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The Impact of Brand Experience on Customer Flourishing – An Empirical Study on Earthlink Customers

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Abstract

This study aims to understand the function of brand experience (BE) in fostering customer flourishing (CF) among EarthLink clients. The study's problem was framed as central research: "Is there a role for brand experience (BE) in consumer flourishing?" and sought to discover the character of this relationship. Two primary hypotheses were developed to examine the connection. A questionnaire was used as the primary device for the facts series and evaluation, and it underwent reliability and validity checking. The sample consisted of 200 respondents who are customers of the organization. To examine the facts, statistical software, together with SPSS and Excel, was employed. The statistical techniques implemented included arithmetic mean, frequencies, coefficient of variation, standard deviation, importance ratio, Spearman's correlation coefficient, and simple linear regression. The study reached several key conclusions, most notably that brand experience has a robust and widespread correlation and effect on customer flourishing. In comparison between the dimensions of the BE, the role of its dimensions according to importance through the coefficient of variation is according to the sequence (sensory, behavioral, emotional, and intellectual experience).

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Introduction

The concept of brand experience (BE) has garnered significant attention among marketers due to its essential role in enhancing customer well-being. This interest stems from the unique emotional and psychological connections that brands create through the experiences they offer, which significantly influence consumer perceptions and decision-making processes. To maintain a

strong position in competitive markets, companies must continuously innovate and enhance their image and identity to ensure they remain embedded in consumers' minds.

Achieving customer flourishing (CF) presents a particular challenge in the marketing sector due to the wide range of choices available to consumers and their increasing awareness and expectations. The ability of consumers to select a brand that aligns with their desires and aspirations has become a pivotal factor for companies to sustain their competitiveness and secure their long-term viability. Accordingly, there is a growing need to understand the positive relationship between a brand and customer flourishing, as this relationship is reflected in favorable consumer behaviors, increased loyalty, and higher satisfaction with the products and services provided.

However, mobile phone brands face numerous challenges, including low consumer engagement, insufficient brand awareness, and a lack of innovation in design and functionality. These challenges highlight the research problem, which can be articulated through the following questions:

1. How can companies effectively differentiate their brand experience to create a lasting impact on customer perception?
2. What strategies can be adopted to enhance customer engagement with mobile phone brands in a saturated market?
3. To what extent does brand innovation contribute to sustained customer flourishing in highly competitive industries?
4. How do psychological factors influence the relationship between brand experience and customer loyalty?

The significance of this study lies in highlighting the pivotal role of brand experience (BE) in achieving customer flourishing (CF), with a focus on mobile phone brands due to the valuable services they provide. The study emphasizes the importance of consumer engagement with the brand, which is shaped by the memories and emotions evoked by the brand, aligning with individual preferences and tastes. By meeting the recurring needs and aspirations of their customers, companies can significantly contribute to customer well-being.

This study aims to achieve the following objectives:

1. Provide a comprehensive theoretical framework for understanding the concepts of brand experience (BE) and customer flourishing (CF).
2. Investigate the role of brand experience (BE) in achieving customer flourishing (CF).
3. Explore the relationship and impact of brand experience (BE) on customer flourishing (CF).
4. Raise awareness of the importance of brand experience (BE) due to its profound psychological influence on consumers.

1. Research Sample

The study population, consisting of 416 Earthlink Internet customers, was determined using Morgan's sample size method. A simple random sample of 200 customers was selected using Morgan's table (Krejcie & Morgan, 1970) to ensure an accurate representation of the entire population.

2. Hypothetical research plan

This visual representation demonstrates the concept of researchers and clarifies the logical relationships among the study variables. It has been developed based on organizational and intellectual literature concerning the research variables. It aims to align with the research problem and questions, highlight its importance, and ensure consistency with the research objectives.

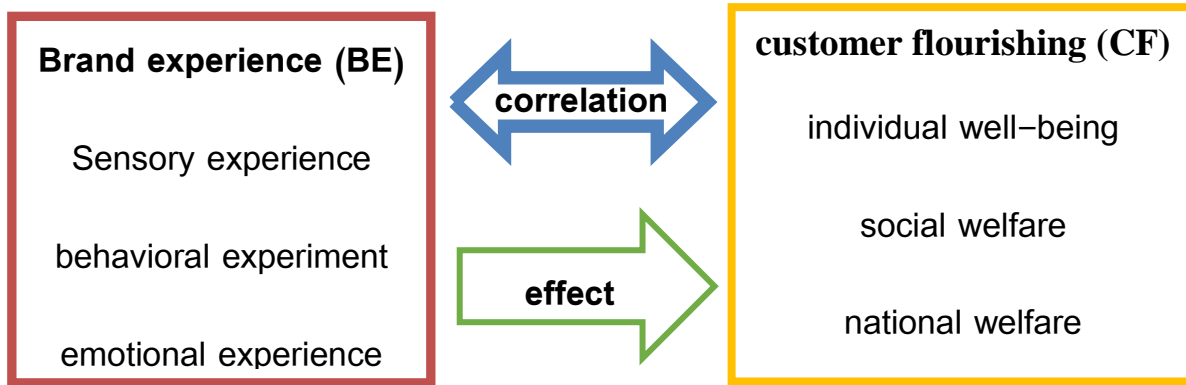


Figure. 1: The hypothesis diagram of the research

3. Research hypotheses:

Research hypotheses can be described through two main hypotheses:

The first fundamental hypothesis: There is a statistically significant correlation between the customer flourishing (CF) and the emblem enjoy BE, from which the subsequent sub-hypotheses are derived:

- There is a statistically significant correlation between BE and CF .
- There is a statistically significant correlation between behavioral enjoyment and CF .
- There is a statistically significant correlation between emotional experience and CF.
- There is a statistically significant correlation between the patron's idea enjoyment and flourishing.

The 2d most important speculation: There is a statistically significant impact of the dating of the emblem on the CF, from which the following sub-hypotheses are derived.

- There is a statistically significant correlation between sensory experience and the patron's flourishing.
- There is a statistically tremendous impact on behavioral enjoyment and customer flourishing.
- There is a statistically significant impact on emotional involvement and customer flourishing.
- There is a statistically significant impact on notion involvement and customer flourishing.

4. Sources of scale

The scale	Source
Pina & Dias. 2021	Brand experience
Shu & Wei. 2020	customer flourishing

5. Studies in brand experience (BE)

5.1. Study (Pina & Dias. 2021)

To examine on of logo studies BE on consumer-based logo equity .

In markets wherein services and products have ended up increasingly comparable without a significant useful variation, customer preferences at the moment are predominantly encouraged by way of emotional factors in preference to rational thinking. In this context, reviews have emerged as the number one way of differentiation among companies, surpassing the inherent attributes of the products or services themselves. Consequently, brands have developed into a key source of differentiation for corporations, transitioning from merely a set of traits to a complete set of studies. This looks at experiential advertising and seeks to explore the dimensions of stories that affect clients and the way these experiences affect patron-based logo fairness. Based on a quantitative

evaluation, the findings display that emblem experience BE definitely affects patron-based emblem equity, with sensory and emotional studies demonstrating the most powerful have impact on all dimensions of emblem possession.

5.2. Study (Wang. et al. 2019)

Antecedents and Outcomes of BE in a Cultural and Historical Theme Park

Sustainability has become a key awareness in the tourism and hospitality industry, with subject parks being no exception, in particular regarding their monetary sustainability. However, constrained studies have been carried out on sustainability strategies specific to subject matter parks. This takes a look at examines the structural relationships among topic park attributes, business traveler reviews, perceived price, pride, and behavioral intentions within a subject matter park context .

The studies applied facts gathered from 321 respondents touring a famed historic and cultural theme park in China. Statistical analyses, including structural equation modeling, were performed using R software. The findings imply that the number one attribute of the theme park served as a large antecedent carefully associated with BE, in contrast to peripheral traits.

Among the sizes of BE—sensory, emotional, highbrow, and behavioral studies—sensory and behavioral studies have been determined to have the most powerful have effect on the useful value of perceived price, even as sensory and intellectual studies had the best impact on the emotional cost of perceived price. Both useful and emotional values significantly influenced pride, which, in turn, had a significant effect on behavioral intentions.

6. Studies in Customer Flourishing (CF)

6.1. Study (Shu & Wei. 2020)

Consumer flourishing: The luxurious logo dimensions, idea, and scale flattering customers from manufacturers: brand well-being's idea. Dimensions and scale by executing interviews with 21 Consumers. Furthermore, the researchers advocate and assemble a definition of luxurious brands. Using enormous pattern surveys. The researchers developed an eleven-object well-being scale, coding the interview text and RESULTS - By interviewing 21 customers. However, the researchers suggest and assemble a definition of logo well-being. Employing huge pattern surveys. The researchers developed an 11-object logo wellness scale. Authenticity/Value - Combining brand idea with effective psychology theory. This observation expands the modern-day understanding of logo fee and provides additional insights to enhance emblem strategy.

6.2. Study (Balderjahn. et al. 2020)

A Sustainable Path to Customer Well-Being: The Role of Customer Empowerment and Consumer Control. This takes a look at the impact of diverse intake inhibition systems on patron well-being. It hypothesizes that people will reduce their stage of intake best if doing so no longer negatively have effect on their private well-being. Specifically, the studies examine how distinctive sub-forms of sustainable consumption practices—which include collaborative intake, voluntary simplicity, and debt-free residing—are associated with positive components of customer well-being, along with psychosocial, monetary, and subjective well-being.

The examination also investigates whether consumer empowerment can enhance subjective well-being while preserving the relationship between anti-consumerist practices and overall well-being. The findings show that voluntarily decreasing consumption does not decrease well-being. Moreover, consumer empowerment performs an essential function in fostering sustainable pathways to well-being by improving client sovereignty. However, the look at highlights that empowerment may have accidental effects for customers who're strongly devoted to living a debt-free way of life.

The second topic: the theoretical framework

7. The brand experience (BE)

Brand studies consult with purchasers' subjective responses to stimuli related to a brand, which

are created with the aid of an organization (e.g., via products and product facts in advertising and marketing and income) or by using outside resources and stakeholders (e.g., news and information shared on social media platforms). These logo reviews substantially impact how clients understand a brand's popularity. A sturdy emblem reduces customers' effort in attempting to find records and enhances their overall delight .

A logo that actively participates in fostering positive reviews reinforces purchasers' self-identification, bolsters their shallowness, and strengthens the relationships they establish with the brand. Consequently, a robust logo background blended with wonderful logo reports generates favorable logo emotions, nurtures consumer support, and fosters long-term dedication to the brand (Saari et al., 2020:2).

Clients are exposed to many other emblem-associated stimuli, which include emblem-identifying design factors, colors, posts, logos, and brand personalities. These emblem-related stimuli are the predominant supply of inner intake. Accordingly, the BE is defined as the client's inner reactions (emotions, sensations, and perceptions) and behavioral responses stimulated by means of emblem-associated stimuli that form part of the brand's identity, layout, packaging, verbal exchange, and surroundings. Furthermore, BE is likewise described as the perception of customers in every contact they have with the brand whether it's in the brand's photographs or marketing movements. The first contact with the emblem's personnel. or the level of nice regarding the private treatment obtained. (Moreira. et.al (2017:27). As visible (Sahin et.al, 2011:1289) BE as consumers' belief of each moment of touch with a brand. Whether or not it's the emblem's projected pictures in marketing in the course of first non-public touch or the level of best in terms of the private treatment they receive. The BE is created while customers use the brand. Talk to others about the logo. Studies emblem records. Promotions. And events.

7.1. Dimensions of the brand experience

Brand experience (BE) may be either tremendous or terrible, and it could have short-term or long-term outcomes. It plays a massive function in enhancing client pleasure, brand engagement, and patron loyalty. Specifically, emblem persona recognizes that customers are exposed to diverse incentives related to the emblem, which can eventually be transformed into brand studies stored in long-term memory. These logo-associated incentives function as the primary triggers for customer reactions, which are inherently subjective and internal (Tsai et al., 2015: 1000).

The dimensions of brand experience may be categorized as follows: First, the sensory size, that is associated with tactile, visual, auditory, flavor, and olfactory stimuli supplied with the aid of the brand. Second, the emotional measurement encompasses the emotions evoked by using the brand and the emotional connections it establishes with purchasers. Third, the behavioral measurement, which pertains to existence, physical interactions, and stories with the brand. Lastly, the highbrow size, which displays the brand's potential to have interaction with clients in both divergent and convergent thinking (Moreira et al., 2017: 28). These dimensions can be elaborated further (Pina

Sensory experience uses the five senses (sight, hearing, smell, taste, and touch), sensory experience includes feeling, emotion, and sensation, intellectual experience stimulates imagination and creativity, behavioral experience has physical reactions, influencing behavior and lifestyle choices.

Behavioral experience refers to actions and reactions evoked by brand-related stimuli, including elements such as colors, shapes, letters, logos, mascots, and brand personality, which constitute the design, identity, delivery of the brand, including binding, communication, and the entire environment.

- Emotional experience: This dimension refers to the degree to which a brand can evoke emotions and feelings and thus generate strong emotional connections (Brandao& Rodrigues,2020: 84). Intellectual experiment:
- Cognitive Experience - The term thought experiment refers to problem-solving and thinking that promotes consumers and encourages them to think creatively about brands and products,

awareness, and exposure to advertisements and promotions before trying trademarks and products. This can be related to the knowledge experiences that influential advertisements raise consumer expectations by developing collateral about a brand or product. Advertising exceeds clients' expectations. However, advertising delivers a great client cognitive experience that not only leads to a continuing relationship between the brand and clients but also invents powerful drivers of brand loyalty. Thought experiments encourage consumers to develop new beliefs. Think about past experiences and search for more information. This confirms that intellectual experience encourages customers' creativity and stimulates them to think differently based on existing facts, which leads to a powerful relationship with the brand (Huang et.al. 2015: 5)

8. Customer flourishing (CF)

The idea of customer flourishing (CF) is an emergent characteristic of residing structures, found best when the proper systemic conditions are installed. Unlike material outputs, including prosperity generated by way of a gadget, flourishing is not a brief mental state, like satisfaction, even though it can be followed by emotions of joy, power, and peace. As an emergent satisfactory, flourishing can't be at once measured or managed. Its life—or lack thereof—relies upon the alignment and optimization of systemic conditions (Ehrenfeld, 2019:107).

The concept of CF refers to individuals' assessment of how much a particular product contributes to an improvement in their perceived quality of life. This means that customers may consider their quality of life to be improved if they feel healthy, happy, relaxed, calm, or refreshed while consuming the product (for example, staying in a hotel resort or traveling on a cruise). Customers often evaluate the product/service and its characteristics positively and buy it when they feel high luxury when patronizing the product/service. The concept of luxury has been used extensively in studies in a variety of hospitality/tourism settings such as, hotel cruises, airport lounges, telecom, and other sectors, that customers are connected to (Han et.al. 2020: 2)

Customer welfare refers to the customer's perception of the favorable contribution of services or products to enhancing the quality of life and has become a significant element in providing sustainable urban development. In recent years. How to enhance consumer welfare has attracted a great deal of attention from service investigators and practitioners as a new research paradigm in the field of services (Liu et.al. 2020: 2)

Consumer welfare is at the core of flourishing and an emerging topic in marketing research as an important component of general welfare, shown through consumer activity. Consumer welfare has become an integral part of research on consumption and contemporary lifestyle. There are rumors about the deterioration of consumer welfare due to the increase in negative economic activities related to consumption, failures, withdrawals, and cases of Economic emergencies that lead to lower levels of life satisfaction and well-being, thus economists, psychologists, consumer behavior researchers, sociologists, etc, investigate the background of consumer welfare. Consumer welfare has been characterized as the state in which the consumption, acquisition, preparation, ownership, maintenance, and disposal of interests satisfy the individual and society as a whole. In other aspects, investigators put forward that client well-being is calculated by measuring satisfaction received from shopping satisfaction achieved from possessions, or both (Manchanda, 2017:2).

Dimensions of the customer's boom. Exploring flourishing from the perspective of customer notion encompasses not only emotional happiness, fabric pride, and the pursuit of that means however also broader national and social dimensions. However, preceding studies on happiness have broadly speaking focused on individual elements, neglecting the impact of national elements and ethnicity, which can be enormous in shaping self-targeted people, societal contributions, and career in the kingdom. Social identification concept, for instance, posits that individuals own social identities and tend to align with their organization's values, desires, and behaviors, fostering group focus and identity. Additionally, consistent with Shu and Wei (2020), consumer flourishing (CF) accommodates three key dimensions: social, personal, and national well-being. These dimensions might be elaborated in addition:

- **Individual well-being**

Individual patron well-being refers to emotional responses to numerous factors of lifestyles, which include family, work, and commonly encompasses 3 types of emotions: positive emotions (inclusive of delight), terrible emotions (which includes depression), and an assessment of typical lifestyles quality. The variations in those feelings contribute to differences in subjective well-being across a character's popular life experiences. In evaluation, purchaser well-being is derived from private intake and is influenced by numerous sources, including events and data. It also stems from intake-related stimuli and purchaser behaviors. The connection among these components lies within the fact that client well-being is an essential factor of subjective well-being, and it indirectly impacts person well-being in other areas of existence through a back-up impact (Zhao & Wei, 2019: 138)

- **Social welfare:**

In 1997, the World Health Organization proposed a comprehensive definition of well-being, describing it as a multifaceted idea motivated by an individual's mental health, physical fitness, and interpersonal ideals, as well as their social relationships and connection to key attributes of their surroundings. This definition highlights the crucial roles of fitness, mental well-being, and social well-being. Extensive research has been conducted on the well-being of older adults, who specialize in healthcare and psychosocial perspectives. Notably, wonderful interactions inside healthcare settings extensively make contribution to improved health outcomes. Such interactions provide aged patients with vital statistics about their health situations and treatment methods, even as ensuring the safety of the affected person, defensive privacy, and promoting a dignified lifestyle for all members of society (Feng et al., 2019:6).

- **National welfare:**

The concept extends past absolutely analyzing "GDP" to encompass a broader analysis of national monetary debts, especially that specializing in family earnings, spending, and wealth, in addition to other bills associated with national well-being. This encompasses the United States' environmental accounts, the assessment of household production, "human capital," and quality of life throughout numerous dimensions of national well-being. These dimensions encompass activity delight, fitness, relationships, economic protection, instructional situations, and subjective well-being—people's personal assessments of their common well-being, flourishing, and financial popularity (Everett, 2015:34).

The relationship of the brand to the flourishing of the client

As the commodity economy continues to develop, the role of brands in enhancing client welfare has become increasingly significant. However, since brand research primarily originated in the West, scholars often approach branding as an extension of individual concepts, emphasizing how brands enhance consumers' personal happiness and sense of affiliation. This perspective rarely addresses higher-level expressions of identity or sexuality. The following points illustrate this concept (Shu & Wei, 2020:414).

Firstly, brands advantage clients by means of efficiently figuring out services and products, meeting their fundamental emotional and purposeful desires with high-quality. The product lies at the center of the emblem, and high-quality products and services form the foundation for handing over value to clients. Additionally, as symbols of data switch, manufacturers allow customers to select suitable products or services more correctly, thereby improving lifestyle pleasure. Moreover, logo intake can encourage customers, boost happiness, lessen tension, and sell advantageous existence reviews. Researchers often use brand-precise attitudes and brand pride to explain the purposeful, emotional, and noticeable pleasure that clients derive from the brand.

Secondly, manufacturers can fulfill consumers' emotional association needs and redefine their social meaning. Research shows that customers frequently follow interpersonal courting standards to assess their connection with a logo, the usage of emblem attributes including honesty, personality,

and likeness to form anthropomorphic perceptions under certain conditions. Moreover, manufacturers can deal with consumers' desires for dominance, association, and self-efficacy. For example, in crowded or socially exclusive conditions, manufacturers can act as substitutes for interpersonal connections. They can also aid consumers by assisting in assignment control. High-overall performance brands, specifically, boost client self-belief, alleviate tension, and subsequently improve project overall performance.

Thirdly, manufacturers can serve as a platform for fostering interpersonal interactions, offering a sense of institutional concord and integrity. An emblem community acts as a medium for verbal exchange between the logo and its consumers, in addition to a number of the purchasers themselves. Through those interactions, brands can provide feedback, assist, and advocate for their clients, whilst additionally facilitating proper social connections that cultivate logo love. Furthermore, the greater emphasis a brand places on the social aspects of its community along with interactive guide, informational feedback, and consumer training the more likely it is for customers to develop a feel of network essence and collective integration with the brand.

Fourth, some researchers have begun to investigate the impact of a brand's ethnic and national characteristics. For example, studies examine how changes in the country of origin affect consumer perceptions and perceptions of the product. They also discuss how the national image of a brand in their home country affects its evaluation in foreign markets, and examine how consumer beliefs influence ethical and fair foreign purchases.

9. Normal Distribution Test

Because the sample size exceeds 30 observations ($n = 200$), the assumption of central tendency indicates that the data are likely to follow a normal distribution.

- **Test for the existence of the multilinearity problem**

At this stage, the problem of multicollinearity between the explanatory variables of the study will be examined through the variance inflation factor (Variance Inflation Factor-VIF) and value (Tolerance). Then, if the value of (Tolerance) (0.10) or greater. And, its inverse is variance magnification (live be equal to (5) or less. This indicates the absence of polylinearity. as shown in the table (1).

Table (1): Examination of the polylinearity of the explanatory variables

Variable	The Dimension	Live	Tolerance	The Decision
Brand Experience	Sensory Experience	1.145	0.873	No Multilinearity
	Behavioral Experiment	1.222	0.818	No Multilinearity
	Emotional Experience	1.119	0.894	No Multilinearity
	Intellectual Experiment	1.188	0.842	No Multilinearity

Stability test:

Uses an operator (Cronbach's Alpha Coefficient) to measure the internal consistency of the items of the scale. Its dimensions, variables, and the scale as a whole, Value range Cronbach's Alpha between (0-1), and the test may be acceptable if its value is equal to or higher than 0.70. This test was conducted on an initial sample for the purpose of determining the clarity and consistency of all questions and addressing some of them that are inconsistent. The result of the test is 0.74. So, it will be done. Adopt this value to continue the analysis according to the questionnaire prepared for that.

First: Analyzing the research sample responses about the (BE) variable

The first dimension: sensory experience

According to the results of the table (2), the answers tend towards agreement at a high level.

With an arithmetic mean (3.975) and a deflection normative of how much (0.331), that indicates of a high agreement between most individuals in the sample direction experiencing sensual.

This is focused on the flourishing of the customer. The paragraph “The company’s brand leaves a strong positive impression on my senses” came in the first sequence according to the coefficient of variation criterion in terms of importance. Although, its average is not the highest because it is more homogeneous (convergence of the opinions of the respondents). as the coefficient of variation was (%)12.468.

Table (2): The arithmetic mean. standard deviation. and coefficients of variation for the sensory experiential dimension n=200

T	Paragraph	Arithmetic mean	standard deviation	coefficient of variation %	approval	arrangement
1	The company's brand is interesting in a sensual way	4.05	0.519	12.803	High	2
2	The company's brand leaves a strong positive impression on my senses	3.975	0.496	12.468	High	1
3	The company's brand focuses on a positive experience through the senses	3.9	0.618	15.846	High	3
4	Total paragraphs of the dimension: sensory experiential	3.975	0.331	8.32	High	

The first dimension: the behavioral experience

According to the results of the table (3), the answers tend towards agreement at a high level. With an arithmetic mean of (4.003) and a standard deviation of (0.35), this indicates a high agreement among most of the sample towards the behavioral experience.

This is focused on the flourishing of the customer. The paragraph “This brand of the company evokes positive feelings” came in the first sequence according to the coefficient of variation criterion in terms of importance. Although, its average is not the highest because it is more homogeneous (convergence of the opinions of the respondents), as the coefficient of variation was (%)14.045.

Table (3): The arithmetic mean. standard deviation. and coefficients of variation for the behavioral experiment dimension n=200

T	Paragraph	Arithmetic mean	standard deviation	coefficient of variation %	approval	arrangement
1	This company brand evokes positive emotions	4.03	0.566	14.045	'High'	1
2	I have strong positive feelings about the company's brand	4.185	0.627	14.982	'High'	2
3	This company brand focuses on the experience through positive emotions	3.795	0.628	16.548	'High'	3
4	Total paragraphs of the dimension: behavioral experiment	4.003	0.35	8.743	'High'	[]

The first dimension: the emotional experience

According to the results of the table (4), the answers tend towards agreement at a high level. With an arithmetic mean of (4.003) and a standard deviation of (0.35). This indicates a high agreement among most of the respondents towards the emotional experience.

This is focused on the flourishing of the customer. The paragraph “This brand of the company focuses on experience through activities” came in the first sequence according to the criterion of the

coefficient of variation in terms of importance, as the coefficient of variation was (%)13.217.

Table (4): The arithmetic mean, standard deviation, and coefficients of variation for the emotional experience dimension n=200

T	Paragraph	Arithmetic mean	standard deviation	coefficient of variation %	approval	arrangement
1	This company brand is trying to remind me of the activities I can do	3.965	0.553	13.947	'High'	2
2	This company brand is trying to make me think about the lifestyle	3.845	0.758	19.714	'High'	3
3	This company brand focuses on experience through activities	4.01	0.53	13.217	'High'	1
4	Total paragraphs of the dimension: emotional experience	3.94	0.378	9.594	'High'	[]

The first dimension: the intellectual experience

According to the results of the table (5), the answers tend towards agreement at a high level. With an arithmetic mean (3.973), and deflection normative of how much (0.499), and this is indicative of the existence of a high agreement between most individuals in the sample direction experiencing intellectual. This is focused on the flourishing of the customer. The paragraph was This company brand piques my curiosity "In the first sequence. According to the criterion of the coefficient of variation in terms of importance. Although, its average is not the highest because it is more homogeneous (The convergence of the opinions of the respondents), where the coefficient of variation amounted to 16.722%.

Table (5): The arithmetic mean, standard deviation, and coefficients of variation for the dimension of the thought experiment n=200

T	Paragraph	Arithmetic mean	standard deviation	coefficient of variation %	approval	arrangement
1	Engage in a lot of positive thinking when you encounter a company brand	3.96	0.701	17.702	'High'	2
2	This company brand piques my curiosity	3.935	0.658	16.722	'High'	1
3	This company brand focuses on experience through positive thoughts	4.025	0.753	18.708	'High'	3
4	Total paragraphs of the dimension: intellectual experiment	3.973	0.499	12.56	'High'	[]

Third: Analyzing the research sample responses about a variable (CF)

The first dimension: individual well-being

According to the results of the table (6), the answers tend towards agreement at a high level. With an arithmetic mean of (3.8675), and a standard deviation of 0.451, this indicates a high agreement among most respondents toward the trend of individual well-being. This is focused on the flourishing of the customer. The paragraph "The company's brand can meet my functional needs" came in the first sequence according to the coefficient of variation criterion in terms of importance, as the coefficient of variation was (%)17.542.

Table (6): the arithmetic mean. standard deviation. and coefficients of variation for a dimension individual well-being n=200

T	Paragraph	Arithmetic mean	standard deviation	coefficient of variation %	approval	arrangement
1	The company's brand can meet my functional needs	3.87	0.66	17.054	'High'	1
2	The company's brand provides comfort to me	3.865	0.663	17.154	'High'	2
3	I feel happy to use the company's trademark	3.865	0.678	17.542	'High'	3
4	Total paragraphs of the dimension: individual well-being	3.867	0.451	11.663	'High'	

The second dimension: social welfare

According to the results of the table (7), the answers tend towards agreement at a high level. With an arithmetic mean of (4.048) and a standard deviation of (0.331). This indicates a high agreement among most of the sample towards social welfare. This is focused on the flourishing of the customer. The paragraph “By using this brand, I have improved my life” came in the first sequence according to the coefficient of variation criterion in terms of importance. Although its average is not the highest because it is more homogeneous (the convergence of the opinions of the respondents), as the coefficient of variation was (%)15.101.

Table (7): The arithmetic mean. standard deviation. and coefficients of variation for a dimension social welfare n=200

T	Paragraph	Arithmetic mean	standard deviation	coefficient of variation %	approval	arrangement
1	Using this brand. I have improved my life	3.98	0.601	15.101	'High'	1
2	I appreciate the contribution of this brand to society	3.985	0.719	18.043	'High'	3
3	With this brand. I can blend in better with my friends/my family	4.18	0.632	15.12	'High'	2
4	Total paragraphs of the dimension: social welfare	4.048	0.397	9.807	'High'	

Third dimension: national welfare

According to the results of the table (8), the answers tend towards agreement at a high level. With an arithmetic mean of (3.915) and a standard deviation of (0.4471). This indicates a high agreement among most of the sample towards national welfare. This is focused on the flourishing of the customer. The paragraph “Using this brand, this brand gives me a sense of national pride” came in the first sequence according to the coefficient of variation criterion in terms of importance because it is more homogeneous (convergence of the opinions of the respondents), as the coefficient of variation was (%)16.131.

Table (8): The arithmetic mean, standard deviation, and coefficients of variation for a denationalization welfare n=200

T	Paragraph	Arithmetic mean	standard deviation	coefficient of variation %	approval	arrangement
1	This corporate brand enhances the international image of the local brand	3.755	0.638	16.991	'High'	2
2	This brand gives me a sense of national pride	4.11	0.663	16.131	'High'	1
3	This brand has a social responsibility	3.88	0.78	20.103	'High'	3
4	Total paragraphs of the dimension:national welfare	3.915	0.447	11.418	'High'	

Testing and analyzing research hypotheses

First: Testing the correlation hypotheses

A test hypothesis searches the boss. The first. I overheard This is amazing the premise on (There is relationship Engagement Same indication morale statistical between an experience Brand commercial with its dimensions (experimental sensual. Experience behaviorism. Experience sentimentality. Experience intellectual) f flourish the customer with its dimensions (individual well-being, social welfare, national welfare) and through the table (9). It is possible to determine the possibility of accepting this hypothesis or not by examining the values of correlation and their significance, as follows:

Table (9): Correlations between competitive pressures and strategic renewal n=200

an experience Brand commercial		flourish the customer				The number of links
		individual well-being	social welfare	national welfare	flourish the customer	
		Y1	Y2	Y3	Y	
Sensory experience	x1	'0.577' ^{**}	'0.224' [*]	'0.254' [*]	'0.499' ^{**}	4
behavioral experiment	x2	'0.264' [*]	'0.542' ^{**}	'0.262' [*]	'0.505' ^{**}	4
emotional experience	x3	'0.24' [*]	'0.0286	'0.511' ^{**}	'0.36' ^{**}	3
intellectual experiment	X4	'0.321' ^{**}	'0.364' ^{**}	'0.313' ^{**}	'0.47' ^{**}	4
Brand experience (BE)	X	'0.51' ^{**}	'0.449' ^{**}	'0.494' ^{**}	'0.683' ^{**}	4
The number of links		5	4	5	5	19
N = 200		(0.05 (significant) at *			((significant at 0.01 ^{**}	

According to table (9) the following appears:

The correlation coefficient between an experienced brand commercial as an independent variable, and the customer as a dependent variable has hit ('0.68338 ') at a significant level (0.01). which is a strong statistical correlation with significance. This indicates the important and effective role played by an experienced brand commercial in enhancing the possibility of flourishing the customer, as well as the variable correlation of an experienced brand commercial, and the rest of the

dimensions that flourish the customer. There was a correlation for both an experienced brand commercial and (individual well-being, Social welfare, National welfare) have reached correlations ('0.51017', '0.44898', 0.49391', 0.68338') respectively. This is a good correlation at a significant level (0.01). This indicates the importance of individual well-being, social welfare and national welfare with regard to market commercial. This confirms the acceptance of the first main hypothesis. Which states (There are relationship Engagement Same indication morale statistical an experience Brand commercial in flourish the customer with its dimensions (individual well-being, social welfare, and national welfare.

As for the relationship between dimensions an experience Brand commercial (empiricism sensual. Experience behaviorism. Experience sentimentality. Experience intellectual) And dimensions flourish the customer (individual well-being. Social welfare. national welfare) Lost She was all of which morale indication 0.01 therefore Van all hypotheses sub will come true except Emotional experience and social well-being. as the results did not indicate a significant correlation between them.

Second: Testing impact hypotheses

Results of testing the fourth research hypothesis:

The fourth hypothesis aims to test the effect relationship between a variable, an experienced brand commercial (independent variable), and its dimensions, with a variable, the customer’s satisfaction (dependent variable). The hypothesis stated that (affect an experience Brand commercial with its dimensions (empiricism sensual, experience behaviorism, Experience sentimentality, and Experience intellectual) had a significant effect on flourishing the customer), and table (10) shows the results of testing this hypothesis.

Table (10): The relationships between an experience Brand Commercial and flourish the customer n=200

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	R2 - F - Sig	
	B	std. Error	beta				
1	(constant)	.590	.262		2.257	.025	F = 45.6997
	Sensory experience	.303	.052	.320	5.814	.000	R2 = 0.696
	behavioral experiment	.143	.049	.160	2.942	.004	Sig. = 0.000
	emotional experience	.233	.047	.281	4.942	.000	
	intellectual experiment	.166	.035	.265	4.726	.000	

Observe through program output SPSS, the model is significant and acceptable with a significance level of 0.01 and the corrected coefficient of determination of 0.696 R2 =. Therefore, the hypothesis of a significant effect of the BE on the customer's flourishing is accepted, as it accounts for 70% of the total effects on the customer's flourishing.

10. Conclusions

1. The results showed a strong, positive relationship between brand experience (BE) and customer flourishing (CF). It was found that all dimensions of brand experience (sensory, behavioral, emotional, and intellectual) play an important role in enhancing customer well-being and increasing their satisfaction and loyalty to the brand.
2. When comparing the dimensions of brand experience in terms of importance, it was found that sensory experience has the greatest impact on customer flourishing, followed by behavioral experience, emotional experience, and intellectual experience. This indicates that customers are significantly influenced by the sensory stimuli offered by the brand.
3. The study showed that brand experience positively impacts customer individual, social, and

national well-being. Customers feel comfortable and happy when interacting with the brand, and it also enhances their social integration and sense of national pride, making the brand a key element in improving their quality of life.

4. The results of the statistical analysis using Spearman's correlation coefficient and simple linear regression confirmed that there is a significant correlation between all dimensions of brand experience and customer well-being. The overall correlation coefficient reached 0.683 at a significance level of 0.01, indicating a significant and positive impact.
5. The results of the statistical analysis confirmed the validity of the study's main hypotheses. The first hypothesis, which states that there is a significant correlation between brand experience and customer well-being, was accepted, as was the second hypothesis, which indicates that brand experience significantly impacts customer well-being. The results of the analysis of variance showed that brand experience explains 70% of the variation in customer well-being ($R^2 = 0.696$).

11. Recommendations

1. Companies, especially Earthlink, need to focus on improving the sensory aspects of their brand, such as using attractive designs, consistent colors, and high visual quality in advertising, as well as enhancing the user experience through a user-friendly and visually pleasing website interface.
2. Companies should enhance the behavioral and emotional experience by engaging customers in interactive activities, such as contests, promotions, and direct communication via social media. This helps build a strong emotional connection with the brand and increase customer loyalty.
3. Strengthen the brand's role in improving customers' quality of life by supporting community initiatives, providing value-added services, and participating in development projects that serve the community. This enhances the brand's image and increases customer engagement.
4. Use data analysis tools such as SPSS, Power BI, or Python to gain a deeper understanding of customer behavior, allowing for data-driven decisions to improve the user experience and increase customer satisfaction.
5. Developing educational and informative content that helps customers better understand the services offered, such as producing explanatory videos, how-to guides, and free training courses on how to make the most of the digital services offered, enhances customers' perception of the brand's value.

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تأثير تجربة العلامة التجارية على ازدهار الزبائن - دراسة تطبيقية على زبائن شركة إيرثلنك

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المستخلص

تهدف هذه الدراسة إلى فهم دور تجربة العلامة التجارية (BE) في تعزيز ازدهار الزبون (CF) بين زبائن شركة EarthLink. تم صياغة مشكلة الدراسة كبحث مركزي: "هل هناك دور لتجربة العلامة التجارية (BE) في ازدهار الزبائن؟" وسعت إلى اكتشاف طبيعة هذه العلاقة. تم تطوير فرضيتين رئيسيتين لدراسة العلاقة وفحصها. وتم استخدام استبيان كأداة أساسية لجمع البيانات وتحليلها، وتم اختبار صلاحيته وموثوقيته. تضمنت العينة من 200 مستجيب من زبائن الشركة. لتحليل البيانات، تم استخدام برامج إحصائية مثل SPSS و Excel. وشملت الأساليب الإحصائية المستخدمة: المتوسط الحسابي، والتكرارات، ومعامل التباين، والانحراف المعياري، ونسبة الأهمية، ومعامل ارتباط سبيرمان، والانحدار الخطي البسيط. وتوصلت الدراسة إلى عدة استنتاجات رئيسية، من أبرزها أن تجربة العلامة التجارية لها ارتباط وتأثير قوي على ازدهار الزبائن. وفي مقارنة بين أبعاد تجربة العلامة التجارية (BE)، فإن ترتيب دور أبعادها حسب الأهمية باستخدام معامل التباين جاء وفق التسلسل الآتي: (التجربة الحسية، التجربة السلوكية، التجربة العاطفية، التجربة الفكرية).