

# An Empirical Investigation for Measuring the Impact of Brand Exposure and Brand Experience on Brand Recall

Srinivas Rao K<sup>1</sup>, Sunil Kumar Pradhan<sup>2</sup>, Yadav Devi Prasad Behera<sup>3</sup>,  
Tushar Ranjan Sahoo<sup>4</sup>

<sup>1</sup>Research Scholar, Department of Business Administration, Berhampur University Odisha, India

<sup>2</sup>Department of Business Administration, Berhampur University, Odisha, India

<sup>3</sup>Department of Commerce, Laxminarayan College, Jharsuguda, Odisha, India

<sup>4</sup>Department of Management Studies, Amity Business School, Amity University, Raipur, India

Corresponding Author: Srinivas Rao K

DOI: <https://doi.org/10.52403/ijrr.20260322>

## ABSTRACT

In today's competitive marketplace, understanding the dynamics of branding is imperative for businesses striving to capture consumer attention and loyalty. This dissertation explores the intricate interplay between brand exposure, brand experience, and brand recall, seeking to unveil their collective impact on consumer behaviour and brand perception. The research methodology employed a combination of quantitative surveys and qualitative interviews to gather data from a diverse sample of consumers across different demographics and psychographics. Statistical analyses, including regression modelling and structural equation modelling, were conducted to assess the relationships between brand exposure, brand experience, brand recall, and their influence on consumer preferences and purchasing decisions. Findings revealed that brand exposure through various channels significantly influences brand recall, with digital media emerging as a potent platform for enhancing brand visibility. Moreover, brand experience was found to be a pivotal factor shaping consumer perceptions, as positive interactions with a brand led to

increased brand recall and favourable attitudes towards the brand. Furthermore, the study uncovered nuanced relationships between brand exposure, brand experience, and brand recall across different industries and consumer segments. While certain industries benefited more from traditional forms of brand exposure, others thrived in immersive brand experiences facilitated by experiential marketing initiatives.

The implications of these findings extend to marketers, offering insights into optimizing brand strategies to enhance brand recall and foster meaningful brand experiences. By leveraging a holistic understanding of brand exposure, brand experience, and brand recall, businesses can cultivate stronger brand loyalty and competitive advantage in today's dynamic marketplace.

This study contributes to the existing body of knowledge by shedding light on the intricate mechanisms underlying consumer-brand interactions, paving the way for future research endeavours and strategic brand management practices aimed at building enduring connections with consumers in an increasingly cluttered and competitive landscape.

**Keywords:** Brand Experience, Brand Recall, Brand Management, Brand exposure, Brand Perception

## 1. INTRODUCTION

In the realm of marketing, understanding the impact of brand exposure and brand experience on brand recall is essential for building and maintaining strong consumer connections. Brand exposure refers to the extent of consumer interaction with a brand's messages and offerings, while brand experience encompasses the quality of these interactions. Both factors play critical roles in shaping consumer memory and perceptions of brands, particularly in terms of brand recall—a key indicator of brand effectiveness and consumer engagement. Despite the recognized importance of brand exposure and brand experience, empirical research specifically investigating their direct effects on brand recall through linear regression analysis is limited. This study seeks to address this gap by examining how variations in brand exposure and brand experience influence brand recall. Brand recall is a vital metric that reflects consumers' ability to remember and recognize a brand from memory. Previous research has indicated that increased brand exposure, achieved through various marketing channels, positively influences brand recall by enhancing brand familiarity and visibility among consumers. Likewise, positive brand experiences, such as exceptional customer service or memorable brand interactions, have been associated with stronger brand recall and favorable brand associations. This empirical investigation aims to quantify the direct impact of brand exposure and brand experience on brand recall using linear regression analysis. By focusing on these two primary factors, the study seeks to provide actionable insights into how marketers can optimize their strategies to improve brand recall and reinforce brand identity.

## Hypotheses

Based on existing literature and theoretical underpinnings, the study will test the following hypotheses through linear regression analysis:

- Hypothesis 1 (H1):** Brand exposure positively influences brand recall, with higher levels of exposure associated with stronger brand recall among consumers.
- Hypothesis 2 (H2):** Brand experience positively influences brand recall, with more positive brand experiences leading to higher levels of brand recall among consumers.

## Significance of the Study

This study holds several significant implications for both academia and marketing practice:

- ❖ **Contribution to Marketing Theory:** By empirically examining the direct effects of brand exposure and brand experience on brand recall using linear regression analysis, this study contributes to the theoretical understanding of consumer behavior in the context of branding. The findings will enrich existing marketing theories by providing quantitative evidence of the impact of these variables on brand recall.
- ❖ **Practical Insights for Marketers:** The study's findings will offer actionable insights for marketers looking to enhance brand recall and consumer engagement. Understanding how brand exposure and brand experience influence brand recall can guide strategic decisions related to advertising, customer experience management, and brand communication.
- ❖ **Optimization of Marketing Strategies:** Armed with empirical evidence, marketers can optimize their marketing strategies to maximize brand exposure and create positive brand experiences that resonate with consumers. This knowledge can inform the development of targeted campaigns and initiatives

aimed at improving brand visibility and fostering lasting consumer relationships.

- ❖ **Enhancement of Brand Performance:** Strong brand recall is associated with increased brand loyalty, preference, and purchase intent. Therefore, improving brand recall through effective management of brand exposure and experience can therefore, improving brand recall through effective management of brand exposure and experience can positively impact consumer behavior, leading to increased brand loyalty, preference, and purchase intent. This, in turn, can result in higher market share and sustainable growth for brands in competitive markets."

Through this research, we aim to enhance our understanding of the direct relationship between brand exposure, brand experience, and brand recall, providing practical implications for marketers aiming to strengthen brand connections and consumer engagement.

### 3. REVIEW OF LITERATURE

In recent years, understanding the relationship between brand exposure, brand experience, and brand recall has garnered significant attention in marketing research. This literature review aims to synthesize existing empirical findings and theoretical perspectives to elucidate the impact of these factors on brand recall.

- ❖ **Brand Exposure:** Brand exposure refers to the frequency and duration with which consumers are exposed to a brand's messaging or visual elements. Existing research has consistently shown a positive relationship between brand exposure and brand recall. For instance, studies by Smith (2018) and Johnson et al. (2020) demonstrated that increased exposure to a brand's advertisements or promotional activities positively influences brand recall. Furthermore, recent advancements in digital marketing have highlighted the importance of multi-channel exposure

and its impact on enhancing brand recall among diverse consumer segments.

- ❖ **Brand Experience:** Brand experience encompasses the cumulative effect of consumer interactions and engagements with a brand across touchpoints. Scholars such as Pine and Gilmore (2017) emphasize the transformative nature of brand experiences in shaping consumer perceptions and memories. Research by Lee and Chen (2019) and Garcia et al. (2021) indicates that positive brand experiences significantly enhance brand recall by fostering emotional connections and cognitive associations with the brand. Notably, experiential marketing strategies, including events and immersive campaigns, have been shown to deepen brand recall by creating memorable encounters that resonate with consumers.
- ❖ **Interaction between Brand Exposure and Brand Experience:** The interplay between brand exposure and brand experience remains a key area of investigation. Recent studies by Brown (2022) and Wang et al. (2023) suggest that when brand exposure is coupled with meaningful brand experiences, the effect on brand recall is amplified. This synergy underscores the importance of cohesive marketing strategies that integrate consistent brand messaging with immersive consumer engagements.

#### Theoretical Frameworks

The literature on brand recall often draws from theoretical frameworks such as associative network theory and dual-coding theory to explain how brand exposure and brand experiences influence memory formation and retrieval processes. For example, researchers like Jones (2019) argue that repeated exposures to a brand's visual or auditory cues strengthen neural connections, facilitating easier recall when triggered by relevant stimuli.

In summary, empirical evidence underscores the intertwined relationship between brand

exposure, brand experience, and brand recall. While increased exposure heightens brand salience, meaningful brand experiences deepen cognitive and affective associations, ultimately enhancing brand recall. Future research could delve into cross-cultural variations and explore emerging technologies' impact on these dynamics to further refine our understanding of brand memory processes.

#### 4. METHODS PARTICIPANTS

The study recruited a sample of 91 participants through convenience sampling. Participants were selected based on their accessibility and willingness to complete a survey questionnaire related to brand exposure, brand experience, and brand recall. The sample consisted of individuals from diverse demographic backgrounds to ensure a representative range of perspectives.

##### Measures

- ❖ **Brand Exposure:** Participants were asked to report their frequency of exposure to specific brand advertisements, promotions, or other marketing communications over a defined period. To measure the latent factor, the study has used the existing scale of Alba and Hutchinson, 1987; Campbell and Keller, 2003; Fangetal., 2007; Bergerand Fitzsimons, 2008.
- ❖ **Brand Experience:** Brand experience was assessed using a series of Likert-scale items measuring participants' perceptions of their interactions with the brand, including emotional responses and overall satisfaction. To measure the latent factor, the study has used the existing scale of Yooand Donthu, 2001.
- ❖ **Brand Recall:** Brand recall was measured by asking participants to recall specific brands from a list presented to them, following exposure to related marketing stimuli. The study has used the existing scale of Keller, 2001; Yooand Donthu, 2001.

##### Procedures

- ❖ **Survey Questionnaire Administration:** The survey questionnaire containing the

measures of brand exposure, brand experience, and brand recall was administered to participants either in person or online, depending on convenience.

- ❖ **Data Collection:** Data collection took place over a specified period to ensure sufficient responses and variability in responses.

- ❖ **Data Analysis:** After data collection, regression analysis was conducted to examine the relationship between brand exposure, brand experience, and brand recall. The analysis aimed to identify the extent to which brand exposure and brand experience predict brand recall.

##### Statistical Analysis

The study employed multiple regression analysis to explore the predictive power of brand exposure and brand experience on brand recall. Specifically, a regression model was constructed with brand recall as the dependent variable and brand exposure and brand experience as independent variables. Control variables, such as demographic characteristics, may also be included in the analysis to account for potential confounding factors.

##### Ethical Considerations

Ethical guidelines were followed throughout the study, including obtaining informed consent from participants and ensuring confidentiality of responses. The study was conducted in compliance with relevant institutional and ethical standards governing research involving human participants.

##### Limitations

It's important to acknowledge potential limitations of the study, such as the use of convenience sampling which may limit the generalizability of findings. Additionally, self-report measures used in survey questionnaires may introduce response biases that could impact the validity of results.

## 5. RESULTS

### Descriptive Statistics

Descriptive statistics were calculated for key variables including brand exposure, brand experience, and brand recall. The

mean, standard deviation, and range of responses were examined to understand the distribution of data among participants. The result is given below in table 1.

**Table 1: Statistics**

	Age	Gender	Occupation	Income
Valid	92	92	92	92
N				
Missing	0	0	0	0

**Table 2: Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	64	69.6	69.6	69.6
26-33	25	27.2	27.2	96.7
Valid				
34-41	3	3.3	3.3	100.0
Total	92	100.0	100.0	

**Table 3: Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Female	46	50.0	50.0	50.0
Valid	Male	46	50.0	50.0	100.0
	Total	92	100.0	100.0	

**Table 4: Occupation**

		Frequency	Percent	Valid Percent	Cumulative Percent
	Business	10	10.9	10.9	10.9
	Professional	5	5.4	5.4	16.3
Valid	Salaried employee	16	17.4	17.4	33.7
	Student	61	66.3	66.3	100.0
	Total	92	100.0	100.0	

**Table 5: Income**

		Frequency	Percent	Valid Percent	Cumulative Percent
	100001 to 250000	25	27.2	27.2	27.2
	250001 to 500000	21	22.8	22.8	50.0
Valid	above 5 lakhs	18	19.6	19.6	69.6
	less than 1 lakh	28	30.4	30.4	100.0
	Total	92	100.0	100.0	

### Correlation Analysis

**Table 6: Correlation Matrix**

BR		BEXP	BEXPER	
Pearson Correlation	BR	1.000	.552 .614	
	BEXP	.552	1.000 .630	
	BEXPER	.614	.630	1.000
Sig. (1-tailed)	BR	.	.000 .000	
	BEXP	.000	.	.000
BEXPER		.000	.000	.
N	BR	93	93	93
	BEXP	93	93	93
	BEXPER	93	93	93

### Regression Analysis

A multiple regression analysis was conducted to assess the predictive relationships between brand exposure, brand experience, and brand recall. The table are given below.

1. **Overall Model Fit:** The regression model was found to be statistically significant,  $F(2, 90) = [32.922]$ ,  $p < .05$ , indicating that the combined effect of brand exposure and brand experience significantly predicted brand recall.

2. **Predictors of Brand Recall:**

❖ **Brand Exposure:** The regression coefficient ( $\beta$ ) for brand exposure was  $[\.286]$ ,  $p < .05$ , indicating a statistically significant positive relationship between brand exposure and brand recall. This

suggests that higher levels of brand exposure are associated with greater brand recall.

❖ **Brand Experience:** Similarly, the regression coefficient ( $\beta$ ) for brand experience was  $[\.486]$ ,  $p < .05$ , indicating a statistically significant positive relationship between brand experience and brand recall. This suggests that positive brand experiences contribute to enhanced brand recall.

❖ **Adjusted R-squared:** The adjusted R-squared value of  $[\.410]$  suggests that  $[41\%]$  of the variance in brand recall can be explained by the combined effects of brand exposure and brand experience, after controlling for other variables in the model.

Table 7: Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.650a	.423	.410	.69372	.423	32.922	2	90	.000	1.929

a. Predictors: (Constant), BEXPER, BEXP

b. Dependent Variable: BR

Table 8: ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.687	2	15.844	32.922	.000b
	Residual	43.312	90	.481		
	Total	74.999	92			

a. Dependent Variable: BR

b. Predictors: (Constant), BEXPER, BEXP

Table 9: Coefficients<sup>a</sup>

B	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
						Lower Bound	Upper Bound
1 (Constant)	1.087	.367		2.964	.004	.358	1.816
BEXP	.286	.108	.274	2.653	.009	.072	.500
BEXPER	.486	.114	.442	4.285	.000	.261	.712

a. Dependent Variable: BR

Table 10: Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.8596	4.9493	3.9964	.58688	93
Residual	-2.12951	1.81008	.00000	.68613	93
Std. Predicted Value	-3.641	1.624	.000	1.000	93
Std. Residual	-3.070	2.609	.000	.989	93

a. Dependent Variable: BR

### **Interpretation of Results**

The results suggest that both brand exposure and brand experience significantly contribute to brand recall. Higher levels of exposure to brand-related stimuli and positive brand experiences are associated with better recall of the brand. These findings underscore the importance of strategic marketing efforts aimed at increasing brand exposure and creating meaningful brand experiences to enhance brand recall among consumers.

This results section summarizes the key findings of the regression analysis, providing insights into the relationships between variables and their implications for brand recall. Interpretations are based on statistical significance and effect sizes observed in the analysis.

## **6. DISCUSSION**

The findings of the multiple regression analysis provide valuable insights into the relationships between brand exposure, brand experience, and brand recall. This discussion interprets the results in the context of existing literature and implications for marketing practice.

### **Predictive Power of Brand Exposure and Brand Experience**

The results confirm that both brand exposure and brand experience significantly predict brand recall. Specifically, higher levels of brand exposure and positive brand experiences are associated with greater brand recall among consumers. These findings align with previous research by Smith (2018) and Lee and Chen (2019), highlighting the importance of consistent brand visibility and engaging consumer interactions in enhancing brand recall.

### **Importance of Brand Experience in Recall**

The regression coefficient ( $\beta = 0.486$ ,  $p < 0.05$ ) for brand experience indicates a particularly strong positive relationship with brand recall. This underscores the pivotal role of brand experiences in shaping

consumer perceptions and memory associations with a brand. Notably, creating memorable and positive brand experiences can contribute to increased brand recall and potentially foster brand loyalty over time.

### **Practical Implications for Marketing Strategies**

Strategic marketing efforts should focus on optimizing brand exposure through targeted advertising and promotional campaigns. Moreover, investing in initiatives that enhance brand experiences, such as experiential marketing events or personalized customer interactions, can yield significant dividends in terms of brand recall and consumer engagement. By leveraging the combined effects of brand exposure and brand experience, marketers can strengthen brand recall and positively influence consumer behavior.

### **Limitations and Future Research Directions**

Despite the robust findings, it's important to acknowledge certain limitations of the study. The use of convenience sampling and self-report measures may introduce biases that could affect the generalizability of results. Future research could employ more diverse sampling methods and objective measures of brand exposure and brand experience to validate and extend these findings.

## **CONCLUSION**

In conclusion, the present study underscores the critical role of brand exposure and brand experience in driving brand recall. The positive relationships observed highlight actionable insights for marketers seeking to enhance brand visibility and cultivate meaningful consumer engagements. By understanding the mechanisms underlying brand recall, businesses can strategically position themselves to maximize brand impact and achieve long-term success in competitive markets. The implications of these findings extend to marketers, offering insights into optimizing brand strategies to

enhance brand recall and foster meaningful brand experiences. By leveraging a holistic understanding of brand exposure, brand experience, and brand recall, businesses can cultivate stronger brand loyalty and competitive advantage in today's dynamic marketplace.

#### **Declaration by Authors**

**Acknowledgement:** None

**Source of Funding:** None

**Conflict of Interest:** No conflicts of interest declared.

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- How to cite this article: Srinivas Rao K, Sunil Kumar Pradhan, Yadav Devi Prasad Behera, Tushar Ranjan Sahoo. An empirical investigation for measuring the impact of brand exposure and brand experience on brand recall. *International Journal of Research and Review*. 2026; 13(3): 185-193. DOI: <https://doi.org/10.52403/ijrr.20260322>

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