The Effect of Brand Experience and Brand Equity on Library

The Case Study of NOT JUST LIBRARY
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Introduction

Libraries faced a challenge because of internet development. In recent years, Internet became the commonest information searching tool. Many data digitalized and uploads to the Internet to share conveniently. Meanwhile, diversity of media helps people to deliver knowledge in different way. People no longer just learn from books. Therefore, libraries not only need to be improved for readers, but also need to be promoted to the public. Brophy (2002) think that the functions of libraries can’t just be a Warehouse of Knowledge and Access to information in this new era. Giappiconi (1999) propose that promoting libraries with marketing strategies can bring much benefit for libraries.

In order to enhance the value of library and promote to the public, Taiwan Design Center (TDC) reform the library, Design Library, with whole new branding strategies. The library named by NOT JUST LIBRARY reopened in 2012. TDC invited designer Nieh Yung-Chen to redesign a novel visual identity for their library. In addition, NOT JUST LIBRARY is not only released with new visual identity, but also be managed with branding strategies. It provides different brand experience to differ from competitors. The ideal goal is to help people knowing the value of NOT JUST LIBRARY, appealing them to come, and letting more people can be shared with design knowledge resource.

Lu Shun-Chiao (2015), the president of Taiwan National Library of Public Information, think that branding is one of the most important issues for libraries nowadays. Likewise, this case study attempt to discuss whether branding can helps libraries promoting and increasing readers’ intention. On the other hand, this study also discusses the influence of brand experience. The importance of this study is to understand a promotion for libraries facing challenge.

Brand Equity and Brand experience

1. Brand Equity
Aaker (1991) defines brand equity as ‘a set of assets (and liabilities) linked to a brand’s name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm’s customers’. He also defines components of brand equity: (1) brand loyalty (2) brand awareness (3) perceived quality (4) brand associations and (5) other proprietary assets.

2.2 Brand Experience
Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand’s design and identity, packaging, communications, and environments. Schmitt and Zarantonello (2009) propose brand experience scale that includes four dimensions: sensory, affective, intellectual and behavioral (refer to table 1).

Table 1. Brand experience dimensions

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Sense</td>
<td>Sensory Experiences</td>
</tr>
<tr>
<td>Affective</td>
<td>Affective Experiences</td>
</tr>
<tr>
<td>Intellectual</td>
<td>Creating Cognitive Experiences</td>
</tr>
<tr>
<td>Behavioral</td>
<td>Physical Experiences and Entire Lifestyles</td>
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Methodology

3.1 Depth Interview
This study interviewed the president of NOT JUST LIBRARY and the visual identity designer to clarify the brand concept and brand experience elements.

3.2 Questionnaire Survey
This study adopts internet questionnaire, and a total of 54 questionnaires are valid. The questionnaire focuses on three. Hypothesis (refer to Figure 1).

Figure 1 Hypothesis Model

H₁: Library’s Brand experience effects library’s brand equity.
H₂: Library’s Brand equity effects readers’ intention.
H₃: Library’s Brand experience effects readers’ intention.
There are three dimensions of the questionnaire for this study: brand equity, brand experience, and reader’s intention. The questionnaire uses five-point Likert Scale, with five as absolutely agrees.

4. Analyzing NOT JUST LIBRARY

In order to further understand the relations between different factors, this study adopts analysis of correlation by SPSS and SmartSPL.

4.1 Descriptive Statistics

Among these 54 valid questionnaires, 21 questionnaires are answered by male (38.9%), and 33 questionnaires are answered by female (61.1%). The age of readers is mostly from 21-25 years old (44%). The educated level of consumers is mostly universities (74.1%). The occupation of consumers is mostly students (44.4%). The readers mostly engage with design-related industry (66.7%).

4.2 Item Analysis & Reliability

According to the result of item analysis, questionnaire is modified by eliminating 1 questions in brand equity and 4 questions in brand experience (p > 0.05). In addition, the result of internal consistency reliability shows that all the variables have good reliability (Cronbach’s alpha > 0.7).

4.3. Structural Equation Modeling Analysis

SEM analysis shows that there are 7 variables in brand equity dimension, 2 variables in brand experience dimension, and 1 variable in reader’s intention dimension need to be eliminated (factor loading < 0.7).

As the result (refer to Figure 2), there are 6 variables in brand experience dimension. The variable which has the highest factor loading (0.846) is “The brand NOT JUST LIBRARY always helps me creating thoughts or ideas.” (brand experience intellectual 1). The brand equity dimension includes 6 variables. “I think that the managing strategy of NOT JUST LIBRARY is worth learning for others” (brand awareness 2) has the highest factor loadings (0.832). There are 2 variables in readers’ intention dimension. The variable which has higher factor loadings (0.918) is “I’m willing to come to NOT JUST LIBRARY reading or searching information.”

Table 2. Path Coefficient

<table>
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<tr>
<th>Path</th>
<th>P value</th>
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<tbody>
<tr>
<td>Brand experience → Brand equity</td>
<td>0.000</td>
</tr>
<tr>
<td>Brand equity → Readers’ intention</td>
<td>0.010</td>
</tr>
<tr>
<td>Brand experience → Readers’ intention</td>
<td>0.518</td>
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Expect for the relationship between brand experience and reader’s intention, others two significance level shows good result (P value < 0.05) (refer to Table 2). Furthermore, the factor loading between brand experience and brand equity is 0.799. The factor loading between brand equity and readers’ intention is 0.483.

5. Conclusion

1) H1 “Library’s Brand experience effects library’s brand equity” is valid. NOT JUST LIBRARY helps readers arise thoughts and ideas, creating intellectual experience. Briefly, there are positive effect and benefit for library branding.

2) H2 “Library’s Brand equity effects readers’ intention” is valid. Readers think that the managing strategy of NOT JUST LIBRARY is worth learning for others. In the other hand, branding helps readers rising brand awareness, identifying library, increasing visiting intention.

3) H3 “Library’s Brand experience effects readers’ intention” is not valid (P value > 0.05). As the result, brand experience cannot affects readers’ intention directly.

Reference

