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## **EFFECT OF EXPERIENTIAL MARKETING IN BUILDING BRAND EQUITY: A CASE OF SELECTED UNILEVER TANZANIA BRANDS**

**Mukiira Evelyn Maradufu, Mr. Celestine Musau and Mr. Joseph Munyao**

# **EFFECT OF EXPERIENTIAL MARKETING IN BUILDING BRAND EQUITY: A CASE OF SELECTED UNILEVER TANZANIA BRANDS**

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## **Abstract**

***Purpose:*** To analyze the effects of experiential marketing in building brand equity for selected brands of Unilever Tanzania.

***Methodology:*** The study adopted an explanatory and descriptive research design.

***Findings:*** The study found that experiential marketing is the best way to market a product, and senses are heightened when they experience the product/brand firsthand. The study found that experiential marketing practices have a positive effect on consumers and overall brand equity. The study also found that it is a challenge in capturing marketing insights, connecting with customers, building strong brands, shaping the market offerings, delivering and communicating value, creating long-term growth, and developing marketing strategies while building brand equity.

***Unique contribution to theory, practice and policy:*** Potential benefits of such a study include raising marketers' awareness of the importance of brand equity needs of the FMCG companies by making use of experiential marketing as an avenue to meeting the targets and achieving high returns for each of their brands. This research will benefit Unilever Tanzania and other FMCG companies, as it will provide a roadmap that they can use to market their product/brands better. The research will play a great role in assisting managers by exploring how they can more effectively ensure that the brands curve out a bigger share of the market by tapping into unutilized opportunities. This insight into the significant role played by experiential marketing

could also be used to steer other brands that are looking for value to use this channel of marketing campaigns.

**Keywords:** *Experiential Marketing, Brand Equity, Consumers*

## INTRODUCTION

### Background

According to the World Trade Organization (WTO) secretariat report of 2000, Tanzania relies heavily on manufacturing and industries to feed its population. According to the study done 2000 by the confederation of Tanzania Industries (CIT) and the confederation of Danish Industries (DI), they highlight that about four-fifth of the economically active population depends on self sustaining agriculture. The (2000), WTO Secretariat report, along with a statement by the Tanzanian Government asserts that, there are a number of trading partners including the European Union, Japan, India and Kenya who trade heavily with Tanzania. Tanzania exports to these countries a number of agricultural commodities, and in turn imports mainly machinery, transportation equipment, industrial raw materials and consumer goods. The report notes that because of the decrease in agricultural production during the past few years, attributable to adverse climatic conditions, food and foodstuffs imports have increased sharply.

High demand for food and foodstuffs imports has caused many multinational FMCG's to opened subsidiaries in Tanzania, with country head offices in Dar es Salaam. The Dar es Salaam region consists of three local government areas/districts. These districts are namely Ilala, Kinondoni, and Temeke. There are about 631 manufacturing and industrial companies in Tanzania including foreign multinational companies operating in the country. According to CIA world fact book (2013), of the total amount inclusive of multinationals, there are about 238 are FMCG companies and about 150 of them are located in the Dar es Salaam. Most of them market their products although there are some like the Bakresa Group that strictly doesn't use any form of marketing for their products. According to Jain and Sharma (2012), Fast Moving Consumer Goods (FMCG) satisfies the day to day elementary household needs other than groceries. They range from foodstuffs, dairy products, cooking oil, bread, butter, cereals, beverages like tea & coffee, pharmaceuticals, confectionery, biscuits, glassware, stationary items, watches, toiletries, detergents, shampoos, skin care products, cosmetics, toothpaste, dish washing liquid, shaving cream, razor, batteries, shoe polish, energy drinks, soft drinks, clothing, furniture and household accessories to electronic goods like cell phones, laptops, computers, digital cameras, the latter being categorized as Fast Moving Consumer Electronics or FMCEs. They argue that this sector, the FMCG sector, is a corner stone of many economies. This sector touches every aspect of human life. The FMCG companies that market their products will most likely chose to broker the services from other marketing, promotional and advertising agencies. These firms will broker these services because they are not specialized and equipped to do their own marketing nor are they their core business activities. Firms provide these agencies with briefs, details and overall marketing communications they need passed on to the consumer.

Experiential marketing recognizes the value of customer relationships and opens a collaborative and social communications channel between the producers and the consumers. In his book (1971), "Future Shock" American writer Alvin Toffler, talked about the upcoming 'experiential

industry' in which Joseph Pine II and James Gilmore extended upon in their 1999 book "The Experience Economy". Each stated that the "Experience Economy" as the next economy following the "Agrarian Economy", the "Industrial Economy" and the most recent the "Service Economy". Pine and Gilmore (1999) explain that businesses must present unforgettable events for their customers. In an age of commoditization, where most products and services are undifferentiated, consumers shift their focus from product and service attributes to the experience obtained while using the product or service. Hence, experiential marketing was born out of 'evolution' and a shift in consumer focus and need. Experiential marketing tells stories using imagistic and unspoken elements. These powerful communication channels are used to deliver information to the core audience through the real experience.

According to 'The Times 100 "Business Case Studies"' a case of Heinz, were the organization recently broke away from the traditional marketing approach of using Above-the-Line (ABL) approach like advertising, print, magazines to Below-the-Line (BTL) approaches that interact with their consumers. Heinz opted to market directly using the target approach. The abrupt change in marketing strategy as Heinz found, "helped build stronger and more focused relationships with customers" (The Times 100: Heinz, 1995, p. 3).

Consumer awareness of brand is important for the growth and building of the brand name. Because experiential marketing can be used to create brand awareness and personal experiences through detailed activations at the point of purchase where teams of marketers can reach consumers easily and create individual experiences through real interactions with the brand. Thereafter the consumer is able to relate, or more importantly to identify with the particular brand on a personal level. Consumers will create positive brand associations that will elicit positive responses in them towards the brand by creating strong feelings within the consumer. Keller (1993) argued that there have been two general motivations behind brand equity, financial based and strategy-based motivation. Experiential marketers need fulfill customers' socio-psychological needs to ensure that consumers are brand loyal and thus establish a long-term relationship with the brand.

Engagement marketing sometimes called experiential marketing or participation marketing is a marketing strategy that directly involves consumers and encourages them to act on their feelings of the brand. According to the definition given by the Advertising Research Foundation (ARF) (2006), engagement is a prospect being turned into a brand idea enhanced by the context surrounding it. All companies be it FMCG (Fast Moving Consumer Goods) companies, to beauty shops, bakeries, service companies, financial institutions and even the media are running promotional and experiential marketing campaigns to convert consumer attention into interest, desire and ultimately purchase. Organization's that specializes in consumer goods must capture this complex value creation and transfer this value to consumers. Consumers must value these brands beyond the obvious, so as to create in them that special bond. It is this bond that creates brand loyalty, which is the basis of the overall brand equity (ARF, 2006). In view of this problem, it is important to understand the crucial effect experiential marketing has in building brands for Unilever.

### **Statement of the problem**

Due to the fast change in global market and increase competition among fast moving consumer goods (FMCG) companies, marketing and management of brands has become very important to manufacturers. Building strong brand equity especially from the consumer's perspective is key, followed closely by brand awareness and brand loyalty. (Keller, 1993, pp.1) argued that there have been two general motivations behind brand equity, financial based and strategy-based motivation. The former is to estimate the value of the brand more precisely for accounting purposes or merge, acquisition or divestiture purposes. The latter motivation is to improve marketing productivity that is to increase the efficiency of marketing expenses. Thus, the concept of brand equity is to provide consumers with what they should know about the brand and knowledge implications from marketing strategies for that particular brand.

Experiential marketers need fulfill customers' socio-psychological needs to ensure that consumers are brand loyal and thus establish a long-term relationship with the brand. This study will contribute to the QOE literature by anatomizing it into a wide range of needs, both sociological and psychological. The way in which experiential marketing is leveraged to obtain a high return on brand equity for FMCG companies (Ataman & Ülengin, 2008) in Tanzania, more especially in Unilever Tanzania is not known to be documented, therefore this study aims to fill this gap as a matter of priority. The value of this study thus lies in its in-depth discussion of the relative levels of influence that the indirect experiences generated by experiential marketing and the direct experiences obtained via performance exert on brand knowledge and equity. Although the issue of brand equity is not new to researchers, other research has valued the relative importance of direct and indirect experiences in terms of attitude-behavior consistency (Smith & Swinyard, 1983), how brand experiences, trust and satisfaction build brand loyalty (Sahin, Zehir & Kitapci, 2011), understanding brands as experiential spaces (Ponsonby-McCabe & Boyle, 2006), belief confidence (Smith & Swinyard, 1988), belief accessibility and claim recognition (Wright & Lynch, 1995), brand attitude (Grace & O'Cass, 2005), information encoding and assimilation (Shapiro & Spence, 2002), and mental construal (Hamilton & Thompson, 2007), there is a scarcity of research that investigates their impacts on the development of brand equity through experiential marketing. Based on the propositions elucidated, there is no study done on the effect of experiential marketing in building brand equity especially in Unilever Tanzania brands, therefore this study will address this problem.

### **General Objective of the study**

The purpose of this study is to examine the effect experiential marketing has in building brand equity of FMCG's with a focus on four Unilever brands – Blueband, Roiko, Omo and Sunlight.

### **Research objectives**

- To identify experiential marketing practices that consumers have been engaged in, in regard to the four selected Unilever brands.
- To determine the effect of experiential marketing practices in building brand equity of the four selected Unilever brands.
- To identify the challenges of experiential marketing in building brand equity.

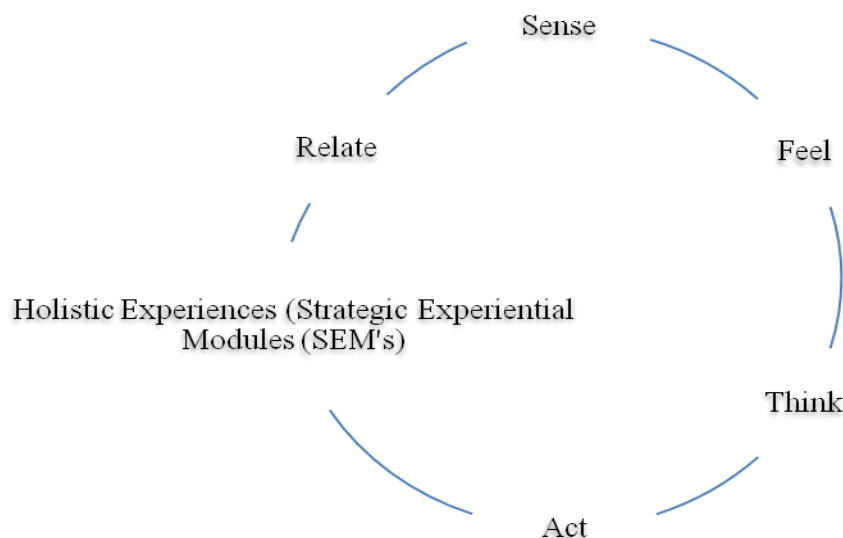
## THEORETICAL REVIEW

### Theories of experiential marketing

There are many theories and models that provide general explanations about experiential marketing and brand equity. These theories are important because they will guide the study and make it easier to gather data when inquiring into questions of this marketing practice (Hunt, & Laverie, 2004). There some who have written theories on consumption experience which examines the link between emotions and values of consumption experiences (Havlena & Holbrook, 1986). Target audience theories, which explain a lot about creating differentiated markets for consumers, brand interaction theories where companies are looking at ways of exploiting the potential and optimize the effects of interactions between brand and consumer (Wring, 1997). Theories on consumer loyalty where they focus on customer attraction and retention, but this study will examine theories on the effects of experiential marketing in building brand equity (Trail, Anderson, & Fink, 2005).

### Experiential marketing concept

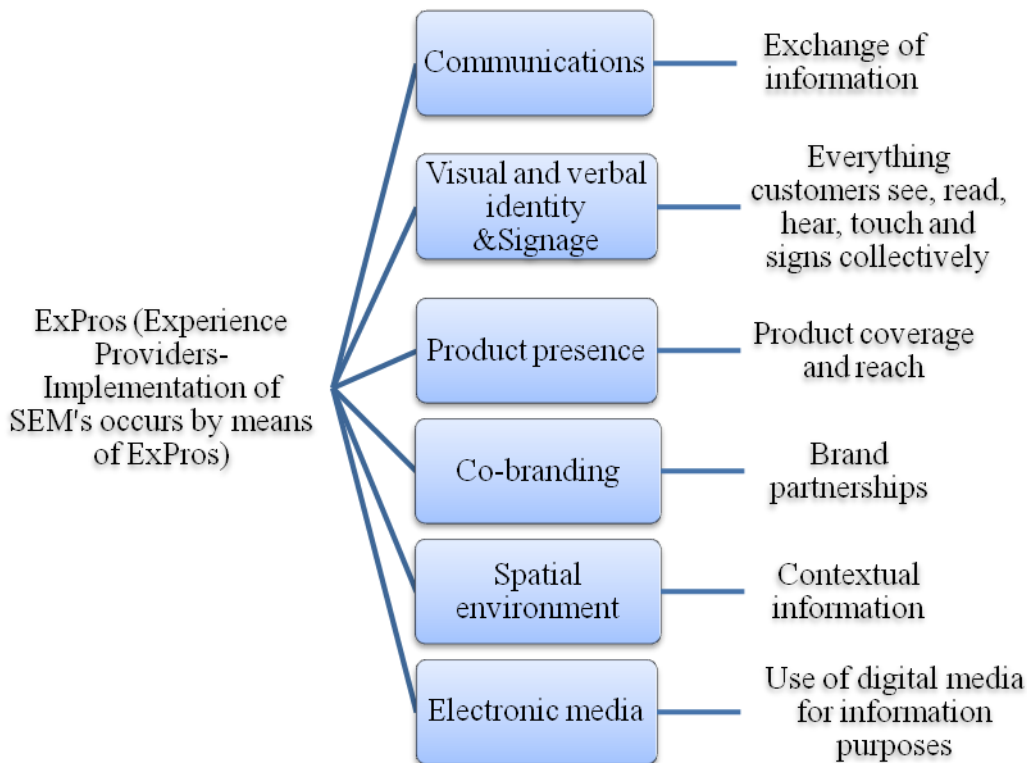
Schmitt (1999) provides an experiential marketing strategic framework, which proposes that there are five different types of customer experiences, otherwise known as strategic experiential modules (SEM's). Schmitt (1999) argues that “marketers’ need create products, communications and marketing campaigns that dazzle consumer senses, touch their hearts, and stimulate their minds.” For marketers’ to realize these different types of customer experiences also known as SEM's (sense, feel, think, act and relate), in customers they need use ExPros or experience providers which consist of communications, visuals and verbal identity and signage, co-branding, spatial environment, electronic media and people. The sense experience speaks to the senses which are sight, sound, touch, taste and smell.



**Fig 1: Strategic experiential module concept**

Source: Schmitt (1999)

The feel experience speaks to the inner feelings and individual emotions. The think experience speaks to the individual intellect and it's the object of creative cognitive solutions. The act experience speaks to the behavior, lifestyles that stimulate an individual to act and lastly the relate experience gives the edge to belong, with a purpose to relate to or to belong to a reference group, or culture. According to Schmitt (1999), the aim of experiential marketing or marketing that uses experience modules to create products, communications and marketing campaigns must create "holistic experiences that integrate individual experiences into a holistic Gestalt."



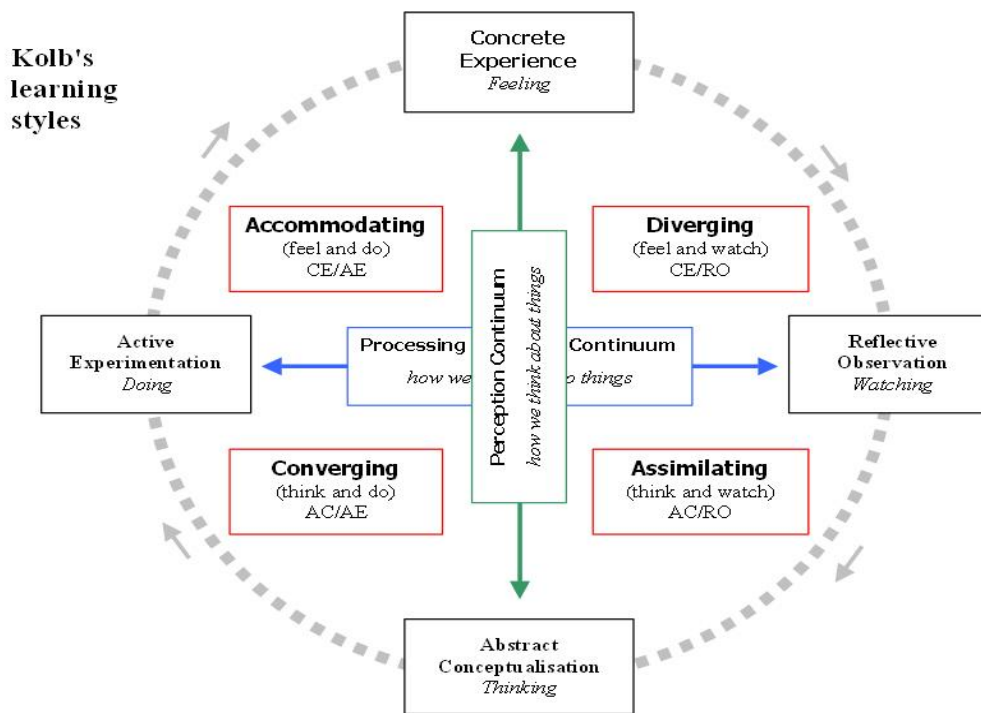
**Fig 2: ExPros - experience providers**

Source: Schmitt (1999)

### Experiential learning theory

Kolb's (2006) learning model sets out four distinct learning styles (or preferences), which are based on a four-stage learning cycle. In this respect Kolb's model is particularly elegant, since it offers both a way to understand individual's different learning styles, and also an explanation of a cycle of experiential learning that applies to us all. Kolb includes in this 'cycle of learning' as a central principle in his experiential learning theory, typically expressed as four-stage cycle of learning, in which 'immediate or concrete experiences' provide a basis for observations and reflections. These observations and reflections are assimilated and distilled into abstract concepts producing new implications for action which can be actively tested in turn creating new experiences.

Kolb says that ideally this process represents a learning cycle or spiral where the learner 'touches all the bases of the cycle of from experiencing, reflecting, thinking, and finally acting. Immediate or concrete experiences lead to observations and reflections. These reflections are then assimilated into abstract concepts with implications for action, which the person can actively test and experiment with, which in turn enable the creation of new experiences. Kolb's model therefore works on two levels - a four-stage cycle: Concrete Experience (CE), Reflective Observation (RO), Abstract Conceptualization (AC), Active Experimentation (AE) and a four-type definition of learning styles, (each representing the combination of two preferred styles, rather like a two-by-two matrix of the four-stage cycle styles, for which Kolb used the terms: Diverging (CE/RO), Assimilating (AC/RO), Converging (AC/AE), Accommodating (CE/AE).



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**Fig 3: Experiential learning model**

Source: Kolb (2006)

**Expectation disconfirmation theory**

It is important to identify how customers become satisfied from their experiences. They do not become satisfied simply based on performance; even with similar performance perceptions, consumers maintain different expectations prior to consumption. Thus, consumer expectation is another element of the satisfaction process and behavioral intentions. Numerous studies attempt to directly relate predictor elements to outcome results; however, expectation/disconfirmation theory stresses that confirmation or disconfirmation mediates results. In the other words, customer's expectations, such as satisfaction and behavioral intentions, play an important role in predicting consumer satisfaction outcomes. Thus, another element of (confirmation



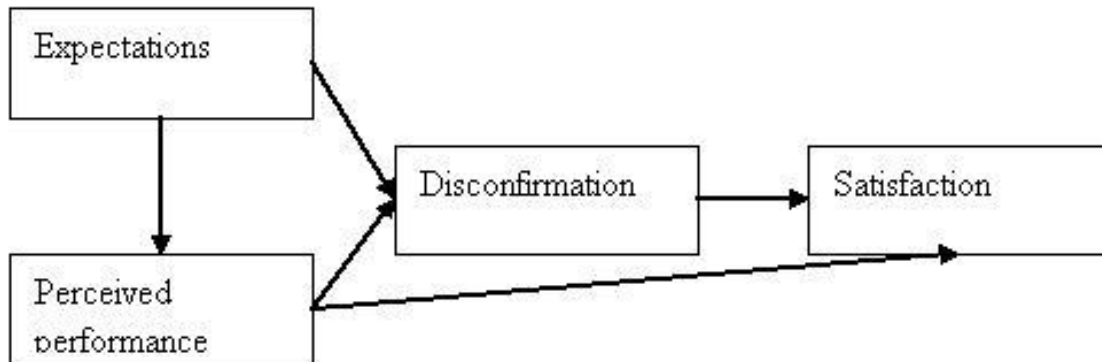
/disconfirmation) may explain how the process of customer satisfaction works, particularly in the experience context.

The terms “confirmation” and “disconfirmation” are by-products of two components: customer’s expectations and their perceptions of the consumption performance. Confirmation occurs when the customer’s expectation is exactly equal to the perceived performance outcome; theoretically, this process results in a neutral status. Positive disconfirmation occurs when the perceived performance is greater than the consumer’s expectation. On the other hand, negative disconfirmation will occur when perceived performance is less than expected. Thus, satisfaction or dissatisfaction is a product of positive disconfirmation or negative disconfirmation, respectively (Lewin, 1938).

It is noteworthy that the perceived performance can directly contribute to the satisfaction of customers, without the mediation effect of disconfirmation (Namkung & Jang, 2007). Expectation is an entirely complicated and vague concept; in some cases, even customers do not know what they should expect from an event and may need preliminary information that can shape their expectations. By doing this, marketers can create expectations and finally, refine consumer total experiences. Another process that can affect the satisfaction process to a great extent is the shifting of emotional status. In this sense, changing the consumer’s emotion to a positive or negative status will create satisfaction or dissatisfaction, respectively. Numerous studies find emotion to be a mediating factor between predictors and final results in the consumption context (Ladhari, Brun, & Morales, 2008; Pullman & Gross, 2004).

The basic theory for this line of research is based on Mehrabian and Russell (1974) in environmental psychology, whose theory explains that there is a direct relationship between environmental stimuli, organism and response (S-O-R). So, an environmental stimulus can create emotional status for a consumer, who may then respond by being satisfied or dissatisfied. More recently Barrena and Sánchez (2011) suggest that emotional arousal can be applied in saturated markets as an efficient strategy to increase sales.

In the FMCGs context, Jang and Namkung (2009) support most of Barrena and Sánchez’s (2009) hypotheses using an extended model based on Mehrabian & Russell’s theory (Mehrabian & Russell, 1974). Thus, it is clear that the mediating role of emotion is supported in several researches, which suggests that consumers unconsciously make use of shifting emotional statuses in order to determine whether they are satisfied or dissatisfied. Expectancy Disconfirmation Theory EDT is built upon the basis of Cognitive Dissonance Theory CDT definition. EDT can measure the customer’s satisfaction from the difference between customer’s expectation and experience in perceived products or services. This model consists of four components: expectations, perceived performance, disconfirmation, and satisfaction as discussed in model;



**Fig 4: Expectation – disconfirmation model**

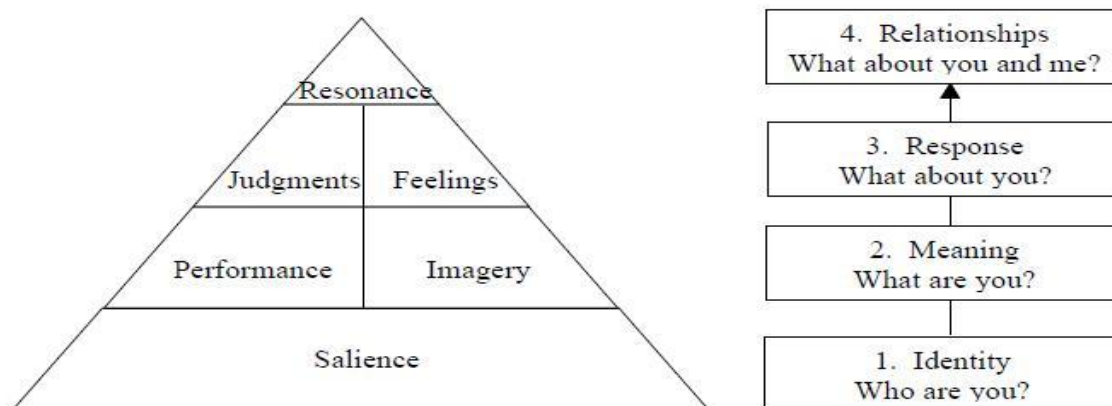
Source: Oliver (1980)

**Theories of brand equity**

**Customer-based brand equity model**

Kevin Lane Keller’s Customer-Based Brand Equity Model which shows the process of building strong brands is a model which shows how powerful brands create images in the minds of consumers (Keller, 1993), with brand image and reputation enhancing differentiation and thus potentially having a positive influence on buying behavior. The basis of this model argues that the power of the brand lies in what customers or in the mind of consumer’s, it is what they have learned, felt, seen and heard about the brand over time. According to Keller (2001) the real test lies in the kind of experiences consumers will experience that will evoke desired thoughts, feelings, image, belief, perceptions about the brand.

The customer-based brand equity model

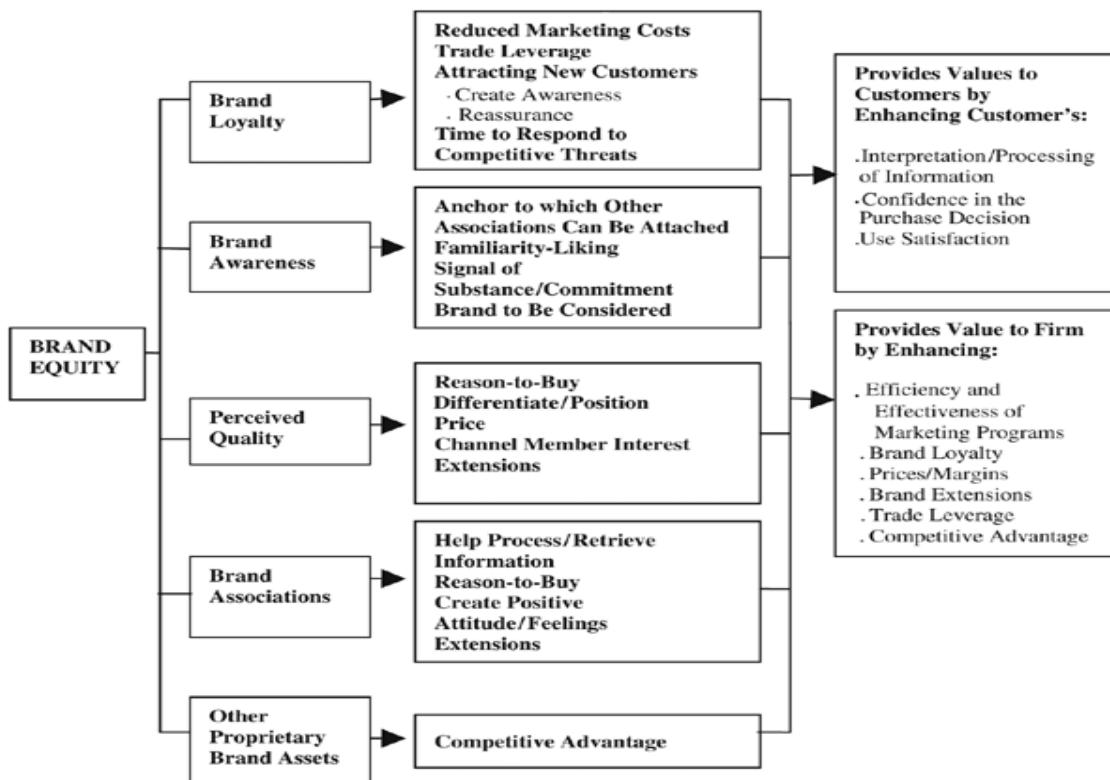


**Fig 5: The customer-based brand equity model**

Source: Keller (2001)

### Aaker's brand equity model

This model (Aaker, 1991) identifies five brand equity components, brand loyalty, brand awareness, perceived quality, brand associations and propriety assets. Aaker used this model to show the relationship between brand equity components and future performance of the brand. This model purports that brand equity will rise as brand loyalty increases. Also as brand name, brand awareness, and perceived quality increase, brand associations become stronger and more positive, as the number of brand-related propriety assets increase. The model gives a criterion that indicates to what degree actual value is created both consumer and company due to the pursued branding policy.



**Fig 6: Aaker's brand equity model**

Source: Aaker (1991)

### METHODOLOGY OF THE STUDY

The research methodology used was explanatory and descriptive survey. The population of the study comprised of all consumers of Omo, Sunlight, Blueband and Roiko in Tanzania. According to the CIA World Fact book of 2013 Tanzania had a population of 46,912,768. Because of the nature of the population, simple random sampling technique was used in this research. The study used a formula to calculate a sample size of 270 respondents. The respondents were drawn from the capital Dar es Salaam in Tanzania. Both primary and secondary data was collected for the study. The choice of this mixed method is guided by

objectives of the study, nature and time available for the study. The study employed a combination of quantitative and qualitative data collection methods. The quantitative data collection method relied on random sampling and structured data collection instruments that fit diverse experiences into predetermined response categories. The quantitative data gathering instruments that were used in this study obtaining relevant data from management information systems and the primary instrument used in administering surveys with closed-ended questions. The researcher used tables and measures of central tendencies of mean, mode and median. The interviews were recorded manually and then certain aspects of the responded computed into percentages of variation in response as well as describing and interpreting the data. Descriptive statistics involved use of absolute and relative (percentages) frequencies, measures of central tendency and dispersion (mean and standard deviation respectively). Quantitative data was presented in tables and graphs and explanation was presented in prose. The study also used inferential statistics, which involved coefficient of correlation and multiple regression analysis, to establish the effect of experiential marketing in building brand equity. Specifically, the study used Spearman's Correlation to establish relationship between experiential marketing and brand equity. The correlation coefficient was two-tailed as the relationship outcome expected was either positive or negative and at 90% confidence level.

## RESULTS OF THE STUDY

### Response rate

Out of the two hundred and seventy (270) questionnaires distributed, one hundred and sixty four (164) usable ones were collected, giving a response rate of 60.7% or 61%.

**Table 1: Response rate of the respondents**

Response	Frequency	Percentage
Responded	164	61
Not responded	106	39
<b>Total</b>	<b>270</b>	<b>100</b>

### Demographic Characteristics

On the gender of the respondents, the study found that there were more females as shown by 73% than males shown by 27% of the respondents. Results also showed that majority of the respondents were between 35-54 years of age as shown by 39%, 34% of respondents were between 18-34 years of age and 27% respondents were above 55 years old. According to the study, the majority of the respondents as shown by 42% reported that their income bracket was between Tsh. 151,000 – 1,000,000, 21% indicated their income bracket was Tsh. 0 - 35,000, another 21% indicated an income of between Tsh. 36,000 – 150,000, while 15% indicated their income bracket was Tsh. 1,100,000 - above.

### Products used by the respondents

The study sought to find out whether the respondents had used any of Unilever's products listed in the questionnaire, these included; Blueband, Roiko, Omo and Sunlight, the study found that 32.2% who are the majority respondents had used Blueband or one or more products listed in the questionnaire, 23.2% of the respondents had used Roiko or one or more of the products listed in

the questionnaire, 29.2% of the respondents had used Omo or one or more of the products listed in the questionnaire, while 15.4% of the respondents had used Sunlight or one or more of the products listed in the questionnaire, as shown in the table. This was significant because this implies that the majority respondents were conversant with the four focus brands. This is collaborated in Unilever’s website, where Unilever prides itself as having brands that are trusted everywhere and this is because Unilever listens to its customers.

**Table 2: Products used by the respondents**

<b>Brand</b>	<b>Frequency</b>	<b>Percentage</b>
Roiko	62	23.2
Blueband	86	32.2
Omo	78	29.2
Sunlight	41	15.4
<b>Total</b>	<b>267</b>	<b>100</b>

### **Product information channels**

The study also sought to investigate what informed the respondents about the products, majority of the respondents shown by 25.3% obtained information about the products through word of mouth or any one or more sources of information and 23.8% got information about the products through live experiences or any one or more sources of information, 16.8% of the respondents indicated that they obtained information about the products from radio or any one or more sources of information, while 16.5% of the respondents obtained informed through a print or any one or more sources of information, 12.3% indicated they got the products information through television or any one or more sources of information while 5.3% obtained information accidentally or any one or more sources of information.

This is significant because this implies that the majority respondents have actually experienced the four selected brands personally and are able to account their experiences vividly. Kuhn (2014), states that “experiential marketing is rapidly becoming a staple on the marketing plans of brands looking for ways to build valuable customer relationships. However, its benefits are still being compared against more traditional forms of advertising (TV, media, print) which often misses much of the added value of experiential marketing”. According to Lawler (2013), experiential marketing is a growing area of interest to many organizations especially marketers because of its endless possibilities for effective marketing strategies yearly plans for organizations whether small or big.

**Table 3: Product information channels**

<b>Information channels</b>	<b>Frequency</b>	<b>Percent</b>
Television	51	12.3
Radio	70	16.8
Print	68	16.5
Word of Mouth	105	25.3
Accidentally	22	5.3
Live experience	99	23.8
<b>Total</b>	<b>415</b>	<b>100</b>

### Engagement in EM practices

The study established that the 52% respondents had been engaged in one or more experiential marketing activations/practices while 48% said they have never been engaged in any experiential marketing activations/practices, as illustrated in table 4.7. According to Pine and Gilmore (1999), being in the ‘experience economy’ the number of increased services and goods is making the marketing industry in whole very competitive and crowded. They argue that brands should start to provide consumers with unforgettable events or engagements that allow the brand to come alive and become personalized to the consumer, creating distinction above other competitor brands.

**Table 4: Engagement in EM practices**

Responses	Frequency	Percentage
Yes	86	52
No	78	48
<b>Total</b>	<b>164</b>	<b>100</b>

### Experiential marketing practices engaged

The study established that 33% of consumers have experienced these brands through road shows, 26% of consumers said they experienced these brands through live product demonstrations and planned events, 18% said they experienced these brands through sampling and product trials and 23% consumers said they experienced these brands through in-store promotions. “It is highly probable that the reception of free samples of a brand will develop a positive feeling (sympathy) towards the promoted brand. This sympathy, may lead to have a favorable attitude toward brand, which will encourage subjects to give more positive judgments about it” (Amor & Guilbert, 2007).

**Table 5: Experiential marketing practices engaged**

Experiential Marketing Practices	Frequency	Percentage
Live demo’s & Planned events	30	26
Sampling & product trials	42	18
Road shows	54	33
In-store promo’s	38	23
<b>Total</b>	<b>164</b>	<b>100</b>

### Descriptive statistics

#### Effect of experience marketing practices on brand equity

The following analysis is based on the responses in Table 6.

#### Experiential marketing–Brand experiences

I feel that planned events, sampling and live demonstration are the best way to market a product. Majority of the respondents 80% agreed with this, 15% where neutral, meaning they were not so sure, while 5% disagreed with this. This implies that most consumers believe that such experiential marketing activities are a best way of marketing a product.

My senses are heightened when I experience the product/brand firsthand. Majority of the respondents 95% agreed with this, 2% where neutral, meaning they were not so sure, while 1% disagreed with this. This implies that most consumers believe that senses are heightened when they experience the product/brand first hand.

I feel the ambience in experiential stores, events and experiential booths. Majority of the respondents 95% agreed with this, 1% where neutral, meaning they were not so sure, while 4% disagreed with this. This implies that most consumers believe that stores, events and booths that employ experiential marketing induce feelings of ambience in them.

I tend to think more of products that I have experienced firsthand. Majority of the respondents 98% agreed with this, 1% where neutral, meaning they were not so sure, while 1% disagreed with this. This implies that most consumers believe that firsthand experiences of a product will always spark easy brand recall thoughts. These brand experiences statements can be supported by what Schmitt (1999) stated, that what consumers want is sensory appeal because it stirs up spirits, triggers thoughts and makes brand experiences blend well with their daily lives through meaningful product and marketing activities.

### **Experiential marketing –Brand engagement**

I am greatly moved at road shows and at all mobile marketing shows. Majority of the respondents 85% agreed with this, 10% where neutral, meaning they were not so sure, while 5% disagreed with this. This implies that most consumers believe that road shows and mobile marketing show emotionally influence them. Kotler and Keller (2012) argue that these sets of engagements are necessary for successful marketing management, however the work of capturing marketing insights, connecting with customers, building strong brands, shaping the market offerings, delivering and communicating value, creating long-term growth, and developing marketing strategies and plans is the work of experiential marketing which is a modern marketing approach.

The setup at the road shows centers makes me feel pleasant. Majority of the respondents 88% agreed with this, 12% where neutral, meaning they were not so sure, while 0% disagreed with this. This implies that most consumers believe that setup at road show centers make them feel good. According to Little and King (2011), developing a creative and engaging experiential marketing plan can have a significant short-term and long-term emotional impact on its consumers.

Products/services are appealing to me when I experience them at road shows. Majority of the respondents 92% agreed with this, 4% where neutral, meaning they were not so sure, while 4% disagreed with this. This implies that most consumers believe that what is been marketed at road shows is always appealing to them.

Brand engagements enable me to escape all other communication pressures. Majority of the respondents 100% agreed with this, % where neutral, meaning they were not so sure, while 0% disagreed with this. This implies that all consumers believe when they engage a brand with a brand no matter what the other communications surrounding the brand say has no impact on their thoughts of the brand.

I am excited when I attend a live demonstration at road shows or mobile marketing show. Majority of the respondents 77% agreed with this, 20% where neutral, meaning they were not so sure, while 3% disagreed with this. This implies that most consumers believe that live demonstrations at road shows or mobile marketing show cause excitement in them.

Road show experiences are enjoyable and they bring me happiness. Majority of the respondents 80% agreed with this, 1% where neutral, meaning they were not so sure, while 15% disagreed with this. This implies that most consumers believe that the experiences they experience at road shows bring overall enjoyment and happiness. These brand engagement statements can be supported by Hollebeek (2011b) also who suggests that customer brand engagement attributes influence developing customer loyalty by focusing on positively valenced and individual expressions of customer brand engagement concepts. According to Hollebeek (2011a), further explorations of the customer brand engagement concepts are realized by utilizing qualitative research methods which identifies the key themes of customer engagement behavior, such as immersion, passion and activation. This suggests that the different levels of of customers brand-related concentration which is immersion, the positive affect which is passion, and the energy put in brand interactions or activations, the sum represents just how much the customer is prepared to employ cognitive, emotional and behavioral investments while interacting with the focal brand (Hollebeek, 2011a).

**Experiential marketing –Brand visibility**

Brand visibility activities at expo are, showcasing events and products that are properly merchandised inspire me to reflect on them. Majority of the respondents 55% agreed with this, 45% where neutral, meaning they were not so sure, while 0% disagreed with this. This implies that more than half of consumers believe that expo’s, showcasing events and properly merchandising products inspire them enough so as to live a lasting impression on them.

In-store communications, and product packaging bring feelings of happiness in me and I spend more time at that aisle. Majority of the respondents 89% agreed with this, 7% where neutral, meaning they were not so sure, while 4% disagreed with this. This implies that most consumers become happy when they see in-store communications and product that are packaged beautifully, and it makes them want to spend more time at that aisle.

Stores that use brand visibility experiences induce my curiosity about the product/service offered. Majority of the respondents 100% agreed with this, 0% where neutral, meaning they were not so sure, while 0% disagreed with this. This implies that all consumers believe that brand visibility experiences induce curiosity in them about that particular product/service that is being offered. These brand visibility statements can be supported by Reyneke, Pitt, and Berthon (2011), who stated that brand visibility is important for brands. That good brand visibility signifies the ability of the product to attract the attention of the target audience.

**Table 6: Effect of experience activity on the overall brand value of a product**

<b>Effect of Experiential Marketing</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>
<b>Brand Experience</b>			
I feel that the planned events, sampling and live demonstrations are the best way to market a product	80%	15%	5%



My senses are heightened when I experience the product/brand firsthand	97%	2%	1%
I feel the ambience in experiential stores, events and experiential booths	95%	1%	4%
I tend to think more of products that I have experienced live or firsthand	98%	1%	1%
<b>Brand Engagement</b>			
I am greatly moved a road shows and at all mobile marketing shows	85%	10%	5%
The setup of the road shows centers makes me feel pleasant	88%	12%	0%
Products/services are appealing to me when I experience them at road shows	92%	4%	4%
Brand engagement enable me to escape all other communication pressures	100%	0%	0%
I am excited when I attend a live demonstration at a road show or mobile marketing show	77%	20%	3%
Road show experiences are enjoyable and they bring me happiness	80%	15%	15%
<b>Brand Visibility</b>			
Brand visibility activities at expo's, showcasing events, and ones that are properly merchandised inspire me to reflect on them	55%	45%	0%
In-store communication, and product packaging bring feelings of happiness in me and I spend more time at that product aisle	89%	7%	7%
Stores that use brand visibility experiences induce my curiosity about the product/services offered	100%	0%	0%

### **Effect of experiential marketing in building brand equity**

The study sought to find out the respondents' opinion on statements about effect of Experiential marketing in building Brand Equity. Table 7 shows the study findings.

#### **Experiential Marketing –Brand awareness**

I am more aware of products/services when I have experienced them firsthand. Majority of the respondents 90% agreed with this, 5% where neutral, meaning they were not so sure, while 5% disagreed with this. This implies that consumer awareness levels of a product are heightened when they have experienced the brand firsthand. Keller, (1993), brand image and reputation enhance differentiation and thus potentially having a positive influence on buying behavior. Experiences beat any other form of advertising. All the respondents 100% agreed which implies that all consumers agree that experiences beat any other form of advertising put together.

My experiences with the brand have made me identify the brand by other features even without seeing the brand. Majority of the respondents 96% agreed with this, 2% where neutral, meaning they were not so sure, while 2% disagreed with this. This implies that most consumers identify

brands by other features even in the absence of seeing the brand logo or symbol, when they have experienced the brand firsthand and this creates brand knowledge in them.

These brand awareness statements can be supported by Keller (1993), who stressed that brand awareness is related to the strength of the brand node (stored information by links) or trace in memory as reflected by consumer ability to identify them under different conditions i.e. it expresses the degree of consciousness that consumers have regarding a brand. Brand awareness consists of brand recognition and brand recall. The recognition of the brand relates to consumer's ability to discriminate the brand when given the brand as a cue such as seen or heard previously. Brand recall relates to consumer's ability to retrieve the brand when given the product category, the needs fulfilled by the category or some other type of probe as a cue here consumer correctly generate the brand from memory. Brand awareness influences consumer decision making by affecting the strength of the brand associations in their mind, (Keller, 1993).

### ***Experiential Marketing –Brand resonance***

I get more meaning of the product/service when I have sampled it. All the respondents 100% agreed. This implies that all consumers agree that they get more meaning in a brand when they have actually tried or sampled the product/service. I know the product benefits after I have already experienced it. Majority of the respondents 88% agreed with this, 6% where neutral, meaning they were not so sure, while 6% disagreed with this. This implies that most consumers get the full benefit of the product when they have actually experienced it. This makes them know and be able to place exactly where the product fits in their lives.

I identify more with product I have experienced. Majority of the respondents 90% agreed with this, 5% where neutral, meaning they were not so sure, while 5% disagreed with this. This implies that most consumers identify or associate with brands that they have experienced before. These brand resonance statements can be supported by Keller (2001) where he stresses that brand resonance or meaning can be created through brand associations that exist in customer's minds.

### ***Experiential Marketing – Purchase behavior***

I always buy from the stores where I experience the product. Majority of the respondents 69% agreed with this, 17% where neutral, meaning they were not so sure, while 14% disagreed with this. This implies that most consumers purchase and return to purchase at stores where they were allowed to experience the product before the actual buy. This gave them confidence in what they where purchasing and therefore this induces return purchases from the same store.

I feel that it is worth spending money on brands I have experienced. Majority of the respondents 90% agreed with this, 5% where neutral, meaning they were not so sure, while 5% disagreed with this. This implies that most consumers find it worthy to purchase an experienced and know product. To them this viewed as a waste of money. I buy products that I have experienced and have more knowledge about. Majority of the respondents 98% agreed with this, 1% where neutral, meaning they were not so sure, while 1% disagreed with this. This implies that the more knowledgeable the consumer about the product and the more they have experienced the product to know more about it the more the possibility of them purchasing it over and over again.

I sometimes sample products/services even when I have no money to purchase them. All the respondents 100% agreed which implies that all consumers are willing to try products/services even when they have no money to purchase them. This can be significant because the next time they get money they most likely purchase the product.

I return to again and again to purchase products/services I have experienced before. Majority of the respondents 92% agreed with this, 8% where neutral, meaning they were not so sure, while 0% disagreed with this. This implies that return purchases by consumers is a direct result of having experienced them. These consumer purchase behavior statements can be supported by USC Marshall (2008), that a consumer purchasing decision which be reflected as a consumer behavior is in fact a psychological process that involves recognition of needs, problem solving solutions and the final purchase decision. This process starts at where to purchase a product, and if the answer is yes, then the next step would be to decide on brands, and finally which store to purchase these brands.

### **Experiential Marketing – Brand loyalty**

I consider myself to be a loyal patron of a brand because of my experience with the brand. Majority of the respondents 98% agreed with this, 2% where neutral, meaning they were not so sure, while 0% disagreed with this. This implies that most consumers patronize brands that they know, and this knowledge is through experience with the brand. . According to Sahin et al (2011) brand experiences influence pleasure, a person's conviction and devotion. From the customer's viewpoint, brands are relationship builders, therefore brand experiences, satisfaction, and trust positively affects brand loyalty. I buy products/services that I have experienced before for a long time to come. Majority of the respondents 96% agreed with this, 2% where neutral, meaning they were not so sure, while 2% disagreed with this. This implies that most consumers will for a long time purchase products that they know through experience.

I will deal exclusively with brands I know and have experienced. Majority of the respondents 85% agreed with this, 8% where neutral, meaning they were not so sure, while 7% disagreed with this. This implies that most consumers most often buy brands exclusively without thinking of other similar brands, because they know these brands from experience. Once tried they never go back.

Because of my experience with the brands, I find them more superior than other brands. Majority of the respondents 94% agreed with this, 3% where neutral, meaning they were not so sure, while 3% disagreed with this. This implies that most consumers consider a brand superior to others, and associate it with superior feelings, therefore building an image and association based on the experiences they have had with the brand. These consumer brand loyalty statements can be supported by Yoo et al. (2000), who according to them, brand loyalty encourages repeated purchase behavior from consumers, and discourages them from switching to competitor brands. Therefore, the greater the customer loyalty, the higher the brand equity will be. Aaker, (1996), states that perceived quality can increase customer satisfaction, provided the customer has had some previous experience with the product or service Hence, perceived quality is generally associated with brand equity (Shahrokhi, 1998), and the better the perceived quality, the greater the brand equity. (Aaker, 1991) identifies that brand equity rises as brand loyalty increases.

**Table 7: Effect of experiential marketing on building brand equity**

<b>Effect of Experiential Marketing in Building Brand Equity</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>
<b>Experiential Marketing and Brand Awareness</b>			
I am more aware of products/services when I have experienced them first hand	90%	5%	5%
Experiences beat any form of marketing	100%	0%	0%
My experiences with the brand have made me identify the brand by other features even without seeing the brand	96%	2%	2%
<b>Experiential Marketing and Brand Resonance</b>			
I get more meaning of the product/service when I have sampled it	100%	0%	0%
I know the product benefit after I have already experienced it	88%	6%	6%
I identify more with products I have experienced	90%	5%	5%
<b>Experiential Marketing and purchase behavior</b>			
I always buy from the stores where I experience the product	69%	17%	14%
I feel that it is worth spending money on brands I have experienced	90%	5%	5%
I buy products that I have experienced and I have knowledge of	98%	1%	1%
I sometimes sample products/services even when I have no money to purchase them	100%	1%	1%
I return to again and again to purchase products/services I have experienced before	92%	8%	0%
<b>Experiential Marketing and Brand Loyalty</b>			
I consider myself to be a loyal patron of brands I have experienced before and know about	98%	2%	0%
I will buy products/services that I have experienced before for a long time to come	96%	2%	2%
I will deal exclusively with brands I know and have experienced	85%	8%	7%
Because of my experience with the brands I find them more superior that other brands	94%	3%	3%

The section that follows discussed secondary data collected from the organization in response to the effect of experiential marketing in building brand equity.

**Description of the concept of experiential marketing with the four brands**

The study sought from the organization's data the description of the concept of experiential marketing with the four brands of selected brands (OMO, Sunlight, Roiko & Blueband) in Unilever Tanzania, therefore from the study results the respondent described that, the leading margarine spread, Blue Band, kicked off a school programme dubbed the National Growth Challenge. This was done by communicating to parents, teachers and children on the importance of a balanced diet as well as spreading Blue Band on every slice (Higgins, & Scholer, 2009). The home and school environments play a major role in determining a child's attitude to and consumption of food. In this unique campaign Blue Band went to schools and identifies 100,000

children whose measurements were taken over a six month period to monitor how they had grown.

Incorporating Essay Writing and Arts into the activation as these were well received by teachers who felt the activation would help boost the student's academic performance. It has been, in a bid to encourage proper growth among children through optimal nutrition. The objective is to draw attention again to school age nutrition and emphasize the role of adequate nutrition for growth amongst school children. The idea was to create some consciousness around growth and promote comprehensive nutrition education among the school children. Key activities which take place in schools include nutrition education programmes, an art competition on growth, taking anthropometric or height measurements and assessing cumulative growth in children. It also educate parents especially mothers, custodians and caregivers, and scholars on the significance of providing the right nutrition healthy, varied and adequate diet for their wards in order that they grow optimally and, demonstrate that when fed the right nutrition, children grow adequately (Smith, & Swinyard, 1988).

Similarly, Omo and sunlight the nation's leading laundry detergents have been promoted for years on the basis of features and benefits as a more effective cleaner than other brands. staple ads have been on TV viewing for years: on the left side of TV screen was a striped shirt with a tough stain that the other brands failed to get out; on the right was the same fabric, washed brilliantly clean by , omo and sunlight. The drill has been fundamentally the same for all of, omo and sunlight various incarnations: the traditional omo and sunlight, perfumed and perfume-free. Observers saw the attendance of the children and their mothers as a strategic move because of the trend of the brand recent campaigns, which tends to connect more with this segment of the market (Dinnie, 2010).

A recent activation tagged 'Omo Stain challenge' brought the brand face to face with consumers in major cities across the country. Through it, the managers of the product urged parents to allow their children explore, learn and experience even if it means getting dirty in the process as this only helps in their development. The company had stated in a statement. "When children explore the outdoor, they may get dirty in the process, however, Omo promised to help remove these dirt especially difficult dried-in stains. The formulation was designed to help get brilliant results on these stains leaving the fabric thoroughly clean (Challagalla, Murtha, & Jaworski, 2014).

Unilever family has continued to show this by using experiential road-shows that taken their four brands to a larger audience in different areas and provide consumers with an experience that engages them with the brands. The goal of live product demonstrations is to introduce customers to the product in hopes of getting them to purchase that item. Live demonstrations allow potential customers to touch or taste a product before they buy it (Bascoul, Schmitt, Rasolofoarison, Chamberlain & Lee, 2013). The subtle war in the seasoning market took a new turn recently when Unilever Tanzania introduced two new additions to the Roiko family the new Roiko Seasoning Powder for stews, and another for soups. At the launch in Mikocheni, the company indicated that it was being introduced to give Tanzanian women better aroma and taste from their everyday cooking.

Two things made the launch strategic: the A Mikocheni venue and the price tag placed on the product (Schuster, & Holtbrügge, 2012). By holding the unveiling ceremony in the nation's

capital, it was believed in some quarters that the handlers were sending signal to whoever cared to listen that they meant to take over the entire market and changed the perception that Roiko was only popular in the region. With the new Roiko Seasoning Powders, women now have brilliant opportunity to enjoy the consistent superior Roiko quality, as well as an irresistible aroma from their cooking.

### **Rise of experiential marketing**

The study sought to find out the organization's opinion on how the idea of using experiential marketing came up, from the results they indicated that, fragmentation and saturation of conventional media channels has led to the reduced effectiveness of traditional promotional methods and rise of experiential marketing. the ability to do things differently and away from the norm had greatly shaped the success. The respondent indicated that a challenge came up whereby customers wanted to be actively involved in their own brand experiences. To meet this demand an innovative experiential marketing campaigns utilizing the virtually limitless opportunities of multichannel engagement was developed. These strategies gave both existing and new customers a reason to take action (Smilansky, 2009).

### **Experiential marketing Strategies used in the past**

The research was also interested in establishing what was new and different in experiential marketing from marketing strategies used to the past, from the organization's data the study found that experiential marketing sells a product as part of a consumer's lifestyle, rather than as something that serves a functional need. Traditional marketing promotes a product based on the superiority of its features, while experiential marketing creates a connection between the consumer and the product. The product's features become secondary to the experience it delivers. Success in creating that connection with consumers depends on determining the consumption situation and experience, researching target consumers, branding experiences via consumer engagement strategies and following up with consumers to establish brand loyalty (Peattie, & Crane, 2005).

The difference between traditional and experiential marketing may be considered a battle of old versus new philosophies, which is both true and untrue. Companies have used both traditional and experiential marketing for decades and will continue to do so in the future. However, as companies attempt to keep their costs down, experiential marketing is a more viable option. Instead of paying for a newspaper ad that is only useful for one day, a company can spend that same money to reach a group of customers that can market the product on the company's behalf. Traditional marketing is product centric , methods are analytical quantitative and verbal, gives the features and benefits while experiential marketing is consumer centric, customers have experience and occurs in sensory ways (Peattie, & Crane, 2005).

### **Experiential marketing practices used presently**

The research was also interested in establishing the experiential marketing activities/practices used for the brands presently. The organization listed them as door to door activations with, followed by visual merchandising, then experiential road-shows , live product demonstrations and sampling as the marketing activities/practices used for the brands.

### **Choice of marketing technique**

The study sought to find out why Unilever choose this kind of marketing technique, the study revealed that the company used experiential marketing technique because in their opinion it builds customer relationships for a long term. The organizational data agreed that it generates sales and leads in the short term, increases awareness of the product, drives word of mouth and can align internal audiences with business goals. The results of the study show that experiential marketing can be used successfully to, build relationships, raise awareness, increase loyalty, establish relevance, encourage interaction and product trial, others indicated that experiential marketing technique create memories, changes the mind of dissatisfied customers and create product desire, verifies the target audience, and increase return on marketing investment (Hooley, Saunders & Piercy, 2004).

### **Impact on the consumers of the brands**

The study sought to establish whether experiential marketing has an impact on consumers of the brands. The organization revealed that most of the time experiential marketing has an impact on consumers of the four brands, with reasons being that customers tend to spend more time at stores, events, road shows due to their experiential marketing approach and the ambience of the same plays an important role, however repeat visit of the stores, events, road shows and purchase behavior is seen more in females, as they were more influenced by experiential marketing, while most of the time experiential marketing has no impact on consumers of the brands, therefore Unilever uses other forms of marketing (Dowling, 2014).

### **Differences in the consumer behaviour**

The study also sought to find out whether, since the use of experiential marketing there have been differences in the consumer behaviour, from the study findings there have been significant differences in consumer behavior. State that differences in consumer behavior may result because of the interaction of various marketing mediums. However, the higher the experiential marketing engagements there will be an instant show or reaction by consumers. Content driven experiential marketing strategies should guide experiential marketing providers (Kumar, 2009).

### **Aspect of market share change over the years**

The study sought to find out whether the market share of the brands has changed over the years, the results shows that there has been a significant change of market share of brands (Lane & Jacobson, 2005).

### **Change of market share for the brands over the years**

The study established what and how the market share for the brands changed over the years due to the use of experiential marketing according to organization reports, Omo and Sunlight in Tanzania enjoy a market share of 56% and 17% respectively. Roiko also hold a relatively moderate market share of the spice market in Tanzanian, especially those living in Dar es Salaam are great users of spices. Margarine users also prefer Blueband margarine over any other margarine substitute.

### **The increase in sales of brands attributed to the experiential marketing activities**

The study sought to establish whether the increase in sales of the brands was attributed to the experiential marketing activities used, the organization's data agrees with this. The customer-based brand equity model which shows the process of building strong brands is a model which shows how powerful brands create images in the minds of consumers (Cheng-Hsui Chen, 2011).

### **Experiential marketing and increased customer loyalty**

The study also sought to find out whether experiential marketing has increased customer loyalty, from the study findings experiential marketing increased customer loyalty (Keller, Parameswaran, & Jacob, 2011). The following data analyzed data given by the Marketing manager of Unilever Tanzania where he discussed the challenges of experiential marketing in building brand equity (Dinnie, 2010).

### **Challenges of experiential marketing in building brand equity**

The study sought to find out the challenges of experiential marketing in building brand equity, the respondent indicated that there are challenges in -

- a. Challenges in engaging a new customer through a two-way communication process.
- b. Challenges in capturing brand market insights.
- c. Challenges in forming experiential marketing strategies that connect more with consumers.
- d. Challenges in building stronger brands, than what they already are.
- e. Challenges in shaping the market offerings.
- f. Challenges in delivering and communication value.
- g. Challenges in creating long-term brand growth.
- h. Challenges in developing experiential marketing strategies while building brand equity.
- i. Challenge in presenting the brand properly

The respondent agreed that building brand equity takes years of hard work to build and can be destroyed anytime without proper planning and implementation. The respondent agreed that using experiential marketing effectively (100%) can mitigate or in some cases totally eliminate these challenges. According to Brown (2010, p. 4), ultimately, brands are only valuable to businesses because they are valuable to consumers. Because people rely on brands to deliver a consistent level of quality and reliability, they will pay more for a branded product than a generic one, and more for a favored brand than the alternatives. Brands help to simplify life by imbuing a product or commodity with meaning. Brands allow people to express themselves, to help define who they are and what they stand for. By functioning as "trustmarks," brands help people minimize the amount of time and effort they need to make decisions while shopping (Kapferer, 2012).

### **Inferential statistics**

The following section represents the relationship between the study variables of which the are represented in the research objectives.



## Regression analysis

In this study a multiple linear regression model was implemented to identify the relationship between the three independent variables and the dependent variable which is the effect of experiential marketing in building brand equity. The researcher applied the statistical package for social sciences (SPSS) to code, enter and compute the measurements of the multiple regressions for the study. The finding of the study is as shown in table below.

## Multiple regression

As per the SPSS generated, of which the summary in table 4.11

The regression equation is as follows;  $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$

Where;

Y-Is the dependent variable (Brand Equity)

$\beta_0$  - the regression model constant (Y-intercept)

$\beta_1$ - $\beta_4$  - Beta coefficients of the explanatory variables

$X_1$  - Brand Experience

$X_2$  - Brand Engagement

$X_3$  - Brand Visibility

$\varepsilon$  - The error term assumed to have zero mean and independent across time periods.

- a. Predictors: (Constant), brand experience, brand engagement, and brand visibility
- b. Dependent Variable: Brand equity

## Regression coefficients

The regression equation in Table 8 established that taking all factors into account (brand experience, brand engagement, and brand visibility) constant at zero, brand equity will be 1.830. The findings presented also shows that taking all other independent variables at zero, a unit increase in brand experience will lead to a 0.165 increase in brand equity; a unit increase in brand engagement will lead to a 0.385 increase in brand equity and a unit increase in brand visibility will lead to 0.118 increase brand equity. This infers that brand experience influences brand equity, followed closely by brand engagement, then brand visibility. This notwithstanding, all the variables were significant as their P-values were less than 0.05 ( $p < 0.05$ ).

Breckler and Wiggins (1984) argued that when consumers have more direct experience, it's easy for them to produce higher cognitive belief, emotional reaction, and future behavior intention for products. As a result, consumers would cultivate a consistency between attitude and behavior altitude. And, it isn't easy for consumers to change their attitudes produced by direct experience. In addition, Experience would strengthen the connection between the attitudes of consumers and products.

**Table 8: Regression coefficients**

Variable	$\beta$	Std. Error	t	Sig
(Constant)	1.83	6.385	13.756	0
Brand Experience	0.165	0.063	-2.633	0.01
Brand Engagement	0.385	0.043	8.877	0.001
Brand Visibility	0.118	0.032	3.667	0.002

Therefore;

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$ ) become:

$$Y = 1.830 + 0.165 X_1 + 0.385 X_2 + 0.118 X_3$$

### Model fitness

Results in Table 9 reveal that the regression model at the top accounts for 57.7%. The more the variance that is accounted for by the regression model the closer the data points will fall to the fitted region line. The 57.7% indicates that the model explains more than half of the variability of the response data around its mean. What this means is that the higher the r-squared, the better the model fits the study's data. This regression model also shows the adjusted R square measure of 55.9% which measures the proportion of the variation of the dependent variable accounted for by the explanatory variables. Adjusted R square allows for the degrees of freedom associated with the sums of the squares. Even though the residual sum of squares may change or remain the same, the adjusted R square is generally considered to be a more accurate goodness-of-fit measure than R square.

**Table 9: Model summary**

Indicator	Coefficient
R	0.760
R Square	0.577
Adjusted R <sup>2</sup>	0.559
Std. Error of the Estimate	0.69097

### Analysis of variance (ANOVA)

This study used ANOVA to test the significant of the model. Results in Table 10 reveal that the model is significant as supported by a p value of 0.001. The p value is less than 0.05 thus the model is statistically significant in predicting how brand experience, brand engagement, and brand visibility impact on brand equity. The F critical at 5% level of significance was 2.47. Since F calculated (value =3.916) is greater than the F critical, this shows that the overall model was significant.

**Table 10: Analysis of variance (ANOVA)**

<b>Indicator</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	0.196	4	0.249	3.916	0.001
Residual	1.762	93	0.034		
Total		1.958	97		

## CONCLUSIONS

The study concludes that sensory experience, emotional experience, cognitive (Curiosity & Think) experience, affect consumers experience activity on the overall brand value of a product. It also concludes that majority of the respondents had engaged in marketing activities which included in road shows, live demo's, Sampling/product trials, and in In-store promos, the experiential marketing is the best way to market a products, and senses are heightened when they experience the product/brand firsthand, consumers are mostly moved at an experiential marketing events and the setup of the experiential centers makes them feel pleasant and Products/services are appealing when they experience them. The study also concludes that the experiential marketing and brand awareness, experiential marketing, brand resonance, experiential marketing and purchase behavior, experiential marketing and brand loyalty have a positive effect on brand equity.

## RECOMMENDATIONS

The study made several recommendations:-

1. The study recommends that the accumulation of consumption experience cultivates consumer-brand relationships. Experience can make consumers produce higher familiarity, stronger brand association and deeper product impression. Experience strengthens the relationship between consumers and the brand.
2. The study also recommends that consumer's sensory appeal should be blend well with their daily lives through meaningful product and marketing activities because it stirs up spirits, triggers thoughts and makes brand experiences.
3. Create experiences that are localized and heavily personalized so that the consumer can feel like they are actually customized for them. The study found that experiential marketing can be used to build brands better.
4. Formulating a brand experiential marketing strategy that will effectively achieve the formal and informal management of the brand.
5. The company should continue employing the existing experiential marketing strategies (brand visibility, band engagement, and brand experiences) and using the simultaneously for greater impact of brand on consumers. Experiential marketing should maintain and attract customers from competitors. Experience can make consumers produce higher familiarity, stronger brand association and deeper product impression. As a result, experience could strengthen the relationship between consumers and the brand.

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