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## Article

# The strategic impact of sensory elements on building and developing brand equity

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## **The Strategic Impact of Sensory Elements on Building and Developing Brand Equity**

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**Abstract.** *The purpose of this article is to analyze concepts such as brand equity, sensory branding and customer experience. Also, the scope is to develop a comprehensive understanding of how the relationship between sensory factors and customer experience helps in creating and developing brand equity for coffee shops to go. On the other hand, this study aims to outline the main aspects of branding processes, processes that define the development strategies of a brand through the concept of brand equity. This subject is important because it brings to the foreground a new perspective on the concepts analyzed by other authors, on the sensory segment and its impact (in terms of consumer behavior and experience), on the subsequent attributes for brands at the level of notoriety, quality and other aspects that build brand equity. The research analyses some important aspects for this study, like the degree of knowledge on the local market of the main brands of the coffee shops to go; the coffee to go's frequency of consumption; perception of sensory factors, consumer experience and brand equity among consumers.*

**Keywords:** *brand equity; sensory branding; customer experience; sensory factors; coffee shops to go.*

### **Introduction**

In the last decade, global society has been put in front of moments that have fundamentally marked the concept of branding or advertising in the online environment. Since 1990 the online advertising environment has developed with a fast growth, with effects in nowadays virtual reality. Indeed, today we are not just talking about consumer products. Today we are increasingly confronted with what brand means and how it can last for a long time. Until recently, we noticed a rather rudimentary routine in the relationship between consumer, brand, and company. However, between them, the complementarity relationship helps the brand to differentiate itself from the others, and the consumer is more attached to it. On the other hand, the main companies have been and are always interested in innovating and looking for efficient and secure solutions in improvement process of products, so that the consumer always stays in the product's market segment.

The brand's power from start-up to recognition gained over time is reflected in high sales figures, being a significant detachment from the competition. On the other hand, the branding process helps to define and develop the concept of brand equity from a dual perspective - one at the level of consumer (behavior and attachment to the preferred brand or the intention to prefer a brand) and the other at the level of company (here is mainly the financial and economic objectives). Returning to the branding process, the latter helps brand equity to develop through a process of creating the

differences between two or more brands in the same market segment. Thus, through this concept, we observe those values added to the product or service brand, all of these being marketing activities.

## **Literature review**

### ***Brand equity***

There are many definitions of the brand equity concept, each of them focuses on one meaning or another. Among the many, the most widely accepted definition is Aaker (1991): a package of assets and liabilities assigned to a brand (linked to a name, logo, etc.) that adds or decreases the value provided by a product or a service to the consumer. In short, brand equity represents a set of knowledge, perceptions and consumer behaviors that create market demand for a brand.

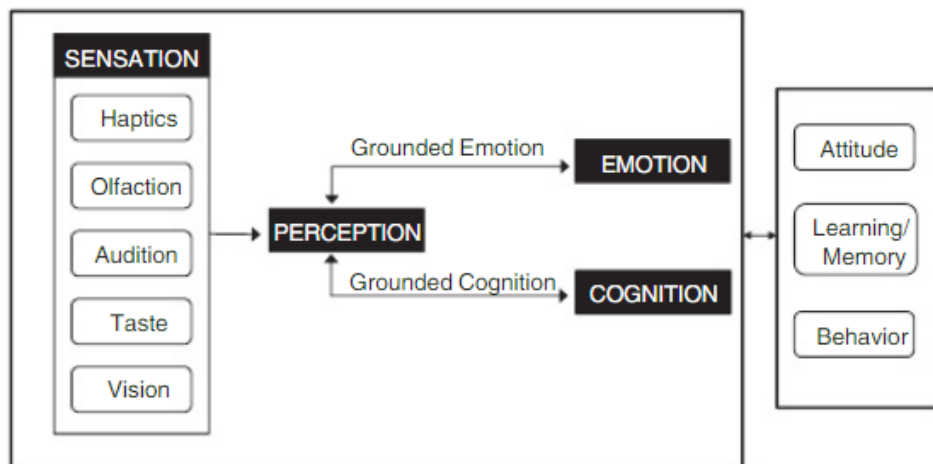
The multitude of these assets and liabilities in Aaker's (1991) vision is highlighted and analyzed from the perspective of some central elements: loyalty, brand recognition (awareness), perceived quality, brand association with perceived quality, other brand assets.

Brand equity can be constructed and analyzed from two perspectives. On the one hand, from the point of view of the consumer, through the multitude of reactions which he has to a particular brand (product and/or service) - recognition, association, perceived quality, etc. On the other hand, the concept can be contextualized from the business perspective of companies. Here we discuss communication strategies and innovation level on the product line (product or service prototype, production line, distribution line or after-sales activities) or at the business level as a whole.

The consumer-brand relationship has always had on the forefront this analyzing of the evolution of companies in the process of creating, growing and supporting brands. To talk about the process of creating a stronger brand or supporting it in the competitive market segment, we must take into account the strategies used. From the point of view of these, in the process of brand equity's building, we can see a lot of strategies to create or support this process. All these processes and strategies have a role in creating and shaping the consumer-brand-market relationship, multiple relationships where each component supports each other to define the degree of interdependence between them.

### ***Sensory branding***

Sensory marketing, schematically illustrated in Figure 1, can be defined as that marketing that involves consumers' senses and affects their perception, judgments, and behavior. From a managerial perspective, sensory marketing can be used to create subconscious triggers that define the consumer's perception of product's abstract notions (it is the sophisticated product, is the high-quality product, is the stylish product, is the modern product). From the perspective of research, sensory marketing involves an understanding of sensations and perceptions with application to consumer behavior (Krishna, 2012).



**Figure 1. Sensory marketing concept (Krishna, 2012)**

Brand signs are external obvious elements such as logo, name, colors, signature, fonts, images, promotions, design, distribution channels, tactile elements, sound effects, etc. A good signal of branding makes promise made by the brand idea. So the brand is the idea, while branding consists of conveying this idea (Adamson, 2009).

Some of the brand signs have been exploited excessively by companies, which has led to a reduction in their effect over time. That is why other ways to attract customers' attention must be used today. The solution developed by one of the most distinguished branding experts, Martin Lindstrom, is that of the sensory brand - a new vision whose emotional basis is based on a brand that will become a sensory experience.

All the communication techniques used today have one thing in common: they are based on two senses - sight and hearing, completely ignoring the fact that human beings still have three senses. So in order to have a viable future, brands will have to incorporate a platform - a program that integrates the five senses. Thus, the construction of the future brand will move from a bi sensorial approach to a multi-sensory one (Lindstrom, 2009). Thus, the 5 fundamental senses are visual, auditory, tactile, taste, smell. All these senses are essential in any form of communication and life experience. In conceiving brands, the more sensory points are introduced, the greater the number of sensory memories activated. The higher the number of sensory memories activated, the stronger the link between the brand and the consumer (Lindstrom, 2009).

As the transition from the two-dimensional model is achieved, advancing to a holistic approach with these five dimensions, it is necessary to construct a sensogram in order to calculate the dynamics of interactivity between the five senses. In theory, a very strong brand will stimulate all five senses, while weaker brands will only target one or two senses (Lindstrom, 2009).

The aim of sensory branding is to facilitate the systematic integration of the senses in the communication process, in the product and services. The fundamental objective of sensory branding is to create a strong, positive and loyal bond between the brand and

the consumer so that the latter returns to the brand repeatedly, ignoring as much as possible the products of the competition. This complete sensory synergy produces a domino result. Just as sensations are stored in mind, when a certain sense is activated, it will, in turn, trigger another sensation and so on, instantly triggering a whole string of memories and emotions. Achieving success using two elements is not all; the ultimate goal should be to create synergy involving all senses (Lindstrom, 2009).

Is considered that there are three elements that make up the psychological dimension of the link between the consumer and a brand, as follows: sensory dimension (through five human senses), cognitive dimension (through thinking capacity), and affective dimension (through feelings). The first dimension, the sensory, is amplified by the other two dimensions and implicitly all three correlate. As Martin Lindstrom (2005) in *Broad sensory branding* states 'the whole of human life and accumulated experience is based on our senses that connect with the mind and ultimately with the emotion.'

Applications in brand strategy point to the fact that packaging design has become a constituent element of the brand, so it has a strategic role in communicating its essence and in understanding the psychological elements to conceptualize brand strategy. Thus, consumer-based psychology must become a useful tool for building brand strategy.

### ***The relationship between sensory branding and brand experience***

Sensory branding has been developed from the bi-dimensional area (visual and auditory) to a multi-dimensional area that includes touch, taste, and smell. Also, today we talk a lot about the experience and the consumer affinity with the brand. On the other hand, with the diversification of the market, more and more companies are developing, more and more brands offer products for the same uses. We are already talking about competition and each brand has to act to meet the customer's needs and to maintain or even expand its market share. Development strategies and the brand's business line focus on key elements that are relevant to the consumer's needs, the evolution of the market from the point of view of necessity and for development perspective on the product line. Thus, through sensory branding and consumer behavior towards the brand, we can analyze and develop a multi-dimensional brand experience on consumer perception.

Brand experience is a newer concept in the field of marketing. It is a consumer's response to the brand, stemming from the sensory and cognitive characteristics of the consumer. For example, Sahin, Zehir, and Kitapçı (2011) and Wulandari (2016) consider that identity and design have defined brand experience as a perception of the consumer based on its contacts with the brand. Among these examples, we can list service or product search, information exchange related to the product or service searched, brand image perception, brand promotion, and brand consumption. On the other hand, Ha and Perks (2005) have defined brand experience as a familiarity with the brand, and Uecharoenkit and Cohen (2013) have argued that consumer experiences are perceived and analyzed in situations where they seek, buy and consume products or services of interest to them.

Ishida and Taylor (2012) argued that this construction can be done in terms of the dimensions of the sensory experience the brand has, its affective experience on the consumer, and the brand experience from a behavioral and intellectual point of view.

The multi-sensory brand experience occurs when we perceive more than one of the senses during such an experience of our consumption habits. The authors Hultén (2011) and Elder and Krishna (2010) consider that it is important to study and understand the process of interaction between the different sensory senses in order to understand the subsequent mechanisms of the experience. All of us are experimenting with products and services with the help of senses (Rodrigues, Hultén, & Brito, 2011), and by conducting research studies on how these senses interact and interfere with each other, researchers and practitioners can analyze and also understands the importance of the perspective in which these interactions can influence consumers in terms of attitudes, preferences, and perceptions of their consumption habits (Elder & Krishna, 2010). Moreover, sensory branding creates an attempt to attract consumers in a more personal way, in this sense an important role is played by emotions that are produced and where the memories can be activated and created (Hultén, 2011).

From another perspective, Hirschman and Holbrook (1982) assert the hypothesis that contemporary consumers need fun, excitement, and images in which consumption experiences are sought out in everyday life. It has also been recognized that brands themselves are a useful tool in establishing closer relationships with consumers, where lifestyle individualization is becoming more and more prominent (Hultén, 2011). From these considerations, it is becoming more and more eloquent that both cognitive and emotional needs can be achieved and met only if a brand personality is built with sensory strategies that give consumers a branding experience at a multi-sensory level (Rodrigues et al., 2011).

### ***The relationship between sensory branding and brand equity***

Several studies have shown that sensory stimuli have an impact on consumer behavior (Costa, Zouein, Rodrigues, Arruda, & Vieira, 2012; Hultén, 2011; Krishna, 2012; Rodrigues et al., 2011) that directly or indirectly help to create and/or develop brand equity. Sensory branding means a multitude of activities designed to help convince consumers to perceive the unique and unmistakable brand value by giving them memorable experiences and encouraging them to repeat and disseminate descriptions of their experiences (Costa et al., 2012). Sensory marketing can change the perception of brands in a positive way when the stimuli are in line with other brand elements (Khanna & Mishra, 2012).

Human senses are related to emotions, and these, in turn, influence consumer behavior through memory (Krishna, 2012). These can lead to the creation of positive feelings, leading to experimental and/or experiential reasoning, generating specific value for consumers and, in particular, creating a brand image (Hultén, 2011). The degree of sensitivity of variety and cognitive consistency lead to association with the brand (brand associations), which allow memory to return to previous sensory experiences (Chang & Chieng, 2006). Going forward in analyzing the link with consumer memory, companies can create brand awareness and brand association processes with sensory stimuli. Thus, with the help of the five senses, brands produce a multitude of powerful memories in the minds of consumers, each of which is associated with one or more consumption experiences (Khanna & Mishra, 2012).

If through analyzing sensory marketing activities, we can see a development of experience-based marketing, we can make an analogy based on sensory branding and brand experience in consumer behavior through the interdependence relationship it has on brand equity development. In this case, from the point of view of practices in the broad field of the branding process, the sensory branding segment leads to a sales figure and increases the reputation and image of the brand (Rajput & Dhillon, 2013), all of which lead creating of memories / lasting experiences (Keller, 1993). The brand association component is improved when are created some certain derivatives deriving from brand-related experiences and exposure through brand communications (Chang & Chieng, 2006). This association is also caused by sensory pleasure, a variety and/or cognitive stimulation (Keller, 1993) - all components of brand experiences (Dolbec & Chebat, 2013). Going forward, because brand experiences lead to the form of increase of confidence and consumer's desire to use a particular brand, this may have important effects on perceived quality (Dolbec & Chebat, 2013) because brands in the top segment behave differently from other brand segments (Lin, 2015; Sheng & Teo, 2012).

When we talk about consumer behavior to buy a particular brand product or brand service, we take into account that brands play a rather important role in the buyer's decision-making process through their experiences - whether we are talking about an initial purchase process or a buying process from the perspective of purchasing the same type of product or service in the range of the same brand category. Brands to support themselves from this point of view create an appeal to different mechanisms to ensure the quality of products and services (and not only that) which define very well the concept of brand equity. In Yoo, Donthu, and Lee (2000) study, the perceived quality, brand loyalty, and awareness are the main dimensions of the brand equity concept. Brand experience has multiple effects on brand loyalty (Brakus, Schmitt, & Zarantonello, 2009; Iglesias, Singh, & Batista-Foguet, 2011; Sahin et al., 2011). However, experiences perceived at a higher level by consumers determine their true loyalty, if they develop and if they have an affective commitment for their clients (Iglesias et al., 2011).

The complementarity relationship between sensory branding and brand experience have been linked empirically of brand loyalty (Brakus et al., 2009), a brand equity sub-component (Aaker, 1991). The holistic nature of the experiences that brands create in the mind of the consumer leads to a hampered process of imitating them when talking about a well-defined competitive market (Berry, Seiders, & Grewal, 2002; Gentile, Spiller, and Noci, 2007), especially when we analyze sensory experiences with reference to all five senses - auditory, visual, olfactory, tactile, gustatory.

Sensory branding experiences can form brand associations (Keller, 1993), which is a brand equity sub-component (Aaker, 1991). These sensory experiences have several advantages in terms of brand differentiation in the mind of the consumer (Hultén, 2011). In addition, he needs to re-interact with the same brand if he wants to experience these experiences, which creates a motivating force for that brand. Every experience created by calling all five combined senses can contribute in a particular way to brand equity development. Practically, through the assets and liabilities added to each brand, we can see their development in the market segment. Brakus et al. (2009, p.52) have also found this: "brand experience affects consumer satisfaction and loyalty in a direct and indirect way through brand personality associations". Sands, Oppewal, and Beverland (2008) show us the fact that experiential events in stores influence positively the perceived

commercial value and the intention to buy through the behavior that the consumer has at the time of such a process.

## **Methodology**

The present study focuses on the importance of sensory factors in relation with brand experience on consumer behavior and, last but not least, on building and developing brand equity on products that make up the brand (coffee to go segment). Thus, the objectives for this research include: identifying how sensory stimuli relate and contribute to creating consumer experience, understanding how the experience of consumption contributes to building and/or developing brand equity on coffee to go product, understanding of consumer preferences or not for certain brands that consumers have through the analysis of each part.

## ***Research hypotheses***

H1: The more sensory stimuli are present, the more the consumer is influenced to purchase coffee to go from the favorite brand.

(the independent variable is given by the presence of sensory factors and the dependent variable is given by the degree of purchasing of the favorite 'coffee to go' brand).

H2: The more sensory stimuli influence the experience of consumption, the more they contribute to building and developing brand equity for coffee to go brand.

(the independent variable is given by the influence of sensory stimuli on the experience of consumption and the dependent variable is given by their contribution in building and developing brand equity).

## ***Methods***

This research was carried out with the help of a self-administrative questionnaire, using the snowball technique, the reference lot - a sample of convenience - consisting of 114 eligible respondents. Also, data collection for research was done online through the polling and data gathering platform isondaje.ro

The assessment scales used are taken over and adapted after a series of scales formulated and validated by the researchers, the evaluation is made on a Likert scale where 1 means not at all important and 5 very important. Amongst these are: the scale for the visual and odor sensors (Spangenberg, Crowley, & Henderson, 1996), the flavor scale (Liem, Toraman Aydin, & Zandstra, 2012), for brand equity (Yoo et al., 2000), the brand experience scale (Brakus et al., 2009).

## **Results**

The descriptive analysis aims at analyzing the demographic profile of the respondents who took part in the survey by completing the questionnaire - age categories, sex, residence environment, education, and occupation. Thus, through their analysis, we can identify the profile of the consumer who participated in this study, namely - he belongs to the 18-25 age group, lives in Bucharest - District 4, he has faculty as the last level of education graduated or in progress, is employed with higher education and has a net



monthly income of between 1501 and 2500 lei, consumes coffee to go several times a month from Starbucks.

This part is followed by frequencies analysis. In terms of frequencies, as part of the interpretation and analysis of research data, these are analyzed through three dimensions that help to understand consumer behavior in relation to the degree of knowledge and acquisition of coffee to go brands, behavior which can be considered in the analysis of brand equity's components.

Therefore, the first dimension refers to the question, '*What is the first coffee shop to go that comes to your mind?*'. Most of the answers were for the 5 to go coffee shop (52 respondents out of 114). Table 1 below lists top 3 of 'coffee shops to go' for the above-mentioned question.

**Table 1. The first coffee shop to go that comes in mind**

Coffee shop to go	Number of respondents
5 to go	52
Starbucks	23
Ted's	9

The second dimension is given by the question '*What is the frequency with which you buy coffee to go?*', and most (42 respondents out of 114) prefer to buy coffee go once a day. In Table 2 below we find detailing the answers for the second dimension.

**Table 2. The frequency of buying coffee to go**

What is the frequency with which you buy coffee to go?	Number of respondents
Once a day	42
2-3 times a week	28
Once a week	14
Several times a month	30
Once a week	114

The third dimension is given by the question '*What is the coffee shop to go whence you buy in most of the time coffee to go?*'. The most common coffee shop to go whence respondents buy most often is Starbucks (35 respondents out of 114). Table 3 below lists top 3 of 'coffee shops to go' for the above-mentioned question.

**Table 3. The coffee shop to go from where it is most often buy**

Coffee shop to go from where you buy most of the time	Number of respondents
Starbucks	35
5 to go	32
Ted's	13

So these questions have a role to play in understanding the profile of respondents, but also in analyzing responses regarding sensory factors, brand experience, brand equity elements for the coffee shop brand from where each respondent buys most of the time.

Also, this data shows the degree of knowledge of 'the coffee to go' brands, which can be analyzed from the perspective of the brand equity concept, and the frequency with which each respondent buys 'coffee to go' from the preferred brand or not. All these lead us to the analysis and testing of formulated hypotheses in methodology regarding each component that contributes, develops and constitutes the fundamental property of a successful brand on a competitive market, namely the concept of brand equity.

### Testing of hypotheses

Testing of hypotheses is done through the perspective of correlating independent variables with dependent variables. More specifically, in the hypothesis testing process, the following aspects are taken into account: the realization of calculating the scores for each scale that defines the independent and dependent variables; the calculation the Pearson coefficient that shows the positive or negative relationship between the variables which defining each hypothesis; the realization of a multiple linear regression to see in detail each link that each independent variable has or does not have on the dependent variable.

Thus, for the first hypothesis - *the more sensory stimuli are present, the more the consumer is influenced to purchase coffee to go from the favorite brand*, we can notice that the independent variable - the presence of sensory factors is correlated with the dependent variable - the degree of purchasing of the favorite coffee to go brand. In Table 4, the data obtained from the application of the questionnaire show that the presence of sensory factors correlates a positive relationship with the results of the purchasing of the 'coffee to go' from the preferred brand, the correlation coefficient being  $r = 0.338$ , significance level  $p < 0.01$ .

**Table 4. Correlation of the first hypothesis**

		The degree of purchasing a coffee to go from the favorite coffee to go brand shop
sensory factors	Pearson Correlation	.338**
	Sig. (2-tailed)	.000
	N	114

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Analyzing the data in the table above, we can see that the first hypothesis formulated is confirmed - the more sensory stimuli are present, the more the consumer is influenced to acquire 'coffee to go' from the favorite brand.

For the second hypothesis - *the more sensory stimuli influence the experience of consumption, the more they contribute to building and developing brand equity for coffee to go brand*, we notice that we have two independent variables - sensory stimuli and experience of consumption, and a dependent variable - their contribution to building and developing brand equity.

Analyzing the data in the table below, one can observe the following:

- sensory stimuli correlate a positive relationship with brand equity, the correlation coefficient being  $r = 0.384$ , significance level  $p < 0.01$ ;
- brand experience correlates a positive relationship with brand equity, the correlation coefficient being  $r = 0.345$ , significance level  $p < 0.01$ ;

- sensory stimuli correlate a positive relationship with brand experience, the correlation coefficient being  $r = 0.421$ , significance level  $p < 0.01$ .

**Table 5. Correlation of the second hypothesis**

		Brand equity	Sensory factors	Brand experience
brand equity	Pearson Correlation	1	.384**	.345*
	Sig. (2-tailed)		.000	.000
	N	114	114	114
sensory factors	Pearson Correlation	.384**	1	.421**
	Sig. (2-tailed)	.000		.000
	N	114	114	114
brand experience	Pearson Correlation	.345*	.421**	1
	Sig. (2-tailed)	.000	.000	
	N	114	114	114

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Therefore, the above-mentioned aspects confirm the second formulated hypothesis, namely - the more sensory stimuli influence the experience of consumption, the more they contribute to building and developing brand equity on 'coffee to go' brand.

However, for a better confirmation, has been achieved a fusion between the scores of the independent variables - sensory stimuli and experience of consumption, which makes the sensory factors and the experience with brand equity to correlate a positive relationship, the correlation coefficient being  $r = 0.433$ , significance level  $p < 0.01$ .

**Table 6. Correlation between sensory and experience with brand equity**

		Brand equity
sensory factors and brand experience	Pearson	.433**
	Sig. (2-tailed)	.000
	N	114

\*\* . Correlation is significant at the 0.01 level (2-tailed).

For the visual factor, the most important visual aspects in respondents' opinion are those related to comfort and relaxation. For a coffee shop to go whence they buy most often, these two aspects are the most prevalent, which means that from the visual stimulation's point of view in the coffee shop to go is a feeling of comfort and relaxation by the way that it shows, what makes the consumer to be attracted most. Also, in Table 7 we find a correlation between all visual stimuli and brand equity, observing that there is correlating a positive relationship between them, the correlation coefficient being  $r = 0.274$ , significance level  $p < 0.01$ .

**Table 7. Correlation between the visual factor and brand equity**

		Brand equity
the visual factor	Pearson	.274**
	Sig. (2-tailed)	.003
	N	114

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Linked of sensory factors for smell and taste, in the respondents' opinion, the specific taste and smell for the coffee to go are the most important for the coffee shop to go from where they buy the most often. Also, in Table 8, we find a correlation between sensory factors for taste and smell with brand equity, which means that there is a relationship between them.

**Table 8. Correlation between smell and taste stimuli with brand equity**

		Brand equity
smell and taste	Pearson	.394**
	Sig. (2-tailed)	.000
	N	114

\*\* . Correlation is significant at the 0.01 level (2-tailed).

For the hearing factor - in the opinion of the respondents the most important aspects for the coffee shop to go from where they buy most often are: the music reflects the signature of the brand and the music creates a favorable atmosphere. What is important to note is that between the auditory stimuli and brand equity isn't a correlation, as the table below shows us.

**Table 9. Correlation between the hearing factor and brand equity**

		Nrand equity
the hearing factor	Pearson	0.175
	Sig. (2-tailed)	0.062
	N	114

It is also important to observe how each side of the brand experience contributes to the assessment of 'the coffee shop to go' from where the respondent buys most of the time. Thus, the most important aspects to be noted, as shown by the application of the questionnaire, are reflected by the sensory impression that the brand has on the consumer, as well as on the rational element, tranquility or relaxation. The correlation between all aspects analyzed with regarding brand experience and brand equity was highlighted in tables for testing hypotheses formulated in the research's methodology.

Also, the Q9 question about the receptivity factors to which the consumer is attracted when he is in a coffee shop to go outlines the fact that the most receptive factors are highlighted by the odor, staff behavior, location.

**Table 10. The most important aspects of receptivity for consumers in a coffee shop to go**

		Odor	Staff behavior	Location
N	Valid	114	114	114
	Missing	0	0	0
Mean		4.54	4.70	4.37

Taking into account the above can be highlighted the following:

- the relationship that the consumer of coffee to go prefers with the brand (in this case the brand is given to each respondent in part by 'the coffee shop to go' from where it mostly purchases) is based on the influence of sensory factors and the rational reasons. It can be noticed that the atmospheric nature (sensorial) combines with the consumer's decision to buy;
- the idea of brand experience is highlighted by the relationship between sensory - reason - experience. Thus, most scores have been recorded on these items that have composed the evaluation scales for 'the coffee shop to go' from where the respondent mostly purchases. These reflect the brand experience associated with 'the coffee shop to go';
- the nature of the sensory branding in the context of the acquisition is based on visual sensory stimuli (colors), gustatory (the possibility to taste the products), as well as those that induce odor and acuity.

## **Conclusions**

Concluding the results and analysis of the data gathered from the research, we can state that the nature of sensory factors is present in the mind of the consumer when he is in 'the coffee shop to go' to buy the desired product. Also, each stimulus in part shows us that it induces a certain experience (relaxation, quietness). By the consumer's rationality from the point of view of the analysis of brand experience through consumption, all these aspects lead to the construction and development of brand equity.

This aspect is highlighted and supported by confirming the hypotheses formulated and correlating all the elements needed to highlight this aspect - elements of the sensory level, receptive factors in the location, influence factors when purchasing the product, consumer experience.

In this case, it can be noticed that for the analyzed market segment, the brands of coffee shops to go, the correlations between the items that led to this research show that: between the sensory factors and the purchasing power is a significant and positive relationship, between the sensory factors and brand equity, is a positive and significant relationship, between the experience of consumption and brand equity is a positive and significant relationship, between the sensory factors and the experience of consumption, is a positive and significant relationship.

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