MAKÜ | Journal of Mehmet Akif Ersoy University
Economics and Administrative Sciences Faculty

e-ISSN: 2149-1658
Volume: 13 / Issue: 3
September, 2026
pp.: 950-974

The Effect of Innovative Brand Experience and Brand Image on Brand Relationship Quality *

Mustafa POLAT[1], Yusuf ÖCEL[2]

Abstract

This paper summarizes the arguments and counterarguments within the scientific discussion on the issue of brand relationship quality, focusing particularly on the effects of innovative brand experience and brand image. The main purpose of the research is to examine how these two critical brand dimensions influence consumers' perceptions of and loyalty to automotive brands. Methodological tools of the research include text mining, content analysis, thematic coding, and statistical techniques such as factor analysis, correlation, and regression analysis. The objects of research are the perceptions of Turkish automobile users regarding both mass-market and luxury car brands, because these categories provide a diverse basis for assessing brand experience and image. Data were collected from two sources: firstly, 119,232 user comments were extracted using text mining techniques from a popular online automotive forum (forum.hardwarehaber.com); secondly, a structured survey was administered to 1,161 automobile users. The paper presents the results of the empirical analysis, which showed that both innovative brand experience and brand image have statistically significant effects on brand relationship quality. The research empirically confirms and theoretically proves that innovative attributes in brand communication and product features substantially enhance consumers' emotional and relational bonds with brands. Moreover, the thematic analysis of user comments revealed specific brand characteristics that resonate most with users, especially those related to innovation, safety, and comfort. The results of the research can be useful for brand managers, marketing strategists, and academics aiming to strengthen brand-consumer relationships by focusing on innovation-driven experiences and consistent brand imagery. These findings also contribute to the academic discourse on branding by combining large-scale textual data with robust statistical analysis.

Keywords: Automotive Industry, Brand Management, Text Mining, Digital Marketing, Mixed Method.

CC BY OPEN ACCESS

1. Ph.D., Düzce University,
mustafapolat@duzce.edu.tr,
https://orcid.org/0000-0002-8023-42266

2. Prof., Düzce University,
yusufocel@duzce.edu.tr,
https://orcid.org/0000-0002-4555-7035

* This study was derived from Dr. Mustafa POLAT's doctoral thesis titled "The effect of innovative brand experience and brand image on brand relationship quality" under the supervision of Prof. Dr. Yusuf ÖCEL.

https://doi.org/10.30798/makuiibf.1762800

Article Type	Application Date	Admission Date
Research Article	August 12, 2025	September 22, 2026

To cite this article: Polat, M. & Öcel, Y. (2026). The effect of innovative brand experience and brand image on brand relationship quality. *Journal of Mehmet Akif Ersoy University Economics and Administrative Sciences Faculty*, *13*(3), 950-974. https://doi.org/10.30798/makuiibf.1762800

1. INTRODUCTION

Today's consumers expect more than just functional benefits from products; they increasingly seek emotional and experiential value. Numerous studies have emphasized the crucial role of emotional responses in shaping product preferences and purchase behavior (Batra & Ray, 1986; Holbrook et al., 1984; Westbrook, 1987). According to Schmitt (1999), consumers are progressively drawn to the experiential aspects of brands. These emotional experiences not only contribute to customer loyalty but also enhance brand differentiation and business performance (Morrison & Crane, 2007).

Among the dimensions of brand experience, innovation has emerged as a key factor. While traditional brand experience studies focus on sensory or emotional aspects, this study investigates innovative brand experience, which reflects the impact of a brand's innovation efforts on consumer perception and satisfaction (Zarantonello & Schmitt, 2010). In an increasingly saturated market, brands attempt to innovate to gain customer loyalty and offer unique experiences. However, scholarly work directly addressing innovative brand experience remains limited.

Brand relationship quality—defined as the depth and strength of a customer's relationship with a brand (Fournier, 1998; Xie & Heung, 2009)—offers valuable insight into long-term brand performance. Despite its importance, empirical evidence linking brand relationship quality to purchase behavior remains scarce.

Another crucial construct is brand image, which represents consumers' mental associations and feelings toward a brand. A positive brand image acts as both a cognitive and emotional bridge between companies and customers, directly influencing purchase decisions and loyalty (Cleff et al., 2014).

Digital transformation has reshaped consumer expectations and brand interactions. Social media plays a pivotal role in how consumers share experiences and evaluate brands. With more than half of users following brands on social media and 20% of content mentioning brands (de Vries et al., 2017), online sentiment becomes a critical dimension of modern brand perception.

The automotive industry, marked by continuous innovation and intense competition, provides an ideal setting for this research. In Turkey—a global automotive hub—over 33 million vehicles are registered (Türkiye İstatistik Kurumu [TUIK], 2026), with the sector leading in exports ($41.5 billion in 2025, Uludağ İhracatçılar Birliği [UIB], 2026). Understanding customer expectations in this context is of strategic importance for both marketers and policymakers.

The primary objective of this study is to examine the impact of innovative brand experience and brand image on brand relationship quality in the context of the Turkish automotive industry. In doing so, the study also aims to explore consumers' emotional experiences with automobile brands and identify key factors that influence their brand perceptions. This study contributes to the limited body of knowledge in this field by offering practical and theoretical insights into the evolving nature of brand-consumer relationships.

To achieve this, a mixed-method approach is adopted, combining qualitative analysis of user-generated content (UGC) from online forums with a quantitative survey. This dual approach enables a comprehensive understanding of consumer perceptions and provides more generalizable insights.

Secondary objectives include:

- Testing the applicability of brand-related measurement scales used in other industries to the automotive sector.
- Comparing findings from inductive (text mining-based) and deductive (survey-based) methods to evaluate the robustness of the measurement approach.
- Offering recommendations for how automobile brands can align their product development and marketing activities with consumer expectations.

This study contributes to the literature by integrating rich qualitative data with statistical modeling, uncovering both established and previously overlooked factors that drive brand preference and loyalty in the automotive market.

2. LITERATURE REVIEW

2.1. Brand Experience and Innovation

Brand experience refers to the emotional, cognitive, and behavioral responses evoked by brand-related stimuli such as design, identity, packaging, communication, and customer interaction environments (Brakus et al., 2009). However, earlier studies have largely focused on utilitarian product features rather than the broader experiential value brands offer.

Recent empirical studies have further demonstrated that brand experience significantly influences brand loyalty, commitment, and relational outcomes across various sectors (Khan et al., 2020). In particular, innovation has emerged as a key element in shaping unique brand experiences. Innovative brand experience refers to the emotional and cognitive impact created through a brand's novel product features, service enhancements, or communication strategies. Yet, while general brand experience has been extensively studied, research specifically exploring its innovative dimension remains scarce, especially in product-heavy sectors like the automotive industry.

2.2. Brand Relationship Quality (BRQ)

Brand Relationship Quality (BRQ) describes the depth and strength of the emotional and psychological connection between consumers and brands. Conceptualized by Fournier (1998), BRQ includes dimensions such as trust, commitment, intimacy, and love. Brands are no longer seen as mere identifiers of products but as relationship partners (Aaker et al., 2004).

Subsequent studies have investigated how strong brand relationships influence repurchase intentions and customer loyalty (Crosby et al., 1990; Kumar et al., 1995). However, despite its

theoretical significance, empirical research examining the direct effects of BRQ on consumer behavior remains limited (Xie & Heung, 2009). Furthermore, the interplay between innovative brand experience and BRQ has not been sufficiently addressed in existing studies. Recent meta-analytic evidence confirms the multidimensional and dynamic nature of brand relationship quality and calls for further contextualized empirical testing (Papista, & Dimitriadis, 2019).

2.3. Brand Image and Consumer Perception

Brand image is another central construct in understanding consumer behavior. It represents the set of beliefs and associations that consumers form about a brand, shaped by marketing signals and personal experiences (Kotler et al., 2005). These associations encompass emotional, psychological, and symbolic dimensions (Newman, 1957), and influence both initial purchase and repeat buying behavior (Gardner & Levy, 1955; Sirgy, 1985).

In some cases, consumers attribute personality traits to brands that reflect their own self-image, which strengthens brand preference and loyalty (Hendon & Williams, 1985). Despite extensive literature on brand image, there remains a need for research that explores its interaction with brand experience and BRQ in integrated models—especially in digitally influenced sectors like the automotive market.

2.4. Digital Transformation and Word-of-Mouth

The digital transformation of marketing over the past two decades has significantly altered consumer behavior. Consumers now actively participate in brand interactions through online platforms, shaping brand meaning via user-generated content (Rageh et al., 2013). Word-of-mouth (WOM) communication, in particular, plays a critical role in purchase decisions, with potential buyers relying heavily on the experiences and evaluations of previous users. Recent research highlights that user-generated content and social media interactions significantly shape brand perceptions and relational engagement in digital environments (Bowden & Mirzaei, 2021).

2.5. Theoretical Framework

The present study is theoretically grounded in the Stimulus–Organism–Response (S-O-R) framework, originally proposed by Mehrabian and Russell (1974). The S-O-R model explains how external environmental stimuli influence individuals' internal evaluations and subsequently shape behavioral responses. Within marketing research, this framework has been widely employed to examine how experiential and environmental factors influence consumer attitudes, emotions, and relational outcomes.

In the context of this study, brand experience is conceptualized as the stimulus (S), representing the set of sensory, affective, cognitive, and behavioral responses evoked by brand-related stimuli. These experiential inputs activate internal evaluative mechanisms within the consumer.

Brand image and brand trust function as organism (O) variables, reflecting consumers' internal psychological states. Brand image captures the cognitive representation and associative network linked to the brand, while brand trust represents the emotional and relational confidence developed through brand interactions. These organismic processes mediate the influence of brand experience on relational outcomes.

Finally, brand relationship quality constitutes the response (R), representing the behavioral and relational outcome of the stimulus–organism interaction. Relationship quality reflects the depth, strength, and sustainability of the consumer–brand bond.

By employing the S-O-R framework, this study establishes a coherent theoretical structure linking experiential inputs, psychological evaluations, and relational consequences. This theoretical grounding strengthens the explanatory power of the proposed conceptual model and situates the research within established behavioral theory.

2.5.1 Theoretical Justification of Hypotheses within the S-O-R Framework

Within the Stimulus–Organism–Response (S-O-R) paradigm, environmental stimuli activate internal cognitive and affective states, which subsequently shape relational and behavioral outcomes. In the context of the automotive industry, innovative brand experience constitutes a multidimensional stimulus that triggers consumers' evaluative and emotional processes.

Positive innovative brand experiences are expected to strengthen psychological attachment mechanisms by reinforcing favorable cognitive appraisals and emotional resonance. According to S-O-R theory, such positive stimuli enhance organismic states—such as perceived value, affective trust, and brand image—which subsequently lead to stronger relational responses, including commitment, intimacy, and self-connective attachment.

Conversely, non-positive innovative experiences may weaken evaluative confidence and generate cognitive dissonance, thereby diminishing commitment and trust-related dimensions of brand relationship quality. However, repeated exposure—even to imperfect experiences—may still reinforce identity-based attachment through familiarity effects, explaining potential differential outcomes across relational dimensions.

Brand image, conceptualized as a cumulative cognitive schema formed through repeated brand-related stimuli, functions as a stable organismic mechanism within the S-O-R framework. A strong and positive brand image is therefore expected to intensify relational responses by reinforcing psychological security and symbolic alignment.

Grounding the hypotheses in the S-O-R framework provides theoretical coherence and explains the directional expectations between innovative brand experience, brand image, and brand relationship quality.

2.6. Research Gap and Contribution

Although brand experience, brand image, and brand relationship quality have been studied extensively, the innovative dimension of brand experience has received limited attention—particularly in connection with BRQ. Additionally, most prior studies adopt either a qualitative or a quantitative approach, seldom combining both to explore consumer sentiment comprehensively.

This study aims to fill this gap by employing a mixed-method design, integrating survey data with insights from user-generated content on automotive forums. By doing so, it seeks to provide a more nuanced and generalizable understanding of how consumers perceive innovative brand experiences, and how these perceptions influence their relationship with automotive brands.

3. METHODOLOGY AND RESEARCH METHODS

This research uses a convergent mixed-methods approach, combining both qualitative and quantitative approaches to investigate the impact of innovative brand experience and brand image on brand relationship quality in the Turkish automotive industry. As part of the mixed methods, data were collected both through a survey of consumers and by examining the comments users made online about brands. Through this mixed-methods approach, the aim is to obtain stronger, more generalizable results regarding consumers' perceptions of automobile brands.

The primary reason for adopting the mixed-method approach in this research is to enhance the validity, reliability, and generalizability of the results through more objective criteria and evaluations, tailored to the research topic. In various academic fields, it is increasingly recognized that qualitative research offers insights beyond numerical data, while mixed-method approaches that integrate qualitative and quantitative analyses are becoming more prominent, particularly in the social sciences (Creswell & Clark, 2007).

A mixed-methods study combines elements of both qualitative and quantitative research approaches (e.g., data collection, analysis, and inference techniques) to provide a broader and deeper understanding of the research problem (Johnson & Onwuegbuzie, 2006). Recent advances in automated text analytics have expanded the methodological toolkit available for marketing research, enabling large-scale contextual validation of theoretical constructs (Humphreys & Wang, 2020).

3.1. Research Design (Convergent Mixed-Method Overview)

This research uses the "Convergent (Concurrent) Design" pattern, where qualitative and quantitative data are collected simultaneously, analyzed separately, and merged at a later stage. The goal is to leverage the strengths of both methods by comparing and validating quantitative results with qualitative insights. For instance, a research question in this design might ask: "To what extent do qualitative results support quantitative findings?" (Creswell et al., 2003).

Concurrent designs give equal importance to both qualitative and quantitative data, making them suitable for rigorous and balanced analysis. While in some cases, these designs address different research questions with each data set, in other cases, they explore the same phenomenon from multiple perspectives, occasionally prioritizing one data set over the other.

3.2. Qualitative Phase

The population of the research consists of user comments about car brands on the forum site forum.donanimhaber.com. In this study, the purposive sampling method was used. In purposive sampling, the researcher selects a sample with a specific purpose based on predetermined criteria. In this study, all discussion threads related to car brands were reviewed, with data collected from the car models that garnered the most comments and were identified as the most preferred based on TÜİK vehicle sales data. The selected models represent those with significant sales figures for their respective brands. In this context, brands that cater to the general consumer market, such as Toyota, Volkswagen, and Opel, were chosen. Additionally, to introduce variety and obtain more nuanced results, luxury brands with the highest sales in Turkey—Mercedes-Benz, Audi, and BMW—were included in the analysis. The distinction between mass-market and luxury brands is known to result in different brand perceptions among consumers, leading to meaningful differences in analysis outcomes (Chou et al., 2022). Thus, this brand classification was employed to ensure diversity and achieve more robust results. The research analyzed comments shared over the past five years, from 2018 to 2023.

3.2.1. Data Collection

Data was gathered from threads related to car brands on the forum website forum.donanimhaber.com. The HTML structure of the site was analyzed to understand its tagging system. Using the Scrapy library in Python, a web scraping script was developed in accordance with the site's HTML structure. This enabled automatic data extraction from the website. The scraped data, initially saved in XML format, was converted to Excel, and any inconsistencies were cleaned up. During this process, duplicate entries, missing data, or any incorrect information were removed. The Excel file was then filtered based on the time frame relevant to the research and adjusted to a format compatible with the analysis software. As a result, the number of unique comments obtained for each brand is as follows.

Table 1. Number of Comments Collected on Car Brands

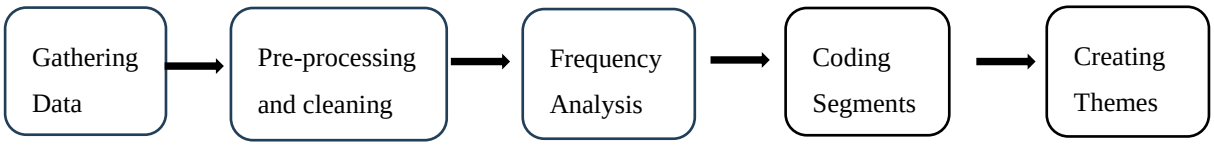
Car Brands	Number of Comments
Toyota	65247
Volkswagen	18100
Opel	8808
BMW	11806
Audi	11296
Mercedes-Benz	3975

3.2.2. Text Mining and Thematic Analysis

This research employed "text mining," a qualitative data collection method. Using Python and the Scrapy library, relevant comments about the selected car brands were extracted from the forum site. By working with big data, the study aims to uncover meaningful patterns from the vast amount of information.

The comments analyzed in this research were processed using the qualitative data analysis software QDAMiner and Wordstat. These tools are specifically developed to improve the efficiency and productivity of researchers working with qualitative data, enabling them to spot details that might be missed when manually analyzing the data and providing alternative perspectives for data examination (Bazeley & Jackson, 2015). The stages of thematic analysis are shown in the diagram below.

Figure 1. Stages of Thematic Analysis



After preparing the data in Excel, it was imported into Wordstat. A Turkish stop words list was used, with additional terms added, to exclude irrelevant words. A word frequency analysis was then conducted. Two content analysis techniques were applied to the forum messages: word frequency analysis and thematic coding. Word frequency analysis for each car brand will be skipped to keep it concise and thematic coding will be reported.

Relevant word groups were coded under key topics that could be meaningful, and themes were derived. It is possible to extract the main topics formed in the users' minds regarding the car brand from their comments. To understand the importance of these topics for users, they were transformed into themes by the researcher, and the frequency of use of these themes was identified. The occurrence frequency (cases) of the derived themes in the text and their TF-IDF values are presented in Table 2, next page.

According to the table, it is revealed that innovative technical features are the most important aspect for consumers across all brands for automobile users in Turkey. These innovative technical features include engine start-stop, Apple Car Play, Android Auto, advanced sound systems, matrix LED headlights, blind spot sensor etc. This is generally followed by fuel consumption. For Toyota users, fuel consumption is the top priority, while for Volkswagen, vehicle configuration, particularly the engine and transmission combination, stands out. Innovative technical features are prominent for Opel, Mercedes-Benz, and Audi users. For BMW users, regular maintenance is of vital importance. Fuel consumption ranks second in importance for Mercedes-Benz and Volkswagen users. For BMW and Opel users, the relationship with the service provider and ensuring regular vehicle maintenance are key factors.

Table 2. Themes by Automobile Brands

Toyota	%	Volkswagen	%	Opel	%
Fuel Consumption	2.43	Vehicle Configuration	2.29	Innovative Technical Features	3.15
Innovative Technical Features	1.99	Fuel	1.25	Service	2.00
Accessories	1.13	Service	1.22	Periodic Maintenance	1.75
Recommendation-Satisfaction	1.00	Periodic Maintenance	1.01	Noise Complaint	1.75
Noise Complaint	0.69	Innovative Technical Features	0.92	Fuel Consumption	1.15
Driving Comfort	0.45	Warranty	0.42	Malfunction Complaint	0.75
Price	0.44	Driving Comfort	0.25	Recommendation-Satisfaction	0.76
Purchase Intention	0.41	Recommendation-Satisfaction	0.25	Vehicle Configuration	0.67
Transmission	0.30			Warranty	0.40
Vehicle Color	0.27			Price	0.36
Material Quality	0.23				
Vehicle Configuration	0.17				
Mercedes-Benz	**%**	**BMW**	**%**	**Audi**	**%**
Fuel Consumption	2.43	Vehicle Configuration	2.29	Innovative Technical Features	3.15
Innovative Technical Features	1.99	Fuel	1.25	Service	2.00
Accessories	1.13	Service	1.22	Periodic Maintenance	1.75
Recommendation-Satisfaction	1.00	Periodic Maintenance	1.01	Noise Complaint	1.75
Noise Complaint	0.69	Innovative Technical Features	0.92	Fuel Consumption	1.15
Driving Comfort	0.45	Warranty	0.42	Malfunction Complaint	0.75
Price	0.44	Driving Comfort	0.25	Recommendation-Satisfaction	0.76
Purchase Intention	0.41	Recommendation-Satisfaction	0.25	Vehicle Configuration	0.67
Transmission	0.30			Warranty	0.40
Vehicle Color	0.27			Price	0.36
Material Quality	0.23				
Vehicle Configuration	0.17				

The recommendation and satisfaction rates for users regarding their vehicles are particularly high for Audi. This indicates that Audi users are highly satisfied with their cars and are eager to recommend them to others. In terms of recommendation and satisfaction, Toyota ranks fourth, Mercedes-Benz fifth, BMW sixth, Opel seventh, and Volkswagen eighth. On the other hand, Audi users are also bothered by the noise inside the vehicle. Similarly, noise is a sensitive issue for Mercedes-Benz users as well. When comparing brands, noise complaints rank third for Audi and Mercedes-Benz, fourth for Opel, and fifth for Toyota.

3.3. Quantitative Phase

The main purpose of this research phase is to identify the concepts and issues that automobile users attach importance to in relation to their emotional experiences with brands, the brand image formed

in their minds and their interactions with the brand. In addition, this phase aims to determine the effect of innovative brand experience and brand image on brand relationship quality, to examine the relevant literature, to develop the hypothesis of the research and to test the hypotheses established with the necessary statistical analysis. In addition to these main objectives, a number of specific sub-objectives have been identified that can be addressed within the scope of the research conducted. These sub-objectives are:

- To test the applicability of scales previously applied in other sectors in the automotive sector

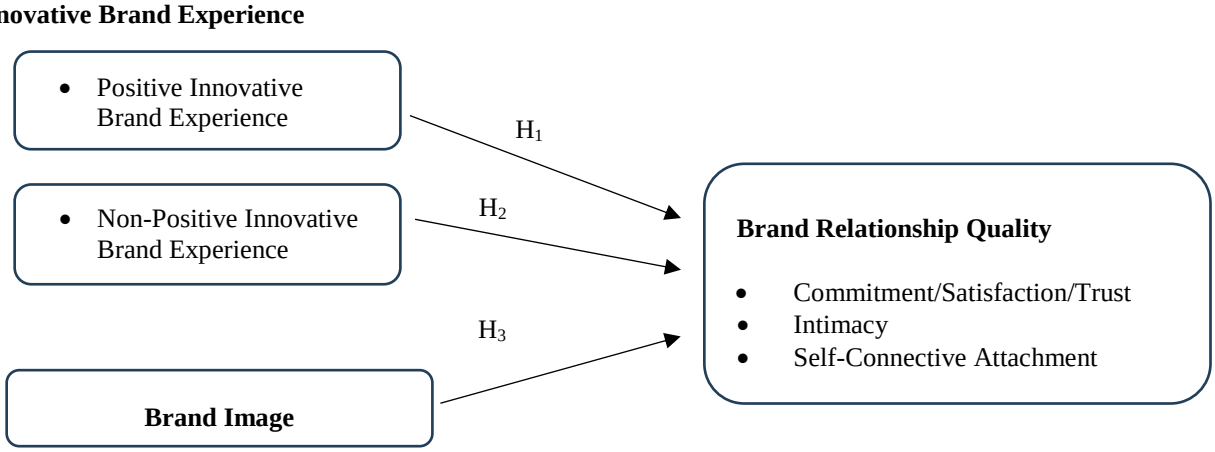
- To evaluate the efficiency of the scale and the accuracy of the results by comparing the results obtained by inductive (exploratory) methods with the results obtained by deductive methods for the automotive sector

- The aim of this study is to investigate how the product development and marketing activities of automobile companies are perceived by consumers and to make recommendations.

Thus, this study has contributed to understanding how the innovation activities, general marketing strategies and the goods and services offered by the brand are received by the customers. It is aimed that the results obtained will support the decision-making process for brands in developing new products and managing the brand-consumer relationship.

In this direction, it was thought that the relational research method, one of the quantitative research methods, would be appropriate. Relational research method: “exploratory correlational research to understand the relationships between variables or predictive correlational research to explain changes in the dependent variable based on one or more independent variables (Büyüköztürk et al., 2006). The model of the research is shown in Figure 2.

Figure 2. The Conceptual Framework



In accordance with the S-O-R framework, Innovative Brand Experience represents the stimulus, Brand Image reflects organismic evaluation, and Brand Relationship Quality constitutes the response dimension.

3.3.1. The Hypotheses of This Research

Many businesses have made developing a strong brand their top marketing objective since it helps them establish their identity in the marketplace and serves as their primary source of competitive advantage (Aaker, 2007). Brand experience generates brand awareness, brand image, and perceived quality, all of which directly improve the caliber of customer relationships with brands. As a result, brand experience can operate as a moderator to direct a business's marketing efforts to reach its target audience (Yao et. al., 2013). Additionally, Lee and Kang (2012) suggested that brand experiences affect consumer-brand relationship quality positively. Grounded in the Stimulus–Organism–Response (S-O-R) framework, this study conceptualizes innovative brand experience as an environmental stimulus influencing consumers' internal psychological evaluations, which subsequently shape relational outcomes.

Within this structure, Positive Innovative Brand Experience (P-IBE) and Non-Positive Innovative Brand Experience (NP-IBE) are positioned as stimulus variables, Brand Image functions as an organismic evaluation mechanism, and Brand Relationship Quality (BRQ) represents the response.

Accordingly, the following hypotheses are proposed:

H1: Positive Innovative Brand Experience positively affects Brand Relationship Quality.

H1a: Positive IBE positively affects Commitment/Satisfaction/Trust.

H1b: Positive IBE positively affects Intimacy.

H1c: Positive IBE positively affects Self-Connective Attachment.

H2: Non-Positive Innovative Brand Experience negatively affects Brand Relationship Quality.

H2a: Non-Positive IBE negatively affects Commitment/Satisfaction/Trust.

H2b: Non-Positive IBE negatively affects Intimacy.

H2c: Non-Positive IBE negatively affects Self-Connective Attachment.

H3: Brand Image positively affects Brand Relationship Quality.

H3a: Brand Image positively affects Commitment/Satisfaction/Trust.

H3b: Brand Image positively affects Intimacy.

H3c: Brand Image positively affects Self-Connective Attachment.

3.3.2. Population and Target Sample

This research targets automobile users and is based on a quantitative research method. The data were collected using an online survey technique. In this context, the survey link was shared via social media channels and email with automobile users residing in various regions of Turkey. As a sampling method, a non-probability sampling technique, specifically the convenience sampling method, was employed.

3.3.3. Data Collection Instruments

The questionnaire was adapted from existing scales in prior research used to measure the variables in the hypotheses, ensuring the reliability and validity of the instrument. The scale was measured on a five-point Likert scale, with 5 indicating "strongly agree" and 1 indicating "strongly disagree." In the conceptual framework, Innovative Brand Experience and Brand Image are the independent variables. The brand experience scale consists of eleven items taken from Brakus et al. (2009) and Lin (2015) and applied in the survey. After conducting factor analysis, the scale was revised based on factor loadings in accordance with the study by Amoroso et al. (2021). During the development and implementation phase, the brand image scale, consisting of five items, was adopted from Davis et al. (2009). Additionally, the brand relationship quality scale was based on Kim et al. (2005) and included twenty-eight items. After translating the scale into Turkish, a pilot study was conducted with 10 academicians using the 50-item draft scale to evaluate the clarity of the items. Feedback was used to revise the wording of certain items, making the scale more understandable. The revised scale was administered to 1161 automobile users residing in various cities of Turkey via an online survey during May and June of 2023.

Table 3. Questionnaire Constructs and Variables

Construct	Coding	Expressions
Positive Brand Experience	PBE1	I engage in a lot of thinking when I encounter this brand
	PBE2	I engage in physical actions and behaviors when I use this brand
	PBE3	This brand results in bodily experiences
	PBE4	This brand induces feelings and sentiments
	PBE5	I engage in a lot of thinking when I encounter this brand
	PBE6	This brand makes a strong impression on my visual sense or other senses
	PBE7	This brand is an emotional brand
	PBE8	I find this brand interesting in a sensory way
Non- Positive Brand Experience	NPBE1	This brand does not appeal to my senses
	NPBE2	I do not have strong emotions for this brand
	NPBE3	This brand is not action oriented
Commitment/Satisfaction/Trust (BRQ)	CST1	I really like this brand
	CST2	I would strongly recommend this brand to my friends
	CST3	I trust this brand
	CST4	I really enjoy using this brand
	CST5	Using this brand is a good experience for me
	CST6	I want to keep using this brand
	CST7	I don't regret choosing this brand
	CST8	This brand gives me what I want
	CST9	I enjoy my relationship with this brand, so I want to keep buying it
	CST10	I want to maintain a long-term relationship with this brand
	CST11	The performance of this brand is better than I expected
	CST12	This brand fits me naturally
	CST13	This brand makes me feel comfortable
	CST14	This brand keeps its promises
	CST15	This brand is exactly what I want
	CST16	This brand works hard for my well-being
	CST17	Whatever happens, I believe that this brand would help me
Intimacy (BRQ)	I1	I am familiar with this brand
	I2	I can describe this brand well to my friends who don't know about it
	I3	I know about this brand better than I know about other brands
	I4	I am also familiar with other products or services this brand offers
Self-Connective Attachment (BRQ)	A1	Since this brand shows who I am, I would feel empty without it
	A2	This brand is part of my life; without it, I would feel something is missing
	A3	This brand goes so well with my lifestyle that I would feel empty without it
	A4	I like this brand very much because it shows who I am
	A5	I use this brand because I can express my values with it
	A6	I am intrigued by this brand because it shows who I want to be
Brand Image	BI1	This car brand is known as a brand that fully responds to the needs of its customers
	BI2	I can confidently say that this car brand will deliver a performance that will satisfy the customer
	BI3	In comparison to other car companies, this car company is known to consistently deliver very high quality
	BI4	In comparison to other car companies, this company is highly respected
	BI5	This car brand has a successful history

3.4. Integration of Qualitative and Quantitative Phases (Convergent Mixed-Method Integration)

To ensure methodological rigor and functional coherence within the convergent mixed-method design, an explicit integration stage was conducted following independent qualitative and quantitative analyses.

In line with the convergent design logic (Creswell & Clark, 2007), qualitative and quantitative datasets were first analyzed separately and subsequently merged at the interpretation stage. The purpose

of this integration was not merely to report parallel findings, but to establish conceptual alignment between inductively derived themes and theoretically grounded constructs.

The qualitative phase, based on large-scale text mining and thematic coding of 119,232 user comments, identified salient consumer concerns such as innovative technical features, fuel efficiency, service quality, recommendation behavior, and identity-based brand associations. These themes served as contextual validation for the constructs operationalized in the quantitative model.

Specifically:

- Themes related to recommendation and satisfaction were conceptually aligned with the commitment/satisfaction/trust dimension of brand relationship quality.
- Expressions reflecting familiarity and brand knowledge corresponded to the intimacy dimension.
- Identity-driven statements and symbolic brand associations were mapped onto self-connective attachment.
- The high salience of innovation-related discourse empirically supported positioning innovative brand experience as the primary stimulus within the S-O-R framework.

Thus, the qualitative findings functioned as a contextual grounding mechanism rather than a construct-generation phase, ensuring that the survey-based measurements reflected authentic consumer discourse in the Turkish automotive market.

To enhance trustworthiness and analytical credibility, several procedures were employed during the qualitative phase. Data cleaning and preprocessing were systematically conducted to eliminate duplication and noise. Thematic coding followed a structured procedure using QDA Miner and Wordstat software. Coding consistency was ensured through iterative review cycles and cross-validation of theme definitions. Additionally, the large-scale nature of the dataset minimized idiosyncratic bias and strengthened interpretive robustness.

Following independent analyses, convergence and divergence patterns between the datasets were examined. Convergent findings strengthened the explanatory validity of the model, while divergent findings—particularly the nuanced role of non-positive innovative experiences—provided deeper interpretive insight into complex consumer-brand dynamics.

By moving beyond parallel reporting toward structured analytical synthesis, this study fulfills the methodological promise of a convergent mixed-method approach and enhances both internal coherence and external validity.

3.5. Reliability Analysis

Reliability refers to the consistency of the scale or the extent to which a procedure can lead to the same results repeatedly. The Cronbach's alpha test is a famous test used to measure tool reliability

(internal consistency) for each dimension. According to Gliem and Gliem (2003), the Cronbach's alpha reliability coefficient tends to fall between 0 and 1. Table 4 shows that all the dimensions have good or excellent consistency levels. Statistical techniques for data analysis, specifically the Statistical Package for Social Science software SPSS v.23 were used to analyze the data collected, and the research hypotheses were tested.

Table 4. Cronbach's Alpha Reliability Test

Dimension	Cronbach's Alpha	Internal Consistency
Innovative brand experience	0.894	Good
Brand relationship quality	0.962	Excellent
Brand image	0.902	Excellent
Overall reliability	0.971	Excellent

4. RESULTS

In this section, the analysis results were evaluated using the SPSS software. The focus was first placed on the results related to the demographic characteristics of the participants. The findings related to the variables that constitute the research problem were examined through exploratory factor analysis, correlation analysis, multiple linear regression analyses, and difference tests.

We present the findings of our research investigating the effect of innovative brand experience and brand image on brand relationship quality (BRQ). The analysis focuses on how consumers' perceptions of brand experience and brand image influence the quality of their relationships with automobile brands. We applied rigorous statistical techniques to ensure the accuracy of the results.

The presentation of findings is structured as follows: first, we offer an overview of the respondents' demographic characteristics. Then, we examine the relationships between the variables in the model by testing the research hypotheses using correlation and regression analyses. Ethical considerations were addressed through a consent form, informing participants that their responses would remain anonymous and confidential, used solely for scientific research purposes. Table 5 (next page) outlines the demographic details of the respondents, including gender, nationality, age, education level, occupation, and location.

Table 5 reveals that 58.2% of the respondents are male, while 41.8% are female, indicating a relatively balanced gender distribution. In terms of age, the majority of respondents, around 72%, fall within the middle to older age group (30-59). This suggests that most participants are in the prime of their working and professional lives. Education level also stands out, with 85.6% of respondents holding a postgraduate degree, reflecting a highly educated sample. This high level of education likely enhances the respondents' understanding of the variables and the accuracy of their responses. Although the sample is highly educated, the automotive product category requires high involvement and financial commitment, which may explain the concentration of highly educated respondents. However, since this demographic does not mirror the broader distribution of educational attainment across the country, the

results may differ from those of the general population. In terms of occupation, 76.3% of respondents are public servants, followed by farmers at around 5%, indicating a significant overrepresentation of public sector employees. This occupational distribution is not entirely representative of society at large.

Table 5. Respondents' Demographics

Variable	Category	Frequency	%
Gender	Male	672	58.2
	Female	482	41.8
Age	18-29	73	6.3
	30-39	429	36.9
	40-59	410	35.3
	50-59	177	15.2
	50 and above	66	5.7
Education	Primary School	11	0.9
	High School	35	3.0
	University Degree	117	10
	Graduate Degree	995	85.6
Occupation	Civil Servant	887	76.3
	Housewife	24	2.1
	Farmer	57	4.9
	Tradesmen	16	1.4
	Worker	10	0.9
	Retired	24	2.1
	Other	138	11.9
Income	15,000 ₺ and below	49	4.2
	15.001-30.000 ₺	746	64.2
	30,001 ₺ and above	353	30.4
Marital Status	Single	264	22.7
	Married	892	76.8

4.1. Automobile Brand Preferences

Participants were asked about their automobile brand preferences. Accordingly, the resulting automobile brand preferences are presented in Table 6 below.

Table 6. Number of Owners Per Brand

Brands	Number of Owners	Percentage (%)	Brands	Number of Owners	Percentage (%)
Volkswagen	168	14.5	Audi	48	4.1
Toyota	138	11.9	BMW	38	3.3
Opel	86	7.4	Fiat	35	3.0
Ford	81	7.0	Citroen	30	2.6
Mercedes-Benz	70	6.0	Nissan	25	2.2
Renault	66	5.7	Volvo	24	2.1
Peugeot	61	5.2	Mazda	18	1.5
Honda	61	5.2	Kia	15	1.3
Skoda	54	4.6	Others	29	2.6
Hyundai	50	4.3			

Table 6 shows that Volkswagen, Toyota and Opel are the three most preferred car brands, respectively. These three brands represent more than one third of the total automobile brands. These brands are mass market brands that appeal to the general user. Mercedes-Benz, Audi and BMW, which are considered as luxury segment, represent 13.4% of the respondents. Accordingly, one out of every eight respondents uses luxury brands.

While six brands were included in the qualitative analysis, no brand limitation was applied in the quantitative analysis. Due to the nature of qualitative analysis, including all brands in the analysis would make the analysis impossible. However, since the preferred brands covered 43% of the brands in the quantitative phase, it was thought that the representativeness would be sufficient. In this way, the comparison of these two methods did not lose its meaningfulness.

4.2. Exploratory Factor Analysis

In this research, the aim is to make it more meaningful by gathering a large number of data sets under a certain number of dimensions as a result of factor analysis in order to examine the effect of innovative brand experience on brand relationship quality and brand image. In this way, it becomes easier to apply Multiple Regression and Correlation analyses. Factor analysis results are shown in Table 7.

Table 7. Factor Loading and Reliability

Variables/Constructs	Expressions	Means	Factor Loadings	Explained Variance (%)	Cronbach's Alpha
Positive Innovative Brand Experience	PBE1	3.77	0.773	50.439	0.906
	PBE2	3.86	0.765		
	PBE3	3.75	0.746		
	PBE4	3.85	0.715		
	PBE5	3.62	0.713		
	PBE6	4.08	0.706		
	PBE7	3.24	0.651		
	PBE8	3.91	0.651		
Non- Positive Innovative Brand Experience	NBE1	3.68	0.819	8.641	0.646
	NBE2	3.58	0.731		
	NBE3	3.77	0.590		
Commitment/ Satisfaction/Trust (BRQ)	CST1	3.93	0.803	51.333	0.960
	CST2	3.82	0.794		
	CST3	4.07	0.794		
	CST4	3.93	0.791		
	CST5	3.99	0.787		
	CST6	3.66	0.77		
	CST7	3.96	0.769		
	CST8	3.71	0.759		
	CST9	3.55	0.746		
	CST10	3.49	0.725		
	CST11	3.81	0.685		
	CST12	3.59	0.681		
	CST13	3.77	0.674		

	CST14	3.7	0.603		
	CST15	3.14	0.531		
	CST16	3.49	0.496		
	CST17	3.54	0.492		
Intimacy	I1	3.63	0.832	8.961	0.856
	I2	3.54	0.805		
	I3	3.57	0.75		
	I4	3.4	0.67		
Self-Connective Attachment	A1	2.09	0.892	6.197	0.936
	A2	2.13	0.882		
	A3	2.15	0.853		
	A4	3.17	0.81		
	A5	3.34	0.785		
	A6	3.23	0.782		
Brand Image	BI1	3.78	0.845	72.160	0.902
	BI2	3.93	0.845		
	BI3	3.75	0.882		
	BI4	3.7	0.842		
	BI5	4.04	0.832		

KMO sampling adequacy test and Barlett test results of the data subjected to factor analysis to determine the dimensions of brand relationship quality are sufficient (KMO value 0.963. Barlett test result $p<0.001$). Principal component analysis and Varimax rotation technique were used for the factor analysis of Brand Relationship Quality. Items 7, 14 and 21 of the sourced scale were removed due to low equivalence values (expressions below 0.45). Accordingly, 27 items remained from the 30 items in the source scale related to brand relationship quality, therefore only 27 were listed. Table 4 shows that BRQ items are grouped under 3 factors.

Looking at Table 4, it is seen that the total explained variance of brand relationship quality is 66.491%. Therefore, it can be said that the 3 factors together explain most of the variance. With this result, it is understood that the first factor has the highest share among the variables explaining brand relationship quality. In fact, with this ratio, it can be said that it has the ability to explain brand relationship quality as a single dimension without the need for other factors.

The loadings of Commitment-/Satisfaction/Trust (CST) vary between 0.492 and 0.803. The statements in the questionnaire express a high degree of emotional closeness and attachment to the brand, such as liking the brand, recommending it to others, fully meeting expectations and enjoying using it. In spite of the fact that CST appears as three separate dimensions in Kim et al. (2005), these dimensions has not been separated in our analysis, thus combined together as one. The loadings of the second factor vary between 0.67 and 0.832. Since the statements in the questionnaire express cognitive and experiential intimacy, such as knowing the brand well, having enough information and familiarity with the brand, the factor is named "intimacy".

The loadings of the third factor vary between 0.782 and 0.892. Since the statements in the questionnaire are about the consumer feeling empty and incomplete in the absence of this brand, when these statements are considered together, this factor is named "self-connective attachment".

4.3. Multiple Linear Regression Analysis

Next, multiple linear regression analyses were applied to examine the effect of innovative brand experience and brand relationship quality on brand image. Before the multiple linear regression analysis, it was investigated whether the relationship between the independent variables and the dependent variables was linear and whether the scores were normally distributed.

Tolerance values and VIF values are examined to determine whether there is a multicollinearity problem among the independent variables. In addition, Durbin-Watson coefficient was used to investigate the relationship between independent variables and error terms.

For the multiple linear regression analysis, the effects of innovative brand experience with its sub-dimensions on brand relationship quality were first analyzed. Then, the effect of Brand Image on BRQ's sub-dimensions was analyzed. Table 8 shows the results of the effects of "non-positive innovative brand experience (NPBE)" and "positive innovative brand experience (PBE)", which are sub-dimensions of innovative brand experience, on "commitment/satisfaction/trust", "intimacy" and "self-connective attachment" which are dimensions of brand relationship quality. In addition, Table 8 also shows the effect of brand image on the same sub-dimensions of BRQ.

Table 8. Multiple Linear Regression Analysis Results

Model 1: Dependent Variable – Commitment / Satisfaction / Trust (CST)					
Predictor	**β**	**t**	**p**	**R^2**	**Hypothesis**
Positive IBE	.673	26.99	< .001	.530	H1a Supported
Non-Positive IBE	–.088	–3.53	< .001		H2a Supported
Brand Image	.809	46.81	< .001		H3a Supported
Model 2: Dependent Variable – Intimacy					
Positive IBE	.473	14.89	< .001	.235	H1b Supported
Non-Positive IBE	.020	–0.64	.522		H2b Not Supported
Brand Image	.524	20.89	< .001		H3b Supported
Model 3: Dependent Variable – Self-Connective Attachment					
Positive IBE	.431	12.76	< .001	.135	H1c Supported
Non-Positive IBE	.137	4.05	< .001		H2c Not Supported*
Brand Image	.334	12.03	< .001		H3c Supported

Note: IBE = Innovative Brand Experience
β = Standardized regression coefficient
* Although hypothesized as negative, the effect was positive and statistically significant.

The regression results clearly demonstrate the central role of Positive Innovative Brand Experience (P-IBE) and Brand Image (BI) in explaining the dimensions of Brand Relationship Quality (BRQ). P-IBE consistently exhibited a strong and statistically significant positive effect across all three sub-dimensions—Commitment/Satisfaction/Trust (β = .673), Intimacy (β = .473), and Self-Connective

Attachment (β = .431)—underscoring the importance of emotionally and sensorially engaging innovations in building strong brand relationships.

Interestingly, the positive effect of non-positive innovative brand experience on self-connective attachment suggests that even unfavorable experiences may reinforce identity-based brand bonds, possibly due to habitual usage or symbolic ownership dynamics.

Brand Image showed the strongest effect on CST (β = .809), reinforcing its pivotal role in shaping brand trust and long-term commitment. It also significantly influenced Intimacy and Self-Connective Attachment, suggesting that a favorable brand image strengthens not only functional but also emotional aspects of brand relationships.

In contrast, Non-Positive IBE had a negative effect on CST (β = –.088), no significant impact on Intimacy (p = .522), and a positive but weaker effect on Self-Connective Attachment (β = .137). This complex pattern implies that while unfavorable experiences may damage trust-related perceptions, they might still foster a sense of identity or familiarity, possibly due to repeated usage or brand habit.

The R^2 values—ranging from .135 to .530—indicate that the independent variables explain a substantial portion of the variance in brand relationship quality, particularly for CST, which appears to be the most strongly influenced dimension.

Overall, the findings strongly support the proposed hypotheses and demonstrate that positive innovative experiences and a strong brand image are critical drivers of high-quality brand relationships in the automotive sector.

The results of the regression analysis are shown in Table 8. Positive Innovative Brand Experience (P-IBE) consistently has a significant, positive impact on all dimensions of brand relationship quality. This suggests that when consumers perceive a brand's innovative experiences positively, it enhances trust, intimacy, and self-connection. Non-Positive Innovative Brand Experience (NP-IBE) exhibits a more mixed pattern. It negatively affects commitment/satisfaction/trust (H1b), has no significant impact on intimacy (H1d), and, somewhat surprisingly, positively influences self-connective attachment (H1f). This pattern indicates that non-positive experiences might erode some aspects of the relationship (like trust) but might still foster a type of personal identification, albeit in a weaker or different manner compared to positive experiences. On the other hand, the effect of brand image on all three dimensions of brand relationship quality is strong and positive. This underscores the importance of maintaining a positive brand image as it significantly contributes to higher trust, intimacy, and self-attachment among consumers.

These findings are fully consistent with the Stimulus–Organism–Response (S-O-R) framework. Positive innovative brand experiences function as strong environmental stimuli that activate favorable organismic evaluations, thereby strengthening relational responses. Brand image, operating as a stable cognitive schema, further amplifies these relational outcomes. The differential effects observed for non-

positive innovative experiences indicate that stimulus valence may influence distinct relational dimensions in varying degrees, supporting the multidimensional nature of brand relationship quality.

5. DISCUSSION

This study examined the effects of innovative brand experience and brand image on brand relationship quality within the Turkish automotive industry using a theoretically grounded convergent mixed-method design. Anchored in the Stimulus–Organism–Response (S-O-R) framework, the research conceptualized innovative brand experience as a stimulus, brand image as an organismic evaluation mechanism, and brand relationship quality as the relational response.

The findings demonstrate that Positive Innovative Brand Experience (P-IBE) consistently and significantly enhances all three dimensions of brand relationship quality: commitment/satisfaction/trust, intimacy, and self-connective attachment. These results confirm that innovation functions not merely as a functional product attribute but as a powerful experiential stimulus capable of activating emotional and relational mechanisms. In line with S-O-R theory, favorable experiential stimuli strengthen internal evaluations and ultimately intensify relational outcomes.

Brand Image emerged as a particularly strong predictor of commitment/satisfaction/trust and also significantly influenced intimacy and self-connective attachment. This indicates that while innovation initiates relational engagement, brand image stabilizes and reinforces long-term relational strength by providing cognitive consistency and symbolic reassurance.

In contrast, Non-Positive Innovative Brand Experience (NP-IBE) showed a differentiated impact. It negatively affected commitment/satisfaction/trust and had no significant effect on intimacy. However, it exhibited a positive and significant influence on self-connective attachment. This unexpected finding suggests that even less favorable experiences may reinforce identity-based brand bonds, potentially due to habitual usage, symbolic meaning, or high involvement associated with automobile ownership. This nuanced pattern highlights the multidimensional and dynamic nature of consumer–brand relationships.

The qualitative phase enriched these findings by analyzing over 119,000 user-generated comments across mass-market and luxury automotive brands. The thematic analysis revealed that innovative technical features, fuel efficiency, service quality, and recommendation behavior dominate consumer discourse. These insights provide contextual grounding for the quantitative model and demonstrate that relational strength is shaped by both tangible performance attributes and symbolic brand associations. The integration of large-scale text mining with survey-based modeling strengthens the internal coherence and external validity of the study.

Table 9. Analytical Mapping Between Qualitative Themes and Quantitative Constructs

Qualitative Theme	Illustrative Meaning	Quantitative Construct
Recommendation/Satisfaction	Positive evaluation & advocacy	Commitment/Satisfaction/Trust
Brand Familiarity	Knowledge & experiential closeness	Intimacy
Identity Expression	Symbolic self-alignment	Self-Connective Attachment
Innovation Salience	Technological stimulus	Positive Innovative Brand Experience

Table 9 demonstrates the structured analytical alignment between inductively derived qualitative themes and the multidimensional structure of Brand Relationship Quality. The mapping reveals that consumers' recommendation-oriented discourse corresponds conceptually with the commitment/satisfaction/trust dimension, as both reflect advocacy and relational confidence. Similarly, expressions emphasizing brand familiarity and accumulated knowledge align with intimacy, indicating cognitive closeness as a relational mechanism. Identity-based narratives, frequently observed in discussions of premium brands, correspond with self-connective attachment, highlighting the symbolic integration of the brand into the consumer's self-concept.

Importantly, the high salience of innovation-related themes in the qualitative dataset reinforces the positioning of innovative brand experience as the primary stimulus within the S-O-R framework. This analytical correspondence strengthens the functional integration of the mixed-method design by demonstrating that the quantitative constructs are grounded in authentic consumer discourse rather than imposed abstract measures.

From a theoretical perspective, this research contributes to branding literature in three main ways. First, it extends the S-O-R framework to the automotive branding context by structurally linking innovative brand experience, brand image, and brand relationship quality within a unified relational model. Second, it advances understanding of innovative brand experience as a multidimensional construct capable of generating differentiated relational outcomes. Third, it demonstrates the value of mixed-method integration in enhancing theoretical precision by embedding statistical findings within authentic consumer discourse.

From a managerial standpoint, the results suggest that automotive brands should design innovation not only for functionality but also for experiential and emotional resonance. Particularly in high-involvement durable goods markets, innovation should be strategically framed as a relational asset rather than solely a technological advancement. Delivering meaningful technological experiences while maintaining a strong and credible brand image appears essential for cultivating sustainable relational capital. At the same time, managing negative innovation experiences is critical, as erosion of trust may weaken relational stability even when identity-based attachment persists.

Despite its contributions, the study has certain limitations. The quantitative sample overrepresents highly educated and public-sector respondents, which may limit generalizability. Future research may employ probabilistic sampling techniques or longitudinal designs to further explore the

persistence mechanisms underlying identity-based attachment. Additionally, the paradoxical role of non-positive innovative experiences invites deeper psychological investigation in high-involvement product categories.

In conclusion, this study provides robust empirical evidence that innovation-driven experiences and strong brand image jointly shape high-quality brand relationships in the automotive sector. By integrating qualitative consumer discourse with quantitative modeling, the research offers a comprehensive and theoretically grounded understanding of how experiential stimuli translate into durable relational bonds.

Future researchers may further examine the contrasting effects of P-IBE and NP-IBE on various BRQ dimensions, opening new avenues for studying how positive and negative experiences interact with consumer identity, loyalty, and long-term engagement. The positive effect of NP-IBE on self-connective attachment, despite its negative or neutral effects elsewhere, invites deeper psychological exploration—perhaps through identity theory or compensatory attachment models. The integration of text mining and qualitative content analysis in this study demonstrates the value of using user-generated data to enhance and contextualize quantitative findings, a method that future research can extend to other industries or geographies.

Ethics committee approval for the study was obtained from the Düzce University Ethics Committee on May 4, 2023, with number E-92112801-100-290704.

The authors declare that the study was conducted in accordance with research and publication ethics.

The authors declare that they used AI exclusively for language editing to improve grammar, bibliography, clarity, and readability. The authors retain full responsibility for the content and originality of the manuscript.

The authors declare that they contributed to the study equally.

REFERENCES

Aaker, D. (2007). Innovation: Brand it or lose it. *California Management Review, 50*(1), 8–24. https://doi.org/10.2307/41166414

Aaker, J., Fournier, S., & Brasel, S. A. (2004). When good brands do bad. *Journal of Consumer Research, 31*(1), 1–16. https://doi.org/10.1086/383419

Amoroso, S., Pattuglia, S., & Khan, I. (2021). Do millennials share similar perceptions of brand experience? A clusterization based on brand experience and other brand-related constructs: The case of Netflix. *Journal of Marketing Analytics*, 9, 33–43. https://doi.org/10.1057/s41270-021-00103-0

Batra, R., & Ray, M. L. (1986). Affective responses mediating acceptance of advertising. *Journal of Consumer Research, 13*(2), 234–249. https://doi.org/10.1086/209063

Bazeley, P., & Jackson, K. (2015). *NVivo ile nitel veri analizi* (A. Bakla & S. B. Demir, Trans.). Anı Yayıncılık.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing, 73*(3), 52–68. https://doi.org/10.1509/jmkg.73.3.52

Bowden, J., & Mirzaei, A. (2021). Consumer engagement within retail communication channels: An examination of online brand communities and digital content marketing initiatives. *European Journal of Marketing*, *55*(5), 1411-1439. https://doi.org/10.1108/EJM-01-2018-0007

Büyüköztürk, Ş. (2006). *Sosyal bilimler için veri analizi el kitabı* (24. Ed.). Pegem Akademi Yayıncılık.

Chou, H. C., Hung, S. W., & Lu, W. M. (2022). Exploring competition efficiency of automobile brands: An extensional data envelopment analysis-metafrontier framework. *Managerial and Decision Economics*, *43*(1), 206–218. https://doi.org/10.1002/mde.3378

Cleff, T., Lin, I. C., & Walter, N. (2014). Can you feel it? The effect of brand experience on brand equity. *IUP Journal of Brand Management*, *11*(2), 7–27.

Creswell, J. W., & Clark, V. P. (2007). *Designing and conducting mixed methods research*. Sage Publications.

Creswell, J. W., Plano Clark, V. L., Gutmann, M. L., & Hanson, W. E. (2003). Advanced mixed methods research designs. In A. Tashakkori & C. B. Teddlie (Eds.), *Handbook of mixed methods in social and behavioral research* (pp. 209–240). Sage Publications.

Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship quality in services selling: An interpersonal influence perspective. *Journal of Marketing, 54*(3), 68–81. https://doi.org/10.2307/1251817

Davis, D. F., Golicic, S. L., & Marquardt, A. (2009). Measuring brand equity for logistics services. *The International Journal of Logistics Management, 20*(2), 201–212. https://doi.org/10.1108/09574090910981297

de Vries, L., Peluso, A. M., Romani, S., Leeflang, P. S., & Marcati, A. (2017). Explaining consumer brand-related activities on social media: An investigation of the different roles of self-expression and socializing motivations. *Computers in Human Behavior*, 75, 272–282. https://doi.org/10.1016/j.chb.2017.05.016

Doyle, P. (2008). *Value-based marketing: Marketing strategies for corporate growth and shareholder value*. John Wiley & Sons.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, *24*(4), 343–373. https://doi.org/10.1086/209515

Gardner, B. B., & Levy, S. J. (1955). The product and the brand. *Harvard Business Review*, *33*(2), 33–39.

Gliem, J. A., & Gliem, R. R. (2003, October 8–10). Calculating, interpreting, and reporting Cronbach's alpha reliability coefficient for Likert-type scales. Paper presented at the *Midwest Research-to-Practice Conference in Adult, Continuing, and Community Education*, Columbus, OH.

Hendon, D. W., & Williams, E. L. (1985). Winning the battle for your customer. *Journal of Consumer Marketing*, *2*(4), 65–75. https://doi.org/10.1108/eb008147

Holbrook, M. B., Chestnut, R. W., Oliva, T. A., & Greenleaf, E. A. (1984). Play as a consumption experience: The roles of emotions, performance, and personality in the enjoyment of games. *Journal of Consumer Research, 11*(2), 728–739. https://doi.org/10.1086/209009

Humphreys, A., & Wang, R. J. H. (2020). Automated text analysis for consumer research. *Journal of Consumer Research*, 47(1), 1–24. https://doi.org/10.1093/jcr/ucx104

Papista, E., & Dimitriadis, S. (2019). Consumer–green brand relationships: Revisiting benefits, relationship quality and outcomes. *Journal of Product & Brand Management*, *28*(2), 166-187. https://doi.org/10.1108/JPBM-09-2016-1316

Johnson, R. B., & Onwuegbuzie, A. J. (2006). Mixed-methods research: A research paradigm whose time has come. In A. Bryman (Ed.), *Mixed-methods* (Vol. 2, pp. 3–24). Sage Publications. https://doi.org/10.3102/0013189X033007014

Khan, I., Hollebeek, L. D., Fatma, M., Islam, J. U., & Riivits-Arkonsuo, I. (2020). Customer experience and commitment in retailing: Does customer age matter?. *Journal of Retailing and Consumer Services*, *57*, 102219. https://doi.org/10.1016/j.jretconser.2020.102219

Kim, H. K., Lee, M., & Lee, Y. W. (2005). Developing a scale for measuring brand relationship quality. *Asia Pacific Advances in Consumer Research, 6*(1), 118–126.

Kotler, P. (2005). *Principles of marketing.* Pearson Publishing.

Kumar, N., Sheer, L. K., & Steenkamp, J.-B. E. M. (1995). The effects of supplier fairness on vulnerable resellers. *Journal of Marketing Research, 32*(1), 54–65. https://doi.org/10.1177/002224379503200105

Lee, H. J., & Kang, M. S. (2012). The effect of brand experience on brand relationship quality. *Academy of Marketing Studies Journal, 16*(1), 87-98.

Lin, Y. H. (2015). Innovative brand experience's influence on brand equity and brand satisfaction. *Journal of Business Research, 68*(11), 2254-2259. https://doi.org/10.1016/j.jbusres.2015.06.007

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology,* 216–217. USA: The Massachusetts Institute of Technology.

Morrison, S., & Crane, F. G. (2007). Building the service brand by creating and managing an emotional brand experience. *Journal of Brand Management,* 14, 410-421. https://doi.org/10.1057/palgrave.bm.2550080

Newman, J. W. (1957). *Motivation research and marketing management.* Harvard Business Review.

Rageh, A., Melewar, T. C., & Woodside, A. (2013). Using netnography research method to reveal the underlying dimensions of the customer/tourist experience. *Qualitative Market Research: An International Journal, 16*(2), 126–149. https://doi.org/10.1108/13522751311317558

Sirgy, M. J. (1985). Using self-congruity and ideal congruity to predict purchase motivation. *Journal of Business Research, 13*(3), 195–206. https://doi.org/10.1016/0148-2963(85)90026-8

Schmitt, B. (1999). Experiential marketing: A new framework for design and communications. *Design Management Journal (Former Series), 10*(2), 10-16. https://doi.org/10.1111/j.1948-7169.1999.tb00247.x

Türkiye İstatistik Kurumu. (2026). *Motorlu kara taşıtları, Ocak 2026*. https://data.tuik.gov.tr/Bulten/Index?p=MotorluKara-Tasitlari-Ekim-2023-49430

Uludağ İthalatçılar Derneği. (2026). *Uludağ Otomotiv Endüstrisi İhracatçıları Birliği.* https://uib.org.tr/tr/birliklerimiz-uludag-otomotiv-endustrisi-ihracatcilari-birligi-oib-hakkinda

Westbrook, R. A. (1987). Product/consumption-based affective responses and postpurchase processes. *Journal of Marketing Research, 24*(3), 258–270. https://doi.org/10.1177/002224378702400302

Xie, D. D. H., & Heung, V. C. S. (2009). The effects of brand relationship quality on hotel consumers' responses to service failure. *International Journal of Business Research, 10*(4), 120–125.

Yao, J., Wang, X., & Liu, Z. (2013). Brand management innovation: A construction of brand experience identification system. *Journal of Applied Sciences, 13*(21), 4477–4482. https://doi.org/10.3923/jas.2013.4477.4482

Zarantonello L., & Schmitt, B. H. (2010). Using the brand experience scale to profile consumers and predict consumer behaviour. *Journal of Brand Management, 17*, 532-540. https://doi.org/10.1057/bm.2010.4