Brand Attitude, Brand Experience, Brand Love and Word of Mouth: Evidence from China and Malaysia's IKEA

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ARTICLE INFORMATION

ABSTRACT

IKEA is a fast-growing multinational home furnishings company that started in 1943 in Sweden. This research intends to analyze the relationship between brand attitude, brand experience, brand love, and word of mouth. The researchers used a comparative analysis of the IKEA brand in Malaysia and China. The data collected from China (N=100) and Malaysia (N=100) informed that brand attitude, brand experience, and brand love impact word of mouth. Furthermore, the researchers found that people in China and Malaysia have a lot of the same attitudes towards IKEA. Thus, Brand Experience and Brand Love are the most important variables for a business. The fast-growing consumer-brand relationships literature by examining the role of brand attitude, brand experience, and brand love in retail brands in China and Malaysia is presented in this paper. It also intends to understand better how to build and nurture practical brand attitude, brand experience, and brand love to elicit intense and passionate feelings towards retail brands.

Keywords: Brand Attitude, Brand Experience, Brand Love, China, IKEA, Malaysia, Word of Mouth.

INTRODUCTION

IKEA is a known leading distributor of design-sell and prepared furnishings, applicants, and accessories worldwide. Based in 1943 in Sweden by Ingvar Kamprad, the corporate has 433 stores and 211,000 staff in fifty countries. In 2019, IKEA managed to secure a yearly income of forty-one point three billion (IKEA, 2020). IKEA is the thirty-ninth most useful brand globally, valued at $15.3 billion (Forbes, 2019). The company's vision is to enhance people's daily life by delivering different kinds of useful design furniture at a lower price (IKEA, 2020). Instead of commercializing expensive home furnishings that solely many will afford, the IKEA construct permits it to serve the numerous by providing cheap merchandise that facilitates a lot of folks' live higher lives reception.

IKEA has eight core values: intimacy, empathy, cost-consciousness, simplicity, renewing and improving, totally different with meaning, providing and taking responsibility, and leading by example. This company has 12000 products, with nearly 2000 new and innovative products introduced each year. IKEA may be thought-about a service supplier due to its restaurants and playgrounds. Overall, IKEA believes that everyone can provide valuable services and that everyone should work with the same values. IKEA is consistently striving to produce more goods while maintaining quality. This encourages more customers to shop at IKEA for goods and services. This brand offers a diverse range of beautiful design products and low-cost products; more importantly, the core principle of IKEA is to encourage customers to become brand communicators rather than rigid advertisers. Nonetheless, this brand not only sells furniture but also spreads its value. IKEA Group began to take a proactive approach to environmental issues, such as materials, forests, suppliers, transportation, and the shopping center environment. IKEA is the first company to receive forest certification, an internationally recognized eco-environmental certification that includes forest management certification, processing, and distribution regulatory chain audits. IKEA is concerned about environmental issues.

Previous research has looked into IKEA's customer behavior (Sin et al., 2021), success factors (Singh et al., 2021), corporate social responsibility (Shuwaler et al., 2020), and environmental performance (Alrubah et al., 2020). The critical variables in IKEA's development are complete viewpoint, expert knowledge, brand love, and word of mouth. Each variable has an influence on IKEA's global business. Throughout this analysis, we tend to gather proof from China and Malaysia IKEA's complete angle, expertise, love, and word of mouth.

LITERATURE REVIEW

Brand Attitude
Brand attitude is outlined as "a consumer's overall assessment of a brand" (Mitchell & Olson, 2000). It's a judgment supported by positive or negative responses to brand-related stimulation or belief (Murphy & Zajonc, 1993). As Clifford (2019) states, "the worth is at the guts of IKEA's success: you recognize what you are going to induce after you back up IKEA, and it will be reasonable". IKEA's goal has perpetually been to enhance people's daily lives by providing a good variety of well-designed, functional, and fairly priced furnishings (IKEA, 2020). This brand focuses on improving the quality of its furniture while maintaining low prices. Product quality improvement is still one of the company's top priorities (IKEA Facts and Figures, 2006). According to Clifford (2019), furniture was established in its natural context, which our brains subconsciously appreciate. Everything is in an exceedingly contextually acceptable place. The brain distinguishes it, acknowledges its characteristic price, and wishes for it. Moreover, a good store can provide comfort and familiarity while additionally providing the joys of

discovery, and it's additionally the instant looking turns into retail medical aid. A positive perspective toward a complete as a result of its analysis not solely ends up in the consumer's continuing preference for those brands (Wu & Wang, 2011). However, an additional feature is an important result of purchase intention (Aaker & Keller, 1990).

Brand Experience
Research conducted by the University of Groningen's Customer Insights Center and the MIcompany found that IKEA provides the best customer service (Kohn, 2011). According to Isaksson & Suljanovic (2006), IKEA is an example of how the customer can be associated with the design process. Such as the store's location and the transportation infrastructure design to support a good shopping experience. Brakus et al. (2009) outline whole expertise as having four dimensions: behavioral, intellectual, sensory, and affective. Brand experiences are the results of stimuli that end in pleasant outcomes, and customers need to repeat such experiences. Not solely ought to brand experience influence past-directed satisfaction judgments, but it ought to conjointly influence future-directed client loyalty. Thereby, brand experience indicates the client's perceptions of their whole expertise (Ding & Tseng, 2015).

Brand Love
Besides that, brand love plays an important role for IKEA. According to Mehra (2022), it promises a stimulating in-store experience; eye-catching, creative Swedish style; and storage innovations that redefine the domain. In-store experience, all exhibits feature the most recent catalog from IKEA to make consumers feel at ease. Furthermore, many of Ikea's digital goods are customer-focused, and customers also may design their own homes electronically or from an in-store design station (Mehra, 2022).

Word of Mouth
The growth of social media has provided a platform for users to provide faster feedback on the product they use and circulate WOM (Bernritter, Verlegh, & Smit, 2016; Bu, Parkinson, & Thaichon, 2020). WOM is an influential form of persuasive communication that improves the overall image and reputation and increases client loyalty (Kaikati & Kaikati, 2004). Indeed, previous research has shed light on the influence of online WOM on client decision-making (Duan, Gu, & Whinston, 2008; Liu, Hu, Lin, Tsai, & Xiao, 2017). Correspondingly, the importance of WOM is that sellers have attempted to persuade consumers to share a positive review of products or the entire line (Park, Hyun, & Thavisay, 2021). Another way it can be achieved is through advertising or managing digital content (Bu et al., 2020). Therefore, one of the most critical tools of promotion is an advertisement.

Relationship Between the Brand Attitude and Word of Mouth
Word of mouth is defined as informal and social communication concerning products (Godes & Mayzlin, 2004). According to Solomon (2009), attitude is made up of three parts: have an influence on, which explains thoughts and emotions towards an object; behavior, which explains actions taken towards an object; and intellectual feature, which explains ideas about an item. The psychological characteristic attitude variables are regarded as a broad definition of brand perception, suggesting that they will be influenced by various aspects such as quality, communication, and familiarity with a particular brand (VonRiesen & Herndon, 2011). Buyers' attitudes towards the brand, or just whole attitudes, are a well-established conception in promoting and stigmatization that has received intensive analysis over the years. Brand attitudes contribute to word of mouth in line with (Wang & Chaudhry, 2018), who state that brand attitude may be a learned tendency by customers to judge the brand in a very method that systematically supports (positive) or doesn't support (negative). Brand attitude, in line with (Sulthanah, 2019), is the overall consumer analysis of the brand, or whole image, as an overall

analysis of the whole within the context of quality and satisfaction. Attitudes toward buying positively impact word of mouth and might end in positive brand evaluations that motivate the "retrial" of the whole (Kudeshia & Kumar, 2017). The consumer's attitude towards the brand is outlined because of the consumer's image of the whole (Chatzopoulou & Tsogas, 2017; Liu, Li, Ji, North, & Yang, 2017; Liu, Hu, Lin, Tsai, & Xiao, 2020).
H1: Brand attitude will positively affect word of mouth.

Relationship Between the Brand Experience and Word of Mouth
The brand experience could be an experiential promotion that entails entire circumstances generated by an organization to affect the client's emotion toward a specific product or brand (Fitzgibbons, 2022). Schmitt, Zarantonello, and Brakus (2009) state that the sensations, sentiments, perceptions, and behavioral responses elicited by brand-related stimuli such as style and identity, package, communications, and settings are referred to as the total experience. The authors identify several experience characteristics and create a comprehensive expertise scale with four dimensions: behavioral, sensory, intellectual, and affective. Meanwhile, the emotional dimension signifies the extent to which the completeness will elicit feelings and sentiments, leading to sturdy emotional ties and word of mouth. The behavioral dimension cares about the brand's action-oriented ability to interact with customers through physical activities. Klein, Falk, Esch, and Gloukhovtsev (2016), complete expertise mediates the connection between complete store characteristics and word of mouth. Additionally, complete expertise emerged as a construct with a big impact on word of mouth (Chen, Lin, & Chang, 2014). Word of mouth or recommendation intentions area unit vital modes of sharing product or service data (Jeuring & Haartsen, 2017), and as a result, have a big impact on consumers' intentions and selections (East, Romaniuk, Chawdhary, & Uncles, 2017). Finally, the intellect dimension is defined as how much a brand's promotional activities elicit curiosity, logical analysis, and problem-solving.
H2: Brand experience will positively affect word of mouth.

Relationship Between the Brand Love and Word of Mouth
Brand love is assumed to be a random outcome among happy customers, possibly owing to merely prosperous interactions between customers and the whole firm (Carroll & Ahuvia, 2006). Consistent with promoting studies, there are fervent, emotional attachments between customers and whole corporations supported by prosperous or satisfying experiences (Soscia, 2007). Likewise, satisfaction will considerably increase consumer love for the brand. Correspondingly, similar Brand Love creates positive word of mouth within the demand and evolves consumer brand commitment (Cho & Hwang, 2020). If there are any sincere consumers with a selected brand, Brand love will be more prominent (Song, Wang, & Han, 2019). Social and informal communication concerning services and merchandise is outlined as word of mouth (Godes & Mayzlin, 2004; Richins & Root, 1988). Customers will gather data concerning brands through direct and indirect interactions with them, which may facilitate them in deciding whether or not to suggest specific merchandise and services (Zeithaml, Berry, & Parasuraman, 1993). With retail analysis, the perspectives of diverse customers influence the human service brand experience, resulting in favorable word-of-mouth behavior (Ngo et al., 2016). According to Rodrigues and Brandão (2020), there are three aspects of brand love: intimacy, sensuality and mystery, that connect WOM further because of the association between the WOM and whole hedonistic worth (Carroll & Ahuvia, 2006). Another analysis has found that buyers are enthusiastic concerning brand measures of other experiences (Giovannini, Xu, & Thomas, 2015). As a result, we tend to anticipate that buyers can have an obsessive and powerful association with retail brands and demonstrate this through a good indicator of WOM. Hence, it is hypothesized that:
H3: Brand love will positively affect word of mouth.

Figure 1. Research Framework
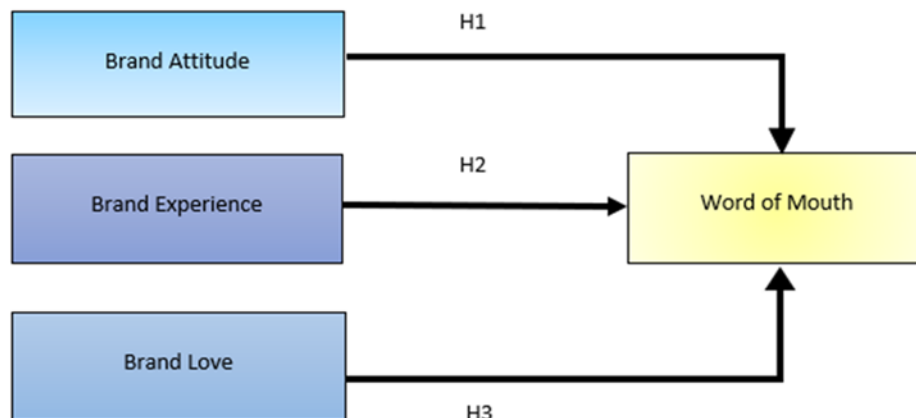
RESEARCH METHOD

Primary and secondary research methods were used in this study's methodology. We used primary data to collect information for our research paper. The questionnaire was created by using Google Forms to ensure that respondents could easily access it. We used the primary method to distribute 200 sets of questionnaires to be filled in by people from China and Malaysia. (N= 100 China, N=100 Malaysia). In addition, we performed secondary research by using reference materials (journals, articles, books, newspapers) and an internet connection. We have chosen some appropriate study designs in this chapter to assist with access to the information, respondents, and data collection. To solve the problem under study, planned and strategic research techniques, processes, and methods are required.

The researchers applied the Likert Scale to measure the respondent's agreement level and perception of the given statements in the Google Form. We have set five scale options; Scale one indicates strong disagreement, scale two indicates disagreement, scale three indicates neutrality, scale four indicates agreement, and scale five indicates strong agreement. There are five sections in the questionnaire, which are demographic, brand attitude (BA), brand experience (BE), brand love (BL), and word of mouth (WOM).

RESULTS

An online survey was implemented through Google Forms to accumulate information concerning IKEA's brand attitude, brand experience, brand love, and word of mouth from China and Malaysia. We used 5-point Likert Scale; respondents had to choose from a scale of one (Strongly disagree) to a scale of five (Strongly agree). A total of 200 respondents participated (N=100 China, N=100 Malaysia). This study examined the measure and structural model utilizing the applied mathematics tool of Partial Least Square (PLS) modeling with SmartPLS 3.

The study presents the result of the brand attitude, brand experience, and brand love affecting word of mouth between China and Malaysia. Table 1 reveals that the survey had 200 participants (100 from China and 100 from Malaysia), and the data was obtained utilizing a Google Forms questionnaire. In Malaysia, most respondents were male (68%), and 32% were female. While in China, the majority of them were female (52%). Under the age category (China and Malaysia), most of the respondents were 10 – 25 years old, with a percentage of 72% and 53% respectively. The table indicates that for both

countries, most respondents are under the student category, with a percentage of 72% for Malaysia and 53% for China. In this study, we can evaluate those respondents from China and Malaysia who have purchased IKEA's products 96% and 92.5% respectively. In Malaysia, most respondents would visit IKEA once in a few months (38.5) but in China, many respondents would visit IKEA once a year (33%).

Table 1. Respondent Profile's Summary (N= 100 China, N= 100 Malaysia)

Country	China		Malaysia	
Response	Frequency	Percentage (%)	Frequency	Percentage (%)
Gender				
Male	68	68	48	48
Female	32	32	52	52
Nationality				
China	100	50	100	50
Malaysia				
Age				
10 - 25 (Gen Z: Born between 1997-2012)	72	72	53	53
26 - 41 (Millennials: Born between 1981 -1996)	9	9	37	37
42 - 57 (Gen X: Born between 1965 - 1980)	11	11	8	8.0
58 - 76 (Boomers: Born between 1946 - 1964)	8	8	2	2.0
Employment Status				
Student	72	72	53	53
Employed	8	8	28	28
Self-employed	8	8	11	11
Freelancer	4	4	2	2
Unemployed	5	5	1	1
Retiree	3	3	4	4
Have you purchased any IKEA products?				
Yes	91	92.5	96	96
No	9	7.5	4	4
How frequently do you go to IKEA?				
Everyday	4	2	0	0
Once a week	10	9	14	14
Once a month	18	21	24	24
Once in a few months	47	38.5	29	29
Once in year	21	29.5	33	33

Table 2 calculated the average variance that was extracted, known as (AVE) and extracted composite reliability (CR) based on the collected data. Loadings and AVE must be bigger than or equivalent to zero point five (0.5), whereas CR must be more significant than or equivalent to 0.7. The findings presented in the Table below affirm that the convergent validity of the constructs during this study is achieved because the AVE price of all the constructs is more significant than 0.50 (Hair, Risher, Sarstedt, & Ringle, 2014). All the constructs within the measuring model meet the necessities for Cronbach's Alpha at values no less than 0.70.

Table 2. Measurement Model

Constructs	Items	Loading	AVE	CR
Brand Attitude	BA1	0.686	0.640	0.941
	BA2	0.790		
	BA3	0.838		
	BA4	0.808		
	BA5	0.824		
	BA6	0.766		
	BA7	0.794		
	BA8	0.816		
	BA9	0.864		
Brand Experience	BE1	0.762	0.631	0.939
	BE2	0.780		
	BE3	0.777		
	BE4	0.859		
	BE5	0.827		
	BE6	0.787		
	BE7	0.838		
	BE8	0.786		
	BE9	0.728		
Brand Love	BL1	0.813	0.674	0.935
	BL2	0.830		
	BL3	0.815		
	BL4	0.822		
	BL5	0.850		
	BL6	0.776		
	BL7	0.838		
Word of Mouth	WOM1	0.770	0.714	0.952
	WOM2	0.877		
	WOM3	0.826		
	WOM4	0.809		
	WOM5	0.878		
	WOM6	0.879		
	WOM7	0.887		
	WOM8	0.826		

As recommended by HTMT, discriminant validity was assessed using HTMT criteria in Table 3. (Henseler, Ringle & Sarstedt, 2015). It was certainly assessed and examined (Franke & Sarstedt, 2019). For stricter criteria, HTMT values should be less than or adequate to 0.85, and for lenient criteria, HTMT values should be but or equal to 0.90. During this study, only two values are under 0.85, whereas the remainder is equal to or over 0.90. Table 3 below ensures that the discriminant validity of the constructs studied is determined since the HTMT scores fall at intervals in the acceptable range.

Table 3. Discriminant validity (HTMT)

|	1	2	3	4
Brand Attitude				
Brand Experience	0.927			
Brand Love	0.831	0.964		
Word of mouth	0.828	0.900	0.903	

Table 4 summarises the criteria used in this research to test the hypothesis. Using five thousand re-sample bootstrapping approaches, we recorded the structural model's standard errors, t-values, path coefficient, and p-values (Ramayah et al., 2018). Firstly, the impact of three independent variables on word of mouth has been assessed. Brand Attitude ($\beta=0.234$, $p > 0.05$), Brand Experience ($\beta = 0.256$, $p > 0.05$), and Brand Love ($\beta = 0.433$, $p < 0.05$). Consequently, H3 was accepted, while H1 and H2 did not receive support.

Table 4. The Hypothesis of Direct Effects

Hypoth esis	Relationship	Std Beta	Std Errors	t-values	p-values	BCI LL	BCI UL	F^2	VIF
H1	BA → WOM	0.234	0.201	1.160	0.246	0.619	-0.138	0.058	4.000
H2	BE → WOM	0.256	0.220	1.162	0.245	0.658	-0.200	0.036	7.648
H3	BL → WOM	0.433	0.156	20779	0.005	0.773	0.158	0.167	4.767

Note: The researchers use a 95% confidence interval with a bootstrapping of 5,000

Figure 2. Structural Model (China)
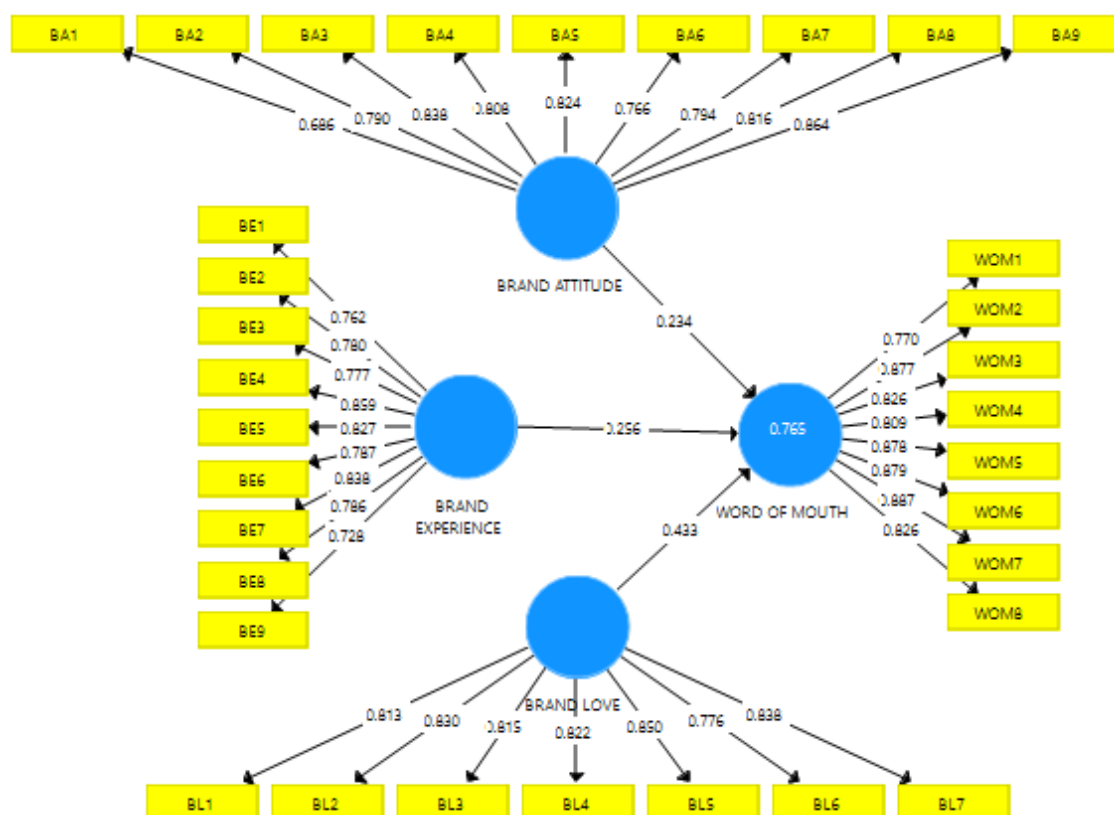
As foreseen, there's a considerable link between the factors. Cohen (1988) recommends that R^2 values for endogenous latent variables assessed as follows: 0.26 (substantial), 0.13 (moderate), 0.02 (weak). Within the current scenario, All R^2 are shown to be important in the study; R^2 values for word of mouth is 0.765, indicating a high correlation level.

Figure 2 depicts the conceptual model as well as the three hypotheses that were discussed during the research. Razak et al. (2019) emphasize in their study that brand awareness has a considerable impact on repurchase behavior and WOM. However, the brand attitude has a tempering impact. Furthermore, it has been demonstrated that brand attitude significantly impacts purchase intentions (Ghorban, 2012). Similarly, WOM will be identified with the entire angle, resulting in an astounding level of happiness and loyalty (Casidy & Wymer, 2015). However, in line with the analysis enforced in China, the brand attitude is not virtually vital in promoting word of mouth. In distinction, solely brand love is crucial in encouraging word of mouth in China. Analysis shows that IKEA is the most prominent home furnishing worldwide. Moreover, it was named one of the highest international brands in 2018. According to the full rating score from Interbrand (2017), IKEA has the advantage of being committed, legitimate, and consistent all around the world.

Strong consumer-brand relationships might differ depending on how long a brand continues to operate in a country and where it came from. As a result, contrasting China and Malaysia as two similar Asian countries may be a helpful way to show the contribution of brand attitude, brand experience, and brand love in creating word of mouth in different countries.

Table 5 determined the composite reliability (CR) and the average variance extracted (AVE). CR should be greater than or equal to 0.7, while loadings and AVE should be greater than or equal to 0.5. The findings in Table 5 affirm that the convergent validity of the constructs during this study is achieved because the AVE worth of all the constructs is larger than 0.50 (Hair et al., 2014). All the constructs within the measurement model meet the necessities for Cronbach's Alpha at values no less than 0.70.

Table 5. Measurement model

Constructs	Items	Loading	AVE	CR
Brand Attitude	BA1	0.619	0.640	0.941
	BA2	0.689		
	BA3	0.767		
	BA4	0.733		
	BA5	0.873		
	BA6	0.749		
	BA7	0.865		
	BA8	0.815		
	BA9	0.732		
Brand Experience	BE1	0.821	0.631	0.939
	BE2	0.788		
	BE3	0.837		
	BE4	0.850		
	BE5	0.704		
	BE6	0.875		
	BE7	0.711		
	BE8	0.862		
	BE9	0.751		
Brand Love	BL1	0.732	0.674	0.935
	BL2	0.781		
	BL3	0.796		
	BL4	0.720		
	BL5	0.828		

	BL6	0.844		
	BL7	0.888		
Word of Mouth	WOM1	0.808	0.714	0.952
	WOM2	0.840		
	WOM3	0.831		
	WOM4	0.830		
	WOM5	0.829		
	WOM6	0.852		
	WOM7	0.842		
	WOM8	0.879		

In Table 6, HTMT criteria were used to test discriminant validity. HTMT values should be less than or equal to 0.85 for strict criteria and less than or equal to 0.90 for lenient criteria. Table 6 indicates that three values are lower than 0.85, while the remaining three are more than 0.90. The results in Table 6 below confirm that the discriminant validity of the studied constructs is organized as the HTMT scores fall within the acceptable range.

Table 6. Discriminant validity (HTMT)

	1	2	3	4
Brand Attitude				
Brand Experience	0.840			
Brand Love	0.863	0.906		
Word of mouth	0.783	0.843	0.868	

Table 7 shows the effect of three independent variables on word of mouth has been assessed. Brand Attitude (β=0.141, p > 0.05), Brand Experience (β = 0.347, p < 0.05), and Brand Love ((β = 0.407, p < 0.05). According to Table 7, two out of three of the proposed hypotheses (H2 and H3) on the direct relationships between the constructs under study are supported, while H1 did not receive support.

Table 7. The hypothesis of Direct Effects

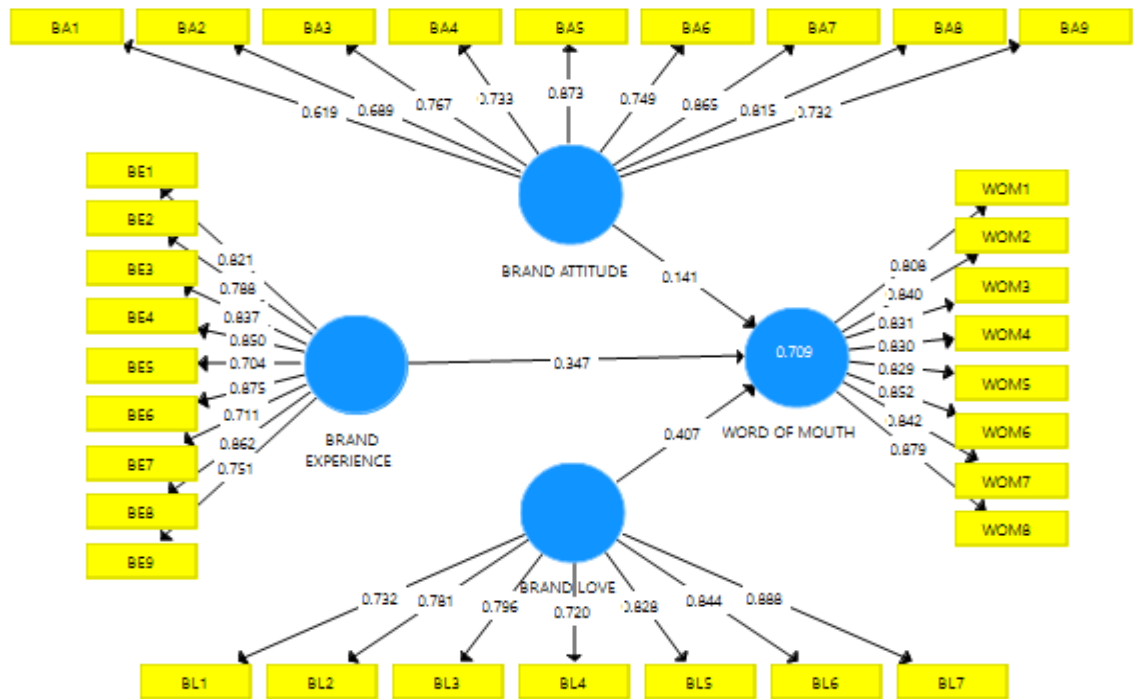| Hypothesis	Relationship	Std Beta	Std Errors	t-values	p-values	BCI LL	BCI UL	F^2	VIF
H1	BA → WOM	0.141	0.118	1.199	0.231	0.383	-0.079	0.022	3.142
H2	BE → WOM	0.347	0.161	2.147	0.032	0.680	0.051	0.106	3.887
H3	BL → WOM	0.407	0.146	2.791	0.005	0.681	0.113	0.145	3.898

Figure 3. Structural Model (Malaysia)

Figure 3 indicates the structural model (Malaysia) that encompasses an important relationship among the variables as hypothesized. In our research, we found that brand experience and brand love have a good impact on word of mouth, whereas brand attitude has a moderate impact. Brand experience is outlined as a consumer's subjective inner responses to brand-related stimuli, which might be classified as sensory, emotive, intellectual, and behavioral responses. In Malaysia, individuals prioritize their feelings and sentiments, which results in sturdy emotional connections and positive word of mouth for the IKEA brand. It shows brand experience encompasses an R^2 of 0.347 towards word of mouth.

Conversely, brand love encompasses an R^2 of 0.407 towards word of mouth. This shows that Malaysians can purchase IKEA's products supporting their satisfaction level and the way IKEA performs an individual's service. Satisfaction increases consumer love for the brand significantly. For that reason, similar brand love promotes word-of-mouth marketing in demand and improves consumer brand loyalty (Cho & Hwang, 2020).

DISCUSSION

From the data analysis, Brand Experience and Brand Love are the essential variables for a business to have a place in the Malaysian heart. Brand experience is how the brand creates its identity to be present in all people's conscious and subconscious minds. Good brand identity perceives a brand's positive image, thus creating a good brand experience that makes one's brand stays on top of people's choice. Ikea has successfully created a good brand experience to influence word of mouth among Malaysians, in which word of mouth is the most functional marketing strategy agreed by 64% of marketers (Todorov, 2021). IKEA creates authenticity through values, cultures, and other intangible characteristics such as the safety and innovation of IKEA's products. Besides that, IKEA also creates consistency in their products at a reasonable price, reassuring people to review them on their social media or other places. Moreover, H3 is also accepted, showing that brand love significantly influences word of mouth among Malaysians. In the

past, brand love in Asians took longer to establish than in the westerns. But as time goes by, their purchase behavior changes and their brand love can be created by instilling functional and self-directed values. It is in line with Schutte and Chiarlante (1998), who state that Malaysians' purchase behavior changes eventually. Brand love can be influenced by trust, satisfaction, and loyalty (Adil, Shahaliza, & Saboor, 2020). IKEA managed to build a strong brand love among Malaysians as a furniture company with the values they offered. IKEA provides a high-quality, good design that many people will be eager to furnish in their homes. It also promotes the feeling of good to be at their own home through the tagline "creating a better everyday life for the many people".

In China, H3 has supported the analysis as brand love is influenced by trust, loyalty, and satisfaction. It's in line with ancient Chinese culture that loyalty has invariably been emphasized as filial piety, benevolence, and righteousness. If the Chinese trust the whole, it'll produce whole love among them, so it promotes word of mouth. Chinese individuals like to share a modern, unique, or brilliant product or service. They believed in IKEA because it offered innovative merchandise, service, and food. The food served as a selling strategy. Amazingly, it boosts word of mouth among Chinese, and IKEA can invariably be treasured among Chinese. The alternative hypotheses, H1 and H3, do not appear to be supported because they have a low impact on word of mouth in China.

Furthermore, we can observe that H1 is not supported in China and Malaysia. This can be possible because the respondents from both countries might have felt that IKEA products have good quality but considered that the products are for luxury. Affection and knowledge components of attitude are a generalized idea of name attitude, suggesting that they will be influenced by various criteria such as quality, communications, and competence (VonRiesen & Herndon, 2011). On the other hand, H2 is not supported in China and is accepted in Malaysia. A brand experience is observational marketing which comprises complete orders created by a company to affect a customer's feelings (Fitzgibbons, 2022).

CONCLUSION

The IKEA Concept begins to provide a diverse range of home furnishings at a reasonable price for a wide range of people and pleasant homes. In some ways, doing the same business in a different place will have a different situation and influence the business's main product and connections with consumers, suppliers, and external partners. In some ways, a similar business in a different place can have a special scenario. Therefore, it might influence the business's main product and connections with shoppers, suppliers, and external partners. However, attracting customers to purchase your products depends on your efforts, understanding of consumers' requirements, environmental factors, quality, and strategies.

The research collected a total of 200 respondents from China and Malaysia. The present study presents the result of the brand attitude, brand experience, brand love, and word of mouth between China and Malaysia. In this study, primary and secondary research methods were used. Based on the result and discussion, we found that people in China and Malaysia have plenty of the same attitudes towards IKEA. In addition, Brand love strongly influences word of mouth among Chinese and Malaysians. However, people in Malaysia focused on brand experience, while Chinese people did not. IKEA's environment, design, and behavior for each nation are different, which might cause the respondents to have various thoughts. The data shows that brand attitudes are not supported in China and Malaysia. IKEA should pay attention to this and take necessary actions to make the brand gain a firmer foothold in the market.

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DECLARATION OF CONFLICTING INTERESTS
The authors declare that there is no conflict of interest.

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