently, luxury hotels have to play and use appropriate sound in order to positively influence consumers’ responses at the emotional.

2.2.4 Tactile Marketing. Sense of touch is the first sense and the largest sensory organ of humans [4]. Tactile sense involves physical interaction of products, which plays as a principal source of information input. Using tactile marketing is able to deliver positive information about the brand, laying foundation of consumers’ assessment and buying decision making.

2.2.5 Gustative Marketing. Sense of taste has impacts on consumers’ memories that last for lifetime. People are more likely to remember the good tastes and hate the bad tastes for their whole lives. Consequently, restaurants or hotels must be advantageous in the tastes of their special foods or beverages, which is the foundation of consumers’ positive evaluation of the brand.

2.2. Customer Loyalty

The term customer loyalty emerged with the concept of relationship marketing. Customer loyalty is defined as long lasting relationship with a brand as a result of the positive emotional experience, physical satisfaction and the perceived brand value [5]. Customer loyalty is mainly measured by four metrics: satisfaction, repurchase behavior, WOM and brand switch. (1) Customer satisfaction refers to the extent to which a consumer is happy with the product or service offered by a firm. As a key measurement of customer loyalty, customer satisfaction is the foundation of the attitudinal loyalty of a consumer [6]. (2) Repurchase means the repeated buying behavior of a consumer. It is able to measure how loyal a consumer is towards the brand. (3) WOM is defined as the willingness of a consumer to deliver good information about the brand to others. Delivering positive WOM is a key measurement of customer loyalty. Previous studies revealed that loyal consumers are more likely to recommend the brand to their reference groups, which positively influences the brand [7]. (4) Brand switch is determined by the level of loyalty. Consumers who perform high level of loyalty will refuse switching their preferred brand. This study uses the four metrics as the variables of customer loyalty. Recently, it is also asserted that esthetic in hotels, as one of the attributes of experience marketing, influences the
satisfaction on-site and the post-satisfaction of consumers at the same time [8]. Therefore, this paper examines how multi-sensory marketing influence customer satisfaction as a measurement of customer loyalty. As a consequence, based on the previous findings as well as the interrelationship between these four measurements and customer loyalty, this study proposed the following hypotheses:

- H1: Multi-sensory marketing is positively related to customer loyalty;
- H2a: Multi-sensory marketing is positively related to customer satisfaction;
- H2b: Multi-sensory marketing is positively related to the repeat purchase behaviors of consumers;
- H2c: Multi-sensory marketing is positively related to WOM intention;
- H2d: Multi-sensory marketing is positively related to the resistance of brand switching.

3. Methodology

3.1. Research Framework

Figure 1 outlines the framework of the research. 10 independent variables of multisensory marketing are identified. For customer loyalty, four dependent variables are chosen: repeat purchase, positive WOM, customer satisfaction and brand switch. This framework is also the foundation of the SEM that is used in this study.

![Research Framework](image)

**Figure 1.** Research framework

3.2. Data Collection Method

A questionnaire survey was used to collect the primary data. The questionnaire totally has the following parts. The first part collects the basic information of respondents, including their gender, age, income and the luxury hotels they lastly purchased. The second part investigates the scale that these respondents evaluate the 10 variables (2 attributes for each sense) of multisensory marketing in the luxury hotel. The third part is relevant to the influences of the 10 variables on the four aspects of customer loyalty. Taking the epidemic into account, the questionnaire survey was conducted online mainly...
3.3. Sampling

300 respondents were randomly chosen to take part into the survey. These respondents ever experienced 165 luxury hotels in 21 cities of China. The sample size was suitable for the research. Simple random was the sampling technique used in the research. However, it also has shortcoming since this method neglected the impacts of some personal factors, such as education, occupation and personalities etc.

3.4. Data Analysis Method

SPSS 22.0 was used for testing the reliability, validity and AVE of the primary data. In addition, AMOS 22.0 was adopted for developing the structural equation model. Structural equation model is a statistical method which analyzes the relationship between variables based on variance-covariance matrix. In this research, some latent variables of customer loyalty are difficult to measure and analyze directly based on traditional method. Therefore, structural equation model is able to analyze latent variables and the observable indicators at the same time, reducing the error and improving the efficiency.

4. Result

4.1. Reliability Analysis

The reliability and validity of the questionnaire was conducted by SPSS 22.0. This research uses Cronbach's α as the index for the questionnaire reliability measurement. The acceptable level of Cronbach α must exceed 0.7 [9]. As shown in Table 1, the Cronbach α calculated for each of the structures is over 0.7, indicating the questionnaire used in the study is in proper reliability.

| Scale                  | Variables          | N of Items | Cronbach α | Integral Cronbach α |
|------------------------|--------------------|------------|------------|---------------------|
| Multisensory Marketing | Olfactory          | 2          | 0.841      |                     |
|                        | Visual             | 2          | 0.833      |                     |
|                        | Auditory           | 2          | 0.836      | 0.950               |
|                        | Tactile            | 2          | 0.817      |                     |
|                        | Gustative          | 2          | 0.835      |                     |
|                        | Satisfaction       | 3          | 0.892      |                     |
| Customer Loyalty       | Repeat Purchase    | 3          | 0.863      | 0.962               |
|                        | Positive WOM       | 4          | 0.925      |                     |
|                        | Brand Switch       | 3          | 0.910      |                     |

4.2. Validity Analysis

4.2.1. Convergence validity. Generally speaking, the results have high level of convergence validity when factor loading > 0.6, CR > 0.7 and AVE > 0.5. As shown in table 2, the result of factor loading, CR and AVE of multisensory marketing and customer loyalty meet the conditions, which means that the convergence validity of the data of the research is at a high level.

| Variables  | Metrics               | Factor Loading | CR  | AVE  |
|------------|-----------------------|----------------|-----|------|
| Olfactory  | Lobby Fragrance       | 0.832          | 0.728| 0.843|
|            | Restaurant Fragrance  | 0.873          | 0.728| 0.843|
|            | VI Design             | 0.834          | 0.713| 0.833|
| Visual     | Decoration Style      | 0.855          | 0.718| 0.836|
| Auditory   | Background Music      | 0.87           | 0.718| 0.836|
4.2.2. Differential validity. As shown in table 3, the square roots of AVE are higher than the coefficients of correlation. This means that the data of the research has a high level of differential validity. which means that the convergence validity of the data of the research is at a high level.

**Table 3. Convergence validity**

| Olfactory | Visual | Auditory | Tactile | Gustative |
|-----------|--------|----------|---------|-----------|
| Olfactory | 0.853  |          |         |           |
| Visual    | 0.832  | 0.845    |         |           |
| Auditory  | 0.711  | 0.712    | 0.848   |           |
| Tactile   | 0.777  | 0.771    | 0.797   | 0.831     |
| Gustative | 0.723  | 0.74     | 0.73    | 0.796     |

| Satisfaction | Repeat Purchase | Positive WOM | Brand Switch |
|--------------|-----------------|--------------|--------------|
| Satisfaction | 0.86            |              |              |
| Repeat Purchase | 0.84          | 0.835        |              |
| Positive WOM | 0.839           | 0.863        | 0.871        |
| Brand Switch | 0.66            | 0.753        | 0.765        |

4.3. Structural Equation

4.3.1. Model. As mentioned above, structural equation model (SEM) is used to analyze the relationship between variables based on variance-covariance matrix. The SEM is shown as Figure 2. Analysis of SEM is conducted with AMOS 22.0 to explore the interrelationship between each variable.
and the level of the mutual impacts. As shown in Table 3, the square roots of AVE are higher than the coefficients of correlation. This means that the data of the research has a high level of differential validity. Which means that the convergence validity of the data of the research is at a high level.

4.3.2. Model fitting test. Model fitting test is conducted to examine the degree of consistency between the SEM and the real situation. Six indexes are identified as the metrics, including CMIN/DF, RMSEA, CFI, NFI, TLI and IFI. As shown in Table 4, the results of the measurement meet the standard, which indicates that the fitting degree of the SEM is high.

4.3.3. Path analysis. As shown in Table 5, the result of path analysis with AMOS versus SEM is significant (p<0.001). This indicates that touch, smell, sound, sight and taste are the five important senses of multisensory. Meanwhile, satisfaction, positive WOM, repeat purchase and rejection of brand switch also have significant effect on the customer loyalty. The standardized regression weights are shown in Table 6. Meanwhile, as the independent variables, the standard regression weights of olfactory, visual, auditory, tactile and gustative marketing are 0.946, 0.953, 0.928, 1.005 and 0.948 respectively (touch 1.005>visual 0.953>gustative 0.948>olfactory 0.946>auditory 0.928). This means that tactile marketing influences customer loyalty to the greatest extent, followed by visual, gustative, olfactory and auditory marketing. Additionally, as the independent variables, the standard regression weights of satisfaction, repeat purchase, positive WOM and brand switch are 0.976, 0.980, 0.952 and 0.798 respectively (repeat purchase 0.980>satisfaction 0.976>positive WOM 0.952 and brand switch 0.798). This indicates that customers who are positively influenced by multisensory marketing prefer to repeat their purchasing behaviour, which is a way of performing their brand loyalty.
Table 4. Result of R-squared test

| Index | Standard of Fitting | Result of the Model |
|-------|---------------------|---------------------|
| CMIN/DF | 1-3 | 2.695 |
| RMSEA | <0.1 | 0.075 |
| CFI | >0.9 | 0.945 |
| NFI | >0.9 | 0.916 |
| TLI | >0.9 | 0.937 |
| IFI | >0.9 | 0.946 |

4.3.4. Model Regression Coefficient Test. As shown in table 6, regarding the impacts of multisensory marketing, the standard coefficient is 0.934>0. Meanwhile, the significance of the path is 0.01 (z=14.396,p=0.000<0.01). The result means that there is a positive relationship between multisensory marketing and customer loyalty. Simply puts, multisensory is positively related to customer loyalty.

Table 5. Result of R-squared test

| Independent Variables | Dependent Variables | Un-standardized Regression Weights | SE | z  | p   | Standard Regression Weights |
|-----------------------|---------------------|------------------------------------|----|----|-----|-----------------------------|
| @1、Lobby Fragrance  | Olfactory           | 1.000                              | -  | -  | -   | 0.823                       |
| @1、Restaurant Fragrance | Olfactory            | 1.109                              | 0.061| 18.292| 0.000| 0.882                       |
| @1、VI Design       | Visual              | 1.000                              | -  | -  | -   | 0.827                       |
| @1、Decoration Style| Visual              | 1.029                              | 0.057| 17.897| 0.000| 0.863                       |
| @1、Background Music| Auditory            | 1.000                              | -  | -  | -   | 0.862                       |
| @1、Music in Ads    | Auditory            | 1.025                              | 0.058| 17.715| 0.000| 0.835                       |
| @1、Linen Tactility | Tactile             | 1.000                              | -  | -  | -   | 0.819                       |
| @1、Tablewear Tactility| Tactile              | 0.946                              | 0.053| 17.960| 0.000| 0.847                       |
| @1、Special Foods   | Gustative           | 1.000                              | -  | -  | -   | 0.838                       |
| @1、Special Beverages| Gustative            | 1.040                              | 0.058| 17.987| 0.000| 0.856                       |
| @2、I was satisfied with the experience in the hotel. | Satisfaction    | 1.000                              | -  | -  | -   | 0.818                       |
| @2、I appreciate the accommodation in the hotel.  | Satisfaction | 1.178                              | 0.062| 19.018| 0.000| 0.886                       |
| @2、It was a right purchasing choice.  | Satisfaction | 1.095                              | 0.059| 18.530| 0.000| 0.871                       |
| @3、I would like to purchase in the hotel again.  | Repeat Purchase | 1.000                              | -  | -  | -   | 0.890                       |
| @3、This hotel is my preference next time.  | Repeat Purchase | 1.037                              | 0.047| 21.903| 0.000| 0.873                       |
| @3、I would like to engage in the loyalty program of the hotel.  | Repeat Purchase | 0.946                              | 0.057| 16.467| 0.000| 0.751                       |
| @4、I would like to leave my positive WOM on the internet.  | Positive WOM | 1.000                              | -  | -  | -   | 0.840                       |
| @4、I would like to recommend the hotel to my friends. | Positive WOM | 1.088                              | 0.053| 20.079| 0.000| 0.886                       |
reference group.

@4, I would like to share my enjoyable experience in the hotel with others.
@

I introduce the good points of the hotel when others ask me about it.
@

I would not choose other brands any more.
@

I will not switch the brand even though other brands are cheaper.
@

I appreciate the brand only.

| Hypothesize path                  | Standardized Coefficient | t-value | Results |
|-----------------------------------|--------------------------|---------|---------|
| H 1 Multi-sensory marketing -> Customer loyalty | 0.934                   | 14.396  | Supported |
| H 2a Multi-sensory marketing -> Satisfaction | 0.868                   | 30.199  | Supported |
| H 2b Multi-sensory marketing -> Repeat purchase | 0.825                   | 25.168  | Supported |

Hypotheses were tested by SEM and Table 6 presents the results. As shown in Table 6, all the hypotheses were approved. It was revealed that multi-sensory marketing is positively related to customer loyalty ($\beta = 0.934$, $t = 14.396$, $p < 0.001$), which means that H1 was supported. Specifically, regarding the four metrics of customer loyalty, multi-sensory marketing is found to have the greatest influence on customer loyalty ($\beta = 0.868$, $t = 30.199$, $p < 0.001$). Therefore, H2a was supported. H2b was also approved, which means that multi-sensory marketing leads to repeat purchase behaviours of consumers in luxury hotels ($\beta = 0.825$, $t = 25.168$, $p < 0.001$). Similarly, multi-sensory marketing was also found as a significant factor that facilitates consumers to deliver positive WOM, ($\beta = 0.816$, $t = 24.401$, $p < 0.001$), implying that H2c was supported by the result. In addition, the result also indicated that consumers who are marketed by five senses will reject to switch the hotel brand ($\beta = 0.709$, $t = 17.361$, $p < 0.001$). Consequently, all the hypotheses were supported.

Table 6. Regression coefficient
5. Discussion
According to the result of the SEM analyzed by AMOS, it could be found that the five types of sensory marketing are all positively related to customer loyalty. This is consistent with the previous finding which suggested that sensory attributes are of incremental value for facilitating consumers to choose the hotel repeatedly [10]. Specifically, the present study revealed the relationship between multi-sensory marketing and the four measurements of customer loyalty. As shown in Table 6, multi-sensory marketing is positively related to customer satisfaction and positive WOM intention of hotel consumers. This is similar to the finding that experience marketing, relying on five senses of human beings, has significant positive effects on the word of mouth effect and customer satisfaction [11]. The study also found the positive impacts of multi-sensory marketing on reducing the brand switching intentions of consumers are also supported by the result. This is partially consistent with the findings which suggested that brand switching intention of consumers is influenced by push, pull and mooning factors at the same time [12]. Mooning factors are multidimensional, including personal, social and situational. Multi-sensory marketing, as a situational attribute, should be perceived as a pull factor that effectively retains consumers.

In addition, the study also found that tactile marketing has the most positive impacts on customer loyalty of luxury hotels, followed by visual, gustative, olfactory and auditory marketing. This result is strongly supported by the finding that library service is considered to be better when books are touched [13]. Nonetheless, this result is different from the previous findings once the context differs. Consumers will stay up to 51% longer when non-visual congruent cues are added in a retail setting [14]. Differently, gustative marketing is of more importance than the other four types of sensory marketing in a restaurant setting [15]. These differences indicate that the positive impacts of the five types of sensory marketing on consumer behaviours differ from contexts and settings, on tactile marketing. This means that consumers pay more attention to the sense of touch when they stay at hotels, including the tactility of linen, tableware and other facilities. Touch is the most direct way for consumers to gather information about products or services and good sense of touch positively influences consumers’ attitudes, behaviors and purchase intentions. Consequently, hotel marketers must improve the tactility of their linen, tableware and other facilities. It is also of primary importance for hotels to innovate other tactile marketing techniques so that to enhance consumer loyalty. Even though, it is essential for luxury hotels to combine the five types of sensory marketing together so that to optimize the positive impacts. Thirdly, consumers who are positively influenced by multisensory marketing are more likely to repurchase in the hotels. This reminds hotel marketers to increase repurchase intention of consumers continuously through adopting some loyalty-positive WOM and rejecting to switch brand through some strategies such as incentives, point scheme and others. Programs. Fourthly, it is vital for hotel marketers to enhance the willingness of consumers towards delivering positive WOM and rejecting to switch brand through some strategies such as incentives, point scheme and others.

6. Conclusion
The result of the study provides the marketers of luxury hotels with practical implications. Firstly, the study suggests that luxury hotels should take advantage of multisensory marketing so that to differentiate themselves from other competitors and to improve the customer loyalty effectively. Secondly, the result of the study implicates the hotel marketers to pay special attention to tactile marketing. In this view, it is a successful case that luxury hotels improve the tactility of linen, tableware
and other facilities to increase the experiential value. It is also of primary importance for luxury hotels to innovate other tactile marketing techniques so that to deliver excellent experience during the stay, which leads to long lasting customer loyalty. For example, luxury hotels can convey semantic messages through particular material such as wood, which is able to associate the brand image with the memories of consumers [16]. Even though, it does not mean that the other four types of sensory marketing are neglected by hotel marketers. Instead, it is highly recommended that luxury hotels should combine all the five types of sensory marketing together to optimize the positive impacts on consumers at both cognitive and behavioural levels. Thirdly, marketers of luxury hotels should keep in mind that some measurements of customer loyalty such as positive WOM intention and brand switching behaviours are not positively influenced by multi-sensory marketing merely. This means that multi-sensory marketing is playing as a mediating role in enhancing customer loyalty. The fundamental determinants of customer loyalty are the perceived service quality, managerial techniques, and promotional activities. This study examines the positive relationship of five types of sensory marketing on customer loyalty of luxury hotels. For each type of sensory marketing, only two variables were identified. This does mean, however, that other cues of multi-sensory marketing were excluded from the research. Moreover, simple random sampling was adopted by this study, which means that a number of personal factors that may affect the perception of consumers towards multi-sensory marketing were ignored. Besides, this study only focused on the context of luxury hotels but it should be recognized that the impacts of multi-sensory marketing on customer loyalty may differ from contexts, industries and sectors. These limitations, the other way around, provide future studies with some interesting points. The study could be extended by future researchers through examining the contextual differences of multi-sensory marketing, taking other multi-sensory cues.

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