Niejednoznaczność wymiarów doświadczenia z marką na przykładzie badań empirycznych w warunkach polskich

**Ambiguity of the dimensions of brand experience on an example
of empirical studies in Polish consumers conditions**

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W artykule autorzy prezentują wyniki badań ilościowych CATI na temat doświadczeń z marką, mających na celu weryfikację istnienia i znaczenia wymiarów doświadczeń wśród klientów korzystających z produktów w obrębie wybranych kategorii produktowych: kawa, czekolada, perfumy i smartfony. Zwracają uwagę na wymiary doświadczenia z marką, które nie są sobie równoważne. Zaproponowane wymiary posiadają różne wartości w zakresie wyjaśniania doświadczenia z marką i wchodzą w skład różnych czynników stojących za obserwowaną zmiennością.

Keywords

doświadczenia z marką, doświadczenia konsumenckie, badania marketingowe, badanie marki, teoria marki

In this article, the authors present the results of quantitative research (CATI) on brand experience, aimed at verifying the existence and significance of experience dimensions among customers using products within selected product categories: coffee, chocolate, perfumes and smartphones. The authors notice dimensions of experience with the brand, which are not equivalent. The dimensions proposed by the authors have different values in terms of explaining the experience with the brand and are included in the various factors behind the observed variability.

Słowa kluczowe

brand experience, consumer experience, marketing research, brand research, brand theory

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