A data-driven method for measurement of Brand Experience

During the 1980s the ‘experiential view’ of a consumers buying process was proposed in literature. Since then, the experience a consumer has when interacting with a brand (Brand Experience) has been a frequently discussed topic in research and practise. Different disciplines propose measurement scales to capture this brand experience (BE). However literature does not agree on one general accepted method. The marketing practise extensively utilises simple evaluative surveys such as the NetPromotorScore (NPS) and CustomerSatisfaction (CSat) to evaluate the BE of a consumer. As the world is becoming more and more digital oriented, consumers leave digital behavioural traces. This brings new measurement possibilities.

Accordingly, this thesis proposes a data-driven method for measuring BE. The method is manifested through the design of a digital tool. This resulted in the MerkMonitor, a digital dashboard which analyses the experiences consumers have when interacting with a brand.

Originating back to psychology, literature identifies that this brand experience consists of Sensorial, Affective, Cognitive and Behavioural responses. There is a call for new types of measurement to capture these dimensions.

The design process proposes a set of variables (measurements) to give insight in the four dimensions. Each dimension is made up of three attributes, which can be measured either with observant variables or surveying variables. Measurements are mostly done at digital touch points, such as social media, website of the brand or through surveys via for example e-mails.

As different attributes are valuable for different clients of GuiltyPeople, a selection toolkit is made.

When a selection of fitting variables is decided upon, together they form the metrics of the dashboard. The thesis proposes a dashboard containing 10 variables as starting point. When the dashboard is implemented and used right, both GuiltyPeople and the client are able to analyse the Brand Experience and anticipate on this analysis. The launch of the dashboard will make GuiltyPeople able to monitor Brand Experience through real-time measurement.