# EFFECT OF EXPERIENTIAL MARKETING STRATEGY ON BRAND EQUITY OF INFILL ACADEMY, NAIROBI COUNTY, KENYA

## BY

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## SUMMER 2018

# EFFECT OF EXPERIENTIAL MARKETING STRATEGY ON BRAND EQUITY OF INFILL ACADEMY, NAIROBI COUNTY, KENYA

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**A Research Project Submitted to the School of Chandaria Business in Partial Fulfillment of the Requirement for the Degree of Masters in Business Administration. (MBA)**

**SUMMER 2018**

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# ABSTRACT

The study examined the effect of experiential marketing strategy on brand equity of Infill Academy, Nairobi County, Kenya. The study aimed to answer three research questions; what was the effect of experiential marketing on brand associations? What was the effect of experiential marketing on brand loyalty? What was the effect of experiential marketing on perceived quality? The study adopted a descriptive research design. The target population for the study was parents with children at Infill Academy who participated in the annual events and school activities. The target population was 689 respondents. Stratified random sampling technique which involved dividing the population into different categories was distributed among a sample size of 139 respondents. A self-structured questionnaire was used to collect data. Descriptive statistics was the first phase of analysis for the data. The second phase of analysis involved inferential statistics which included Pearson's (r) correlation and linear regression analysis. A positive and significant association was established between experiential marketing and brand association of Infill Academy which was confirmed by linear regression which showed a positive effect on brand association of Infill academy. A positive and significant association was established between experiential marketing and brand loyalty of Infill Academy which was confirmed by linear regression which showed a positive effect on brand loyalty .Positive and significant associations were found between experiential marketing and perceived quality of Infill Academy which was confirmed by linear regression which showed a positive effect on brand loyalty. The findings show that participants moderately agreed with the Infill Academy brand association; that respondents were agreeable to the brand loyalty of Infill Academy; and that participants were moderately agreeable to the perceived quality of Infill Academy. This means that participants were more loyal to the Infill Academy brand equity. This finding suggests that participants were more likely to enroll their children and recommend others to enroll their children to Infill Academy. The study therefore concludes that experiential marketing has an effect on brand associations of Infill Academy; that experiential marketing has an effect on brand loyalty of Infill Academy; and that experiential marketing has an effect on perceived quality of Infill Academy. The study recommends for the management of Infill Academy to involve parents in school activities and events as this increases their levels of association with the brand. The study recommends that Infill Academy should involve and continually engage parents and other stakeholders in decision making processes to increase the association of these parties to the academy .The study also recommends that management of Infill Academy should continue to develop and innovate events that promote and reinforce parents' experiences with the academy as this will have a positive outcome on their loyalty to the school. The study recommends for innovative marketing experiential events such as sporting events, entertainment events, and talent shows to enhance their brand loyalty. The study recommends that management of Infill Academy should design and come up with innovative experiential marketing strategies that show the distinction between the services offered by the Academy in comparison to other players in the industry.

# CHAPTER ONE

## 1.0 INTRODUCTION

## 1.1 Background of the Study

The behaviour of consumers is constantly changing due to the various factors including but not limited to advances in technology, increased globalization and personal. This has become a challenge for today's organisations to keep up with the ever changing consumer behaviours by coming up with innovative marketing and promotional strategies to attract and keep consumers' preference to their products. One of the marketing strategies that have become popular in recent times has been experiential marketing which aims at creating and maintaining an emotional connection with their consumers (Alkilani, Ling, & Abzakh, 2012).

Organisations now spend a significant amount of time creating customer experiences that are aimed at creating an emotional connection with current and potential customers (Collins & Winrow, 2010). The idea of experience in the discipline of marketing and consumption was first introduced into academia and research by Holbrook and Hirschman (1982). Two decades later, the notion of experience in marketing practice has a solid foundation in marketing and is regarded as a significant component to building knowledge in the marketing discipline (Grundey, 2008). Schmitt (2010) is credited with coining the word experiential marketing to describe a strategic marketing framework that views consumers as rational and emotional human beings that are concerned with achieving pleasurable experiences.

Schmitt (2010) posits that experiential marketing can be carried out through the use of events whereby consumers are given an opportunity to interact with the brands both emotionally and rationally. Event marketing is another term that is used to refer to experiential marketing. Other terms used include: participation marketing, engagement marketing, or live marketing. Experiential marketing is perceived as a strategy in marketing which seeks to engage consumers directly by encouraging and inviting them to participate in brand development. There is a dominant framework in the marketing literature that has been used in several studies to measure the concept of experiential marketing.

The five (5) strategic dimension of experiential marketing consists of feel, relate, act, sense, and think. These five experiential frameworks include sensory, affective, cognitive, physical, behavior experiences, and social identity experiences (Schmitt, 2010).The study and interest of brand equity has become highly popular as researchers have arrived to the conclusion that brands are the most valuable asset that a firm possesses. A higher brand equity level contributes to a higher customer purchase intentions and preferences and also leads to higher returns in stock. Other benefits of a higher brand equity include: creation of barriers to competitive entry, resilience against competitors promotional pressures, and successful extensions (Chieng & Lee, 2011).

Brand equity is defined from the standpoint of consumers as the differential effect of knowledge of a brand on the consumer's response to the marketing of that particular brand. There are two major viewpoints to brand equity: the first viewpoint is based on the Consumer Based Brand Equity (CBBE) which reflects the customers' reactions to brands. The second viewpoint is based on the Firm-Based Brand Equity (FFBE) and involves the financial value of a brand (Chirani, Taleghani1, & Moghadam, 2012). Brand equity is the collection of brand liabilities and assets that are associated with a brand, its symbol, its name which subtract or add up to the value given by a service or product to an organisation (Aaker, 1996).

Different scholars have proposed frameworks to measure the concept of brand equity. Keller (1993) proposed that there are three main parts in defining brand equity, these are: differential effect, brand knowledge and the customer's response. Aaker (1996) identified five components of brand equity: brand awareness; brand associations; perceived quality; brand loyalty; and other proprietary assets such as patents, trademarks, and channel relationships. On the other hand, Chieng and Lee (2011) developed a framework to measure brand equity which consisted of four components of brand equity derived from earlier definitions of brand equity: brand awareness; brand associations; perceived quality, and brand loyalty.

Scholars have investigated the link between experiential marketing and brand equity. In The United States, Zarantonello and Schmitt (2013) explored the relationship between brand equity and event marketing and the mediating role of brand attitudes and brand experience and established that marketing events had an effect on brand equity both

indirectly and directly via brand experiences and for some event marketing via brand attitudes.

In Malaysia, Qader and Omar (2013) found that brand experience had a positive effect on brand equity in their study on the evolution of experiential marketing and effects of brand experience among the millennial generation. In Taiwan, Liao, Wu, Amaya Rivas, & Ju (2016) analysed the influences of experiential, cognitive and marketing factors on brand personality and brand equity and found that experiential marketing factors influenced brand equity. Mukiira, Musau and Munyao (2017) research on effect of experiential marketing in building brand equity in Tanzania found that experiential marketing practices have a positive effect on consumers and overall brand equity.

In January 1993, Infill Academy was started as a kindergarten at Komarock Estate, Nairobi City County with a population of 85 pupils. This population has grown to over 600 pupils at the end of 2017 from primary and pre-primary classes. The academy offers 8-4-4 system of education and is a member of the Kenya Certificate Primary Education (KCPE) Examination Center. In line with the ministry of education syllabus which includes: Mathematics, Social Studies, Science, Kiswahili, and English; Infill Academy offers other options in pursuit of enriching the lives of pupils. These include music lessons, computer studies, and French classes (Infill Academy, 2018).

## 1.2 Statement of the Problem

The role of marketers is to reach out to prospects, customers, investors and/or the community, and create an overarching image that represents your company in a positive light-that is, your brand. Brand equity is a concept that each organisation operating in a competitive environment should strive to achieve. Brand equity is described as the consumers' definition and preference for a brand in comparison with other competitive brands. The experiential marketing approach has been opined to be a marketing strategy that effectively contributes to brand equity and is being used today by marketers to improve brand perceptions among consumers (Kanopaitė, 2015).The private primary education sector in Kenya has seen tremendous growth since the inception of Free Primary Education (FPE) in 2002. The private primary education sector has seen the rise in the number of academies. In order to improve the association, loyalty, and perceived quality of Infill Academy; the school's management conducts event marketing strategy

through annual events to improve the school's brand equity in the current competitive environment to improve its position as a premier primary education academy in Nairobi County.

There was evidence of several studies that have been conducted on experiential marketing in Kenya. Mutua (2016) conducted a study on effect of experiential marketing on brand perception at Coca Cola Kenya. The study aimed at establishing the influence of experiential marketing on brand awareness, brand association, and brand loyalty. This study was conducted among marketing employees and concluded that experiential marketing contributed to positive attitudes towards Coca Cola brands. Kinyanjui (2016) conducted research on the effectiveness of experiential marketing strategy on graduate student's retention in selected universities in Kenya. Wangui (2016) explored the relationship between events marketing, brand orientation and performance of commercial banks in Kenya and found that event marketing as used by commercial banks does not significantly contribute to the performance of the banks that use it as a marketing strategy. There is no evidence of studies that have explored the relationship between experiential marketing and brand equity among primary education institutions a research gap that this study filled by examining the effect of experiential marketing strategy on brand equity of Infill Academy in Nairobi County.

## 1.3 Purpose of the Study
The purpose of the study was to examine the effect of experiential marketing strategy on brand equity of Infill Academy in Nairobi County.

## 1.4 Research Questions
**1.4.2** What is the effect of experiential marketing on brand associations?
**1.4.3** What is the effect of experiential marketing on brand loyalty?
**1.4.4** What is the effect of experiential marketing on perceived quality?

## 1.5 Significance of the Study
### 1.5.1 Top Management of Infill Academy
The study will lead to information on the effect of experiential marketing on brand equity of Infill Academy and will make recommendations if adopted will lead to brand awareness, brand associations, brand loyalty and perceived quality of services offered by Infill academy. This study will provide management of infill academy with information

that will assist them to identify and implement experiential marketing strategies in the future.

### 1.5.2 Private School

The findings of the study are of consequence to private schools as the recommendations of the study if adopted can empower private schools to enhance marketing of their institutions through innovative experiential marketing strategies which means more enrolment in an environment which faces high competition.

### 1.5.3 Marketing Practitioners

This study is of importance to marketing practitioners as it explores the use of experiential marketing in promoting brand equity for primary education institutions. Most of the studies conducted on experiential marketing have been conducted on corporate organisations and as far as to the researchers' knowledge none has been done in the context of primary education institutions. The study is of significance as it will contribute to knowledge on experiential marketing for marketing professionals.

### 1.5.4 Scholars and Academia

This study will be of significance to scholars and academia as it investigates the effect of experiential marketing on brand equity. The study will be of importance as it contributes to the body of knowledge by building literature on experiential marketing and brand equity in Kenya. The study is also of significance to scholars and future researchers as it will suggest areas of further study on experiential marketing effect on brand equity.

### 1.6 Scope of the Study

This study limited its investigation to Infill Academy. The study collected data from parents of Infill Academy students in Class One to Class Eight. The study limited investigation to influence of experiential marketing on brand equity dimensions (brand associations, brand loyalty, and perceived quality). This study targeted consumers who are participating or have participated in experiential marketing activities through the annual events at Infill Academy. The research relied on quantitative methods of data collection and analysis. Specifically, the study used questionnaires to collect data from respondents. The data for the study was collected from the month of June to July 2018.

### 1.7 Definitions of Terms

#### 1.7.1 Experiential marketing

This refers to the creation of a memorable experience or memory that goes deep into the customer or prospect's minds about a product or service (Lee, Hsiao, & Yang, 2011).

#### 1.7.2 Brand equity

This refers to the added value to a product or service by a customer's perceptions and associations with a specific brand name (Chieng & Lee, 2011).

#### 1.7.3 Brand associations

This refers to the manner in which consumers think or perceive a specific service, product, or brand when they think of an activity that is related to the product, service or brand (O'Cass & Lim, 2001).

#### 1.7.4 Perceived quality

This refers to the customer's judgment over a firm's service or product out of all the superiority or excellence to other firms' product or service (Saleem, Ghafar, Ibrahim, Yousuf, & Ahmed, 2015).

#### 1.7.5 Brand loyalty

Brand loyalty refers to a consumer's reliable repurchase of a favoured brand. Brand loyalty is a measure of the attachment that a customer has to a brand (Nawaz & Usman, 2010).

### 1.8 Chapter Summary

This chapter introduced the study to the reader; it presented the background of the study, statement of the problem, purpose of the study, research questions,        and  significance  of  the study, scope of the study and a definitions of terms.

Chapter two of the study will present the study literature review and research methods and techniques that the study will adopt answers to the research questions.

Chapter three of the study will present the research methods and techniques that the study will adopt to conduct within the study.

Chapter four of the study will present the results and findings of the study in charts and tables and researcher's own interpretation.

Chapter five of the study will present the discussion of findings, conclusion and recommendations for improvement and further study.

**CHAPTER TWO**

## 2.0 LITERATURE REVIEW

### 2.1 Introduction

This chapter of the study consists of a review of literature from journals, student papers, and student research projects. The chapter contains three sections that reflect the relationship between independent and dependent variables of the study. In each of this sections, there are two subsections that comprise of literature on the dependent variables and the other, presents empirical literature on the relationship between these variables.

### 2.2 Experiential Marketing and Brand Associations

In Ethiopia, Salelaw and Singh (2015) evaluated the effects of event sponsorship and advertising spending on brand equity in the Ethiopian Brewery Sector. An exploratory approach research design was adopted for the study to explore the relationship between Consumer-Based Brand Equity (CBBE) and spending on advertising. The study was conducted among 600 beer consumers. The study used questionnaires to collect data from study participants. The study revealed that outdoor advertising has a positive effect on brand associations.

In China, Xixiang, Gilal, and Gilal (2016)conducted a study on brand experience as a source of brand equity for organisations in the 21st century. A descriptive research design was used which involved the use of a structured questionnaire to gather data from a sample of 135 shoppers. The data was analysed using the Structural Equation Modeling (SEM). The results of the study revealed evidence to show a direct impact of brand experiences on brand association which supported the theory that brand experience is related to brand association.

Keller (2008) argues sponsorships can be adopted to develop new criteria for brand associations. These associations may in the future create a new or changed image of a brand. Brand associations can be created from different sources such as information associations and sources with other bodies including events. Brand Association is important for organizations' competitive positioning and has also been in focus of previous marketing communications. Thus, it may be argued that they are not transferred

from the event but rather that these associations are established in the minds of consumers previous to the event (Kårhus, 2012).

Qader and Omar (2013) opined that experiential marketing is able to create brand associations like perceptions, experiences, attitudes, beliefs, feelings, images, and thoughts. Brand association involves depiction of image dimensions that are exclusive, positive, and favorable to a brand. A favorable, unique, and strong brand association creates differential effects that assist a consumer decision making and has a positive influence on the perception of a consumer on a brand and its quality.

Brand association is something which is deeply rooted in a consumer's mind about a brand, therefore, before styles, promotions, advertisements, and unique selling propositions are not sufficient to capture a special place in a customer's mind. Therefore, marketers should seek to associate their brands with something positive (Xixiang et al., 2016).

**2.2.1 Brand Associations**

Brand association would help consumers search and deal with information (Boisvert, 2011). Brand associations can give consumers a purchasing reason as most brand associations are linked to brand attributes, consumer benefit needs, target consumer markets, so that they form the basis of consumers' purchasing decisions and brand loyalty. Therefore, brand association has a very significant role in the purchase decision making process of a consumer (Boisvert & Burton, 2011).

Keller (1993) classifies brand associations into three distinct groups: attitudes, benefits, and attributes. Attributes refer to the descriptive characteristics of a service or product and are further classified into non-product and product related categories. Non-product attributes are the outside features of a product such as usage imagery, price, and packaging. On the other hand, product attributes, are those that necessary ingredients for the optimum performance of the service or good sought by the user (Gordon, James, & Yoshida, 2016).

Benefits are the personal value that a customer attaches to the service or product attributes and are further classified into three groups: symbolic, experiential, and functional.

Experiential benefits are the associated feelings that come with the use of a product which are often linked to pleasure seeking and are related to hedonic values. Functional benefits are those that are internal advantages of a product which are related to product attributes. Symbolic benefits are the external benefits such as prestige and social status which are related to the service or product (Keller, 1993).

Attitudes refer to a customer's general evaluation of a brand whether bad or good (Low & Lamb, 2000). Attitudes are mostly recognized by their uniqueness, strength, and favorability. Strength level is determined by extent of brand image and is sustained in the user's mind. Favorability defines the extent to which a product satisfies the wants and needs of the consumer (Keller, 1993).

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 (Mukiira et al., 2017).

### 2.2.2 Empirical Literature on Experiential Marketing and Brand Associations

In China, Liu, Zhang, and Keh (2017)investigated the link between experiential marketing, company revenue, and brand value. The research was a comparative study aiming to compare the differential effects of advertising expenditures and event-marketing. A longitudinal descriptive study using a sample of 74 real-estate firms from 2006-2013 in China was used. The findings indicated that both advertising and event-marketing had a positive impact on brand value and company revenue through increases in brand associations with customers.

In Kenya, Mutua (2016) conducted a study on the effect of experiential marketing on brand perception on the Coca Cola Kenya brand. An objective of the study was to investigate the influence of experiential marketing on brand association. A cross-sectional descriptive research design using questionnaires to collect data from Coca Cola employees was adopted. The findings showed that use of media was one of the strategies

that have been used to increase the publicity of the company in experiential marketing through celebrity promotion.

In Malaysia, Qader and Omar (2013) conducted a conceptual study on the history and development of experiential marketing and its impact on brand experience among millennials. The study concluded that the idea of experiential marketing in the realm of psychology is often distinguished. Brand association like feeling, experiences, perceptions, thoughts, attitudes, and beliefs become tied to the brand from the experiential marketing.

In Egypt, El Naggar and Bendary (2017) analysed the effects of experience on brand loyalty while also measuring the mediating role of brand equity dimensions. The sample of the study consisted of subscribers of Egyptian mobile phone operators. A self-administered questionnaire was distributed to 384 mobile users. The results did support the direct relationship of brand experience and brand associations.

Salelaw and Singh (2015) evaluated the effects of event sponsorship and advertising spending on brand equity in the Ethiopian Brewery Sector. An exploratory approach research design was adopted for the study to explore the relationship between Consumer-Based Brand Equity (CBBE) and spending on advertising. The study was conducted among 600 beer consumers and found that outdoor advertising has a positive effect on brand association.

In the United States, Mathews (2013) looked at experiential marketing best practice in a sample of popular beverage firms. The research aimed to establish the use of experiential marketing strategies among three beverage companies. The study found that the most popular experiential marketing strategies used were: sponsorships, event marketing, social media outlets which led to continue to growth through brand association.

Kårhus (2012) conducted a study on sponsorship as experiential marketing explored how firms can create positive brand experiences and sponsorship responses through event sponsorships. The responses of the sponsorships were operationalized as brand evaluation and brand association. The results indicated that direct experience with the sponsor creates more positive brand evaluation and higher scores on important brand associations.

Xixiang et al. (2016) examined conducted a study on brand experience as a source of brand equity for organisations in the 21st century. A descriptive research design was used which involved the use of a structured questionnaire to gather data from a sample of 135 shoppers. The data was analysed using the Structural Equation Modelling (SEM). The sample consisted of 135 shoppers living in Wuhan and Beijing. The findings showed that brand experience has significant positive relationship with brand association.

Lundqvist, Liljander, Gummerus, and van Rie (2014) examined the influence of storytelling on brand experience of consumers. The study explored how organisation-originated stories influence brand experiences of consumers by taking a comparison of two groups of customers. One group wasn't exposed to the story while the other was. A brand that existed but was not launched in the country of the study was used and the findings showed that brand stories may be useful to reinforce and create positive brand associations.

Alberto, García, Galindo, and Suárez (2018) investigated the impact of offline and online experiential marketing on brand equity in the hotel industry. The study examined the link between offline experiential marketing (during guest stay) and online experiential marketing (during the purchasing process which involved booking and information search) with hotel brand equity. The findings showed that during the stay experiences had an impact of brand associations unlike the non-significant relationship between online experiential marketing and brand association.

## 2.3 Experiential Marketing and Brand Loyalty

Moreover, because experiences result from stimulations and lead to pleasurable outcomes, we expect consumers to want to repeat these experiences. That is, brand experience should affect not only past-directed satisfaction judgments but also future-directed consumer loyalty. Consumers should be more likely to buy a brand again and recommend it to others and less likely to buy an alternative brand (Brakus, Schmitt, & Zhang, 2008).

Maheshwari, Lodorfos, and Siril (2014) conducted a study on the determinants of brand Loyalty. The study investigated a connection between brand experience and brand loyalty as far as automotive sector. The study was conducted among luxury car owners in Oslo who were selected conveniently. The findings of the study confirmed that positive brand experiences contributed to brand loyalty.The study recommended that organisations should therefore rather focus on creating positive brand experiences for the consumer.

Pricewell, Chima, and Azubuike (2013) examined the effect of four flagship events in Nigeria: 'Star Quest', 'Guilder Ultimate Search,' 'Who Wants to be a Millionaire' (TV game show), and the 'Next Nigerian Music Idol' on consumers' brand loyalty and patronage. The study found that events create positive emotions, brand attitude, and positive buying intentions on consumers. Consumers' participation and active involvement in event marketing activity positively affect their patronage of host's brand.

Rajumesh (2014) conducted a study the impact of consumer experience on brand loyalty in India. The study involves in selecting fast moving consumer goods category as the sample product. The study used convenient sampling techniques to collect the data. A total of 280 questionnaires distributed to the randomly selected participants from 232 questionnaires. Multiple regression analyses were conducted to assess each component of the proposed mediation model. Findings show brand experience was positively associated brand loyalty.

In Ethiopia, Salelaw and Singh (2015)Salelaw and Singh (2015) evaluated the effects of event sponsorship and advertising spending on brand equity in the Ethiopian Brewery Sector. An exploratory approach research design was adopted for the study to explore the relationship between Consumer-Based Brand Equity (CBBE) and spending on advertising. The study was conducted among 600 beer consumers. The study revealed that outdoor advertising has a positive effect on brand loyalty.

### 2.3.1Brand Loyalty
Loyalty as is a deeply held commitment to rebut or repatronize a preferred product/service consistently in the future, theory causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior. In marketing literature the term loyalty has often been used interchangeably with its operational (measurement) definition to refer to;

repeat purchase, preference, commitment and allegiance. In addition, loyalty has been referred to in a variety of market-specific contexts: service, store and vendor loyalty, and contexts that reflect the unit of measurement; customer and brand loyalty (Sahin, Zehir, & Kitapç, 2011).

Loyalty means customers purchase a product or service repeatedly. Brand loyalty is the commitment and positive attitude to purchase the same brand in a durable manner in their future purchase situation (Liu, 2007). Aaker (1991) discussed the vital role of the brand loyalty in the brand equity process which produces some marketing advantages such as less marketing costs, more new customer base, and greater trade leverage. The organizations' success depends on its ability to attract and make loyal customer. This is to create organization to have the ability to keep its current customers and make them loyal to its brand for long run (Rajumesh, 2014).

Brand loyalty is the heart and the major component of brand equity and defined as the attachment the customer has to a brand (Aaker, 1991). Developing and maintaining loyalty should be placed at the heart of marketing plans, especially in the face of highly competitive markets with increasing unpredictability and decreasing brand differentiation (Delgado-Ballester & Munuera-Aleman, 2001).Brand loyalty is a sort of commitment towards the brand that induces a re-buy behavior into the customer in spite of the potential marketing attempts by competitors to break up the coalition between the brand and the consumer. Brand loyalty is considered to provide greater leverage to trade, condensed marketing costs and building an augmented market share (Awan & Rehman, 2014).

Brand loyalty is composed of two different components namely attitudinal (focusing on personal commitment to a set of unique values related to the brand) (Chaudhuri & Holbrook, 2001) and the tendency to be loyal to a brand (prioritizing the brand as the first choice for purchase) (Yoo et al., 2001); and behavioral (focusing on product purchasing repetition or repeat buying behavior) (Taylor, Celuch, & Goodwin, 2004).

### 2.3.2 Empirical literature on Experiential Marketing and Brand loyalty

In Indonesia, Sugiyarti and Hendar (2017) conducted a study in an effort to develop a model of marketing conceptual on creative experiential marketing in order to boost brand loyalty. The main objective of the study was to empirically test creative influence on

experiential marketing. Purposive sampling technique is applied in the study to collect data. Samples are taken as many as 171 respondents of the users of perfume for body sold in Indonesia. Data in this study is collected by interview. Data collection is using the combination of open questions and closed questions which are given to respondents. Managerial finding in this study is developing creative experiential marketing to enhance brand loyalty.

In Kenya, Mutua (2016) conducted a study on the effect of experiential marketing on brand perception on the Coca Cola Kenya brand. An objective of the study was to investigate the influence of experiential marketing on brand loyalty. A cross-sectional descriptive research design using questionnaires to collect data from Coca Cola employees was adopted. The study found that experiential marketing events allow the company to interact with consumers at a more personal level. The results further revealed that the company has loyal customers and spend less on marketing their products.

In Indonesia, Dewanti, Chu, and Wibisono (2011) examined the influence of experiential marketing, emotional branding, and brand trust towards brand loyalty. The study adopted a descriptive research design, using questionnaires to collect data from a conveniently selected sample of 100 restaurant customers. The findings indicated that variable experiential marketing had a significant contribution towards variable brand loyalty. Veasman (2015) investigated the effects of expected and unexpected experiential marketing promotions on brand image and brand loyalty among a sample of 387 respondents. The study found that unexpected versus expected experiential marketing techniques had a positive influence on brand loyalty.

In China, Xixiang et al. (2016) assessed brand experience as a contemporary source of brand equity in 21st century. The study adopted a descriptive research design which used a structured questionnaire to collect data from 135 shoppers. Structural equation modeling was used to analyse the data. The results showed that that brand experience is positively related to brand loyalty. The findings suggest that it is fruitful for marketers to gain brand loyalty by creating their brands highly experiential.

Shieh and Lai (2017) study aimed to understand the contribution of the experiential events and how they influence brand loyalty. The study applies convenient sampling method and collects data through online questionnaire. According to Brakus, Schmitt and

Zarantonello (2009), definition, brand experiences are actual sensations, feelings, cognitions, and behavioral responses. The study established that there was a positive relationships between brand experience and brand loyalty.

In India, Rajput and Dhillon (2013) research aimed to conduct a critical study to examine strategies and effects of sensory and experiential marketing on consumer behavior and increasing company's sales. The study was entirely based on secondary research, where literature relating to the subject is reviewed. The study found that experiential marketing is found highly effective in influencing consumer behavior for companies, particularly in terms of realizing the target of increasing sales and achieving brand loyalty. Rajumesh (2014) examined the impact of consumer experience on brand loyalty. The study was conducted among 253 randomly selected participants residing in Jaffna, Sri-Lanka. The study found that brand experience was positively associated brand loyalty.

In a study on lingerie brand experience study in the Pune market in India, Singh (2014) conducted an empirical study was designed to test the research framework and relation of positive brand experience on lingerie buying behavior of customers. Data was collected through random questionnaires answered by consumers. The study was based on the development and administration of a self-administered survey. Sample was randomly drawn from the population of consumers who reside within the metropolitan area of Pune and found that experiential marketing influenced brand loyalty of lingerie consumers.

Mohammad (2017) aimed to determine the effect of brand equity, brand experiences, and corporate branding on brand loyalty. A sample of 413 staff from 10 Jordanian companies formed the target population of the study. A structured questionnaire was used to collect data from the participants. Brand affective experiences, brand sensory experience, and brand cognitive experience were the brand experiences sub-variables. The findings established that the three sub-variables had positive and significant effects on except sensory, brand loyalty, and cognitive experiences.

## 2.4 Experiential Marketing and Perceived Quality

In Ethiopia, Salelaw and Singh (2015) evaluated the effects of event sponsorship and advertising spending on brand equity in the Ethiopian Brewery Sector. An exploratory approach research design was adopted for the study to explore the relationship between Consumer-Based Brand Equity (CBBE) and spending on advertising. The study was

conducted among 600 beer consumers. The study used questionnaires to collect data from study participants. The study revealed that outdoor advertising had a positive impact on perceived quality.

Hendrasaputra and Lunarjanto (2009) studied the impact of popularity, brand endorsement, and event sponsorship on pre-purchase attitudes of consumers in Jakarta. The study aimed to measure the collective and individual effects of event sponsorship, popularity, and brand endorsement on manufacturer esteem, uniqueness, perceived quality, and corporate citizenship. The findings supported previous studies that have found a positive effect of event sponsorship on perceived quality of brands.

Tsordia, Papadimitriou, & Parganadecors (2017) studied the relationship between purchase behaviour and sport sponsorship. The aim of the study was to examine how sport sponsorship influence purchase behaviour and brand equity of a sponsor's product. The sample consisted of 222 participants with Structural Equation Modelling (SEM) techniques used to analyse the data. The findings proved that brand engagement and perceived quality had an impact on purchase behaviour and brand loyalty of sponsors' product.

In China, Xixiang et al. (2016) assessed brand experience as a contemporary source of brand equity in 21st century. The study adopted a descriptive research design which used a structured questionnaire to collect data from 135 shoppers. Structural equation modeling was used to analyse the data. The results showed that that brand experience is positively related to brand loyalty. The study revealed that brand experience had a significant positive impact on perceived quality. The memorable and rich brand experience would create long lasting impression in customers' minds for the brands perceived quality.

### 2.4.1 Perceived Quality

Another significant dimension of brand equity is perceived quality. Marketers in all product groups agree that perceived quality has a social importance to brand decisions (Aaker, 1996). Perceived quality implies a customer's subjective judgment over a product's general superiority or excellence (Zeithaml, 1988). In this case, quality is seen as a consumer-based equity variable which combines experiences and perceptions of a customer (Mutsikiwa, Dhliwayo, & Basera, 2013). The opinion of a consumer on the quality of a brand and its attributes with relation to the performance expectations forms

the measurement scale indicators of the brand's quality which is perceived by consumers (Villarejo-Ramos & Sanchez-Franco, 2005).

Perceived quality refers to the consumers' perception on the complete superiority of a service or product in regard to its intended purpose. If customers are satisfied with the overall quality of the product, they will be motivated to purchase products of the same brand. Consumer perceptions vary with different product information and category, thereby affecting perceived quality. Perceived quality is the customer's perception of brand superiority in performing compared to other products (Aaker, 1996).

Perceived performance is closely related to quality perception. Consequently, trial and experience with a product does affect its overall quality assessment (El Naggar & Bendary, 2017).Consumers' perceived quality is often a subjective opinion of a product and may well vary with the product attributes and categories. A higher brand awareness contributes to a higher complete evaluation of the product and an enhanced perceived quality. The extrinsic factors often have a huge impact on consumer's perceived quality and in the long term increase value (Hsu & Hsu, 2015).

There are many measurements used for perceived quality. There is the measurement that used the five dimensions of service as tangibility, reliability, responsiveness and assurance and empathy (Parasuraman, Zeithaml, & Berry, 1988). This measure includes 22 items. Grönroos (1995) proposed other model that included only two dimensions, technical performance which is related to the customer's perception of the service delivery process and functional performance which is related to the customer perception of the service. Gournais, Dimitriadis, & Stathakopoulos, (2003) constructed six dimensions other than the ones previously mentioned, staff competence, service reliability, physical evidence, convenience as of place and time, innovation and value for money for retail banking.

### 2.4.2 Empirical literature on Experiential Marketing and Perceived Quality

In Ethiopia, Salelaw and Singh (2015) Salelaw and Singh (2015) evaluated the effects of event sponsorship and advertising spending on brand equity in the Ethiopian Brewery Sector. An exploratory approach research design was adopted for the study to explore the relationship between Consumer-Based Brand Equity (CBBE) and spending on

advertising. The study was conducted among 600 beer consumers. The findings indicated that outdoor advertising has a positive effect on perceived quality.

Several studies (Ryu and Han, 2011; Kim & Moon, 2009) have been conducted to examine the influence of interior design and décor on the customer's perception of overall experience and behaviour restaurant businesses context. These studies revealed that interior design and décor can be used as a strong marketing tool which can affect customers' attitude, emotions, value perceptions, perceived quality, satisfaction, and behaviour.

Soitiriadis (2017) conducted an evaluation on the dimensions of experiential marketing and their impact on behavioural intentions in nature-based tourism. The study used an explanatory approach to research that measured the four dimensions' influence on perceived service quality, satisfaction, and behavioural intentions. The results show that the experiential dimensions influencing perceived quality were aesthetics and escapism.

In Egypt, El Naggar and Bendary (2017) analysed the effects of experience on brand loyalty while also measuring the mediating role of brand equity dimensions. The sample of the study consisted of subscribers of Egyptian mobile phone operators. A self-administered questionnaire was distributed to 384 mobile users. The results did support the direct relationship of brand experience with brand awareness, brand associations and perceived quality.

In Lithuania, Kanopaitė (2015) explored the effects of customer perceived values and experiential marketing on satisfaction among a sample of Lithuanian restaurants. The study adopted a quantitative approach to collecting data. The findings showed the sense experience had positive effects on each variable of consumer perceived values. Moreover, the findings indicated that there existed a two-way association between customer perceived quality and experiential marketing

Naggar and Bendary (2017) conducted a study the factors that enhance brand loyalty in mobile operations service in Egypt. The brand experience along with brand associations, brand association and perceived quality were considered as antecedents in supporting the relationship development concept that is based on trust leading to loyalty. The study was conducted among 600 respondents selected through quota sampling by a self-

administered questionnaire. The results supported a direct relationship of brand experience with perceived quality.

Kim and Moon (2009) examined the psychological processes whereby services cape influenced perceive service quality, revisit intentions, situational factors, and pleasure-feeling. The study aimed to answer the questions whether the services cape had an effect on customers' perceived service quality and pleasure-feeling and whether customers' perceived service quality and pleasure-feeling positively influenced revisit intention. The findings suggested that thematic restaurant's services cape has a significant impact on perceived quality and pleasure-feeling, which lead to revisit intentions. Evidence has revealed that interior design and décor can be used as a strong marketing tool which can affect customers' perceived quality (Ryu & Han, 2010).

Yuan and Wu (2008) explored the idea of experiential marketing in the tourism and hospitality sector in Taiwan. The study developed ten hypotheses that were used in examining the association between customer satisfaction, experiential value, and experiential marketing. The sample consisted of four Starbucks in Taipei and self-administered questionnaires were used to collect the data. The findings revealed that experiential marketing induced perceived quality through emotional and functional values provided by feel perception, think perception, and service quality.

Wangui (2016) explored the relationship between events marketing, brand orientation and performance of commercial banks in Kenya. The aim of the study was to establish how the use of event marketing and branding affected the performance of commercial banks. The study adopted a descriptive survey research design. The study targeted the 42 commercial banks. Marketing managers provided the information required through completing a self-administered questionnaire. The results revealed that event marketing as used by commercial banks does not significantly contribute to the performance of the banks that use it as a marketing strategy.

## 2.5 Chapter Summary

This chapter presented the literature review which consisted of defining the concepts used in the study. The chapter also consists of the empirical literature review on the relationship between the independent and dependent variables. The next chapter of the study presents and justifies the research methods proposed to be used in this study.

<div align="center">**CHAPTER THREE**</div>

## 3.0 RESEARCH METHODOLOGY

### 3.1 Introduction

This chapter presents, discusses, and rationalizes the research techniques that the study will employ to answer the research questions. The chapter is presented in sections of research design population and sampling design, data collection methods, research procedures, and data analysis methods.

### 3.2 Research Design

The study adopted the descriptive research design. The aim of descriptive research is to gain familiarity with a particular subject or phenomenon (Salaria, 2012). In this study, the researcher aimed to establish the influence of experiential marketing on brand equity. Descriptive research can be distinguished between longitudinal survey and cross-sectional survey designs. A cross-sectional survey design was selected for this study as the data was collected from participants after their experience of annual events activities. The independent variable for the study was experiential marketing and the dependent variables were brand associations, brand loyalty, and perceived quality.

### 3.3 Population and Sampling Design

### 3.3.1 Population

De Vos (2001) defines a population as an aggregate or totality of all the objects, subjects or members that conform to a set of specifications. The population for the study was parents with children at Infill Academy who participated in the annual events at Infill Academy. The target population for the study is 689 respondents as shown in Table 3.1.

**Table 3.1: Population Distribution**

| Class | Number of Pupils | Percentage | Percentage |
|-------|------------------|------------|------------|
| Kindergarten | 31 | | 4.4 |
| Nursery | 67 | | 9.7 |
| Pre-Unit | 71 | | 10.3 |
| Class 1 | 82 | | 11.9 |
| Class 2 | 76 | | 11.0 |
| Class 3 | 61 | | 8.9 |
| Class 4 | 84 | | 12.2 |
| Class 5 | 61 | | 8.9 |
| Class 6 | 64 | | 9.3 |
| Class 7 | 45 | | 6.5 |
| Class 8 | 47 | | 6.9 |
| **Total** | **689** | | **100.0** |

**Source: Infill Academy (2018)**

### 3.3.2 Sampling Design

### 3.3.2.1 Sampling Frame

A sampling frame is whatever is being used to identify the elements in each sampling unit. The sampling frame could be anything at all provided that it exhausts the total population and provides access to the individual elements of the population under study (Rahi, 2017). The sampling frame for the study was the total number for one parent each for the 689 pupils at Infill Academy.

### 3.3.2.2 Sampling Technique

The aim of sampling is to save time and effort, but also to obtain consistent and unbiased assessments of the population status in terms of whatever is being investigated (Salaria, 2012). The study used stratified random sampling technique which involves dividing the population into different categories. This approach was selected owing to the nature of the information of the population based on the number of parents in each of the classes as shown in Table 3.1. The respondents were selected randomly from each of the classes.

### 3.3.2.3 Sample Size

A sample size refers to the number of units that were chosen from which data were gathered. The Yamane (1967) sampling formula was used to calculate the sample size.

$$n = \frac{N}{1+N\ (e^2)}$$

Where;

n = sample size

N = study population

e = tolerance at the preferred level of confidence

α = 0.05 at 95% confidence level

Using the formula the sample size is 253 respondents.

$n = 689/\ 1 + 689\ (0.05)^2$

$\qquad = 689\ /\ 2.7225$

$\qquad = 253$

The different classes have different population and it is important to select an adequate sample from each of these strata. The study used probability proportionate sampling (PPS) method to determine the sample size for the study for each of the strata (classes) in the population. This meant that for each of the class sample size, the population was divided by the total population and multiplied to the desired sample size as presented in Table 3.2.

**Table 3.2: Sample Size Distribution**

| Class | Population | Sample size |
|-------|-----------|-------------|
| Kindergarten | 31 | 11 |
| Nursery | 67 | 25 |
| Pre-Unit | 71 | 26 |
| Class 1 | 82 | 30 |
| Class 2 | 76 | 26 |
| Class 3 | 61 | 22 |
| Class 4 | 84 | 31 |
| Class 5 | 61 | 22 |
| Class 6 | 64 | 23 |
| Class 7 | 45 | 17 |
| Class 8 | 47 | 18 |
| **Total** | **689** | **253** |

## 3.4 Data Collection Methods

The study adopted quantitative data. Quantitative data relies on numbers in contrast to qualitative data which relies on words and explanations. The study utilized a questionnaire to collect the data. A structured questionnaire was appropriate for this study as it seeks to gather information from a relatively large sample in a standardized approach. Another advantage of using the questionnaire was the ability to gather standard information from a sample. The questionnaire was based on a 5 point likert scale items where respondents were asked to indicate to what extent they agree or disagree with statements. The likert scale items were selected for the questionnaire as they have been extensively used in previous studies on experiential marketing on brand equity.

The questionnaire items were borrowed from: Brand associations (Gordon et al., 2016; Low & Lamb, 2000; Schivinski & Dabrowski, 2014), Brand loyalty (Bisschoff & Moolla, 2014; Punniyamoorthy & Raj, 2007; Schivinski & Dabrowski, 2014), perceived quality (Yoo et al., 2000; Schivinski & Dabrowski, 2014), and experiential marketing (Maghnati, Ling, & Nasermoadeli, 2012; Zena & Hadisumarto, 2012).

## 3.5 Research Procedures

Research procedures refer to the process and steps that the researcher will undertake to conduct the fieldwork. First, the researcher sought a letter authorizing the data collection stage of the study from the university. The researcher then conducted a pre-test of the questionnaire among 5 persons that were not included in the final sample. The aim of a pre-test is to measure whether a survey instrument adequately convey the intended research questions, measure the intended attitudes, and values (Willis, 2016). The researcher modified, edited, and formatted the instrument according to the outcome and experience of the pre-test. Third, the researcher engaged two research persons in a two day training session on the aim, objectives of the study, and the instrument. The fieldwork was conducted after completion of each annual event during the prize giving ceremony. The questionnaires were administered to willing participants who were informed on voluntary participation, guaranteed anonymity and confidentiality of information provided to the study.

## 3.6 Data Analysis Methods

Data analysis as the process of bringing order, structure and meaning to the mass of collected data (Marshall, & Rossman, 2006). The first step of data analysis was ensuring that the gathered questionnaires are duly filled. Data was then entered into a statistical software for analysis. In this case, the Statistical Package for the Social Sciences (SPSS) Version 22 was used to analyze the data. Descriptive statistics was the first phase of analysis for the data. These analysis consisted of summarizing trends in the data based on percentages, frequencies, mean, and standard deviation. The second phase of analysis involved inferential statistics. Inferential statistics used were Pearson's (r) correlation and linear regression analysis. The data was presented in tables and figures.

## 3.7 Chapter Summary

This chapter presented the research methods that were used to conduct the study. The sections in this chapter presented, discussed and justified the research design, population, sampling techniques, data collection methods, research procedures, and data analysis methods that were used. The next chapter of the study consists of the results and findings.

# CHAPTER FOUR

## 4.0 RESULTS AND FINDINGS

### 4.1 Introduction

This chapter presents the findings of the study which are presented in charts (respondent information) and tables (research questions). The analysis is presented in three sections, the respondents' demographic information, descriptive analysis of research question, and inferential statistics of research questions. The response rate of the study is also presented therein.

### 4.2 Response Rate

The researcher was able to administer the total number of questionnaires cited in the study sample. Out of the 253 questionnaires administered, the researcher was able to get back 150 questionnaires from which 139 met the criteria to be used in the data analysis process. This therefore puts the responses rate at 55.0 %. A response rate of above 50 % is considered adequate for research (Mugenda and Mugenda, 2003).

**Table 4.1: Response Rate**

|                                   | Number | Percent |
| --------------------------------- | ------ | ------- |
| Questionnaires administered       | 253    | 100.0   |
| Questionnaires returned           | 150    | 59.2    |
| Questionnaires used in analysis   | 139    | 55.0    |

### 4.3 Respondents' Demographic Information

The researcher sought for the demographic information of the study respondents. The information sought was their gender, age, and education level. This information is presented in this subsection of the chapter.

### 4.3.1 Respondents' Gender

Figure 4.1 shows the gender distribution of the participants. The results indicate that the larger share (59.0 %) and male respondents represented 41.0 % of the sample. This finding suggests that females participated more on school matters than male respondents.
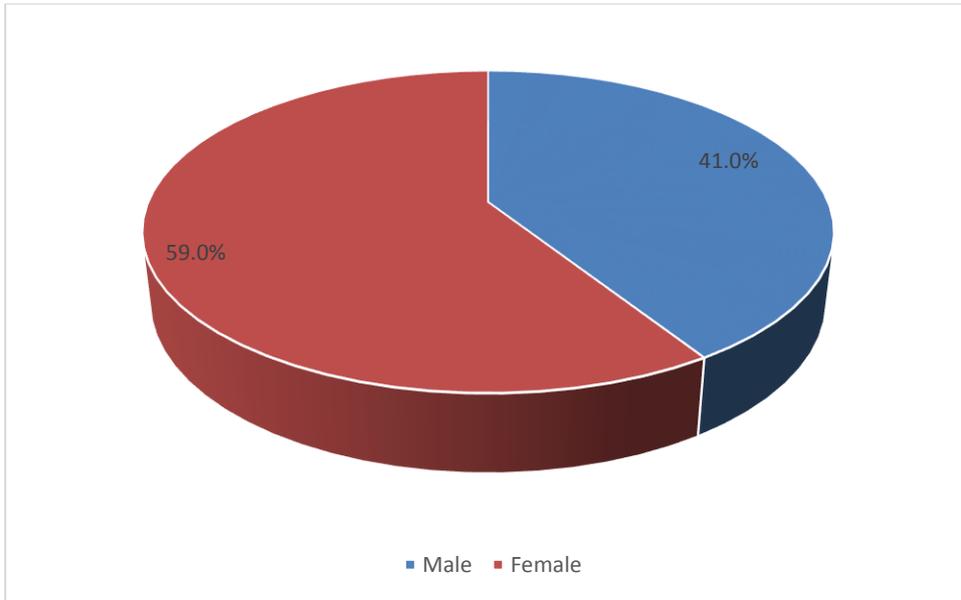
**Figure 4.1: Gender Distribution of Participants**

### 4.3 2 Respondents' Age

The findings indicate that respondents between 35-44 years accounted for 41.7 % followed by 30.9 % who were in ages 25-34 years, 16.5 % were in the age's group of 45-55 years, 8.6 % were in age 18-24 years, and those above 55 years represented 2.2 % of the sampleas shown in Figure 4.2.
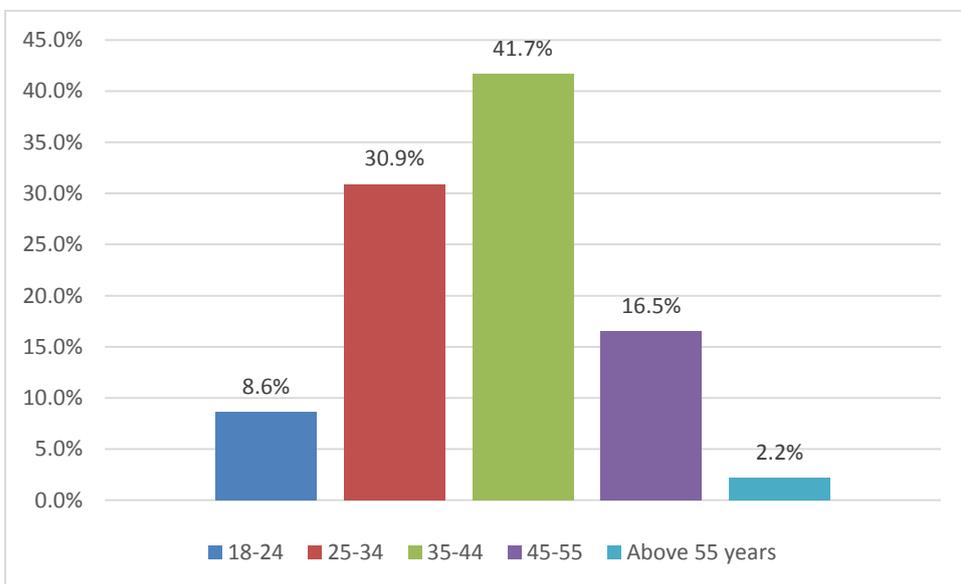


**Figure 4.2: Age Distribution of Participants**

### 4.3.3 Respondents' Education Level

In terms of their education level, the findings show that most of the participants had a college level of education (51.8 %), Bachelor's degree (23.0 %), Postgraduate degree (11.5 %), Vocational training (8.6 %), no formal schooling (3.6 %), and 0.7 % had primary and secondary level of education respectively as presented in Figure 4.3.
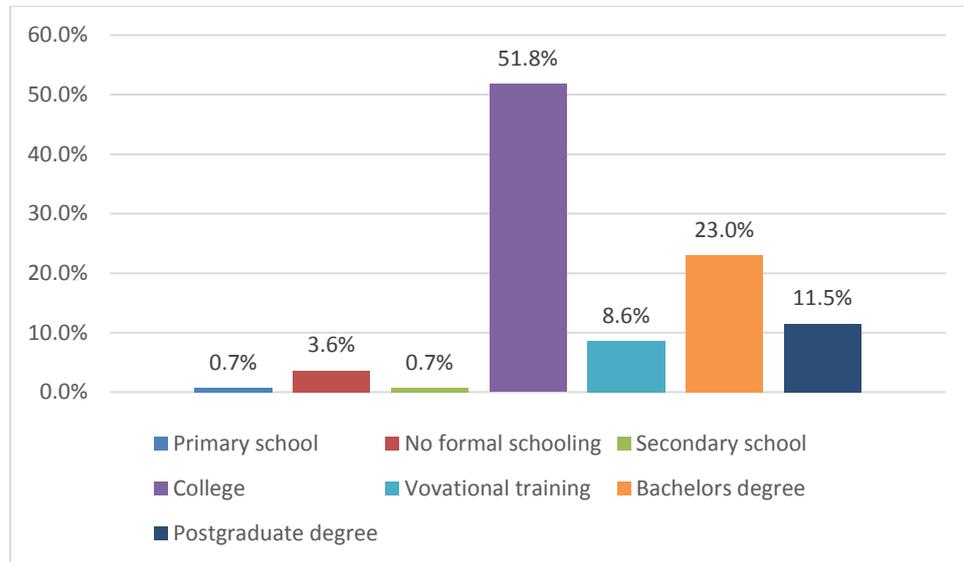


**Figure 4.3: Education Level among Participants**

### 4.4 Descriptive Statistics Analysis

This section presents the descriptive analysis of each of the study research questions. The mean and standard deviation for each of the variable is presented and interpreted according to a 5 point scale (strongly disagree – strongly agree).

### 4.4.1 Brand Associations

The study presented ten brand associations statements on infill academy. The respondents were asked to indicate their level of agreement with these statements. The results show that the overall mean score was 3.89 with a standard deviation of 1.009. This suggests that participants moderately agreed with the Infill Academy brand association. The highest mean score was observed for I have good associations with Infill Academy (M=4.13, SD=1.013) and the least mean score was I feel some sympathy for Infill Academy (M=2.62, SD=1.315) as shown in Table 4.2.

**Table 4.2: Brand Associations' Descriptive Results**

| Statements | N | Mean | Std. Deviation |
|---|---|---|---|
| I am able to name a few characteristics of Infill Academy | 139 | 3.71 | 0.965 |
| I associate good feelings with Infill Academy | 139 | 4.14 | 0.949 |
| I feel some sympathy for Infill Academy | 139 | 2.62 | 1.315 |
| I have good associations with Infill Academy | 139 | 4.13 | 1.013 |
| I have good memories linked to Infill Academy | 139 | 4.01 | 0.925 |
| I have good memories of Infill Academy | 139 | 4.00 | 0.940 |
| I think that Infill Academy has a strong image | 139 | 4.11 | 1.075 |
| I think that Infill Academy has character | 139 | 4.12 | 0.959 |
| Somehow I feel personal affection for Infill Academy | 139 | 3.99 | 0.982 |
| The memories I have of Infill Academy influence my decision to purchase their service | 139 | 4.04 | 0.962 |
| **Overall mean score** | | **3.89** | **1.009** |

## 4.4.2 Brand Loyalty

The study presented ten brand loyalty statements on infill academy. The respondents were asked to indicate their level of agreement with these statements. The results show that the overall mean score was 4.06 with a standard deviation of 0.969. This suggests that participants agreed with the Infill Academy brand loyalty. The highest mean score was observed for I will continue to support Infill Academy (M=4.30, SD=0.888) and the least mean score was If Infill Academy were to raise their prices, I would continue to buy their services (M=3.23, SD=1.157) as shown in Table 4.3.

**Table 4.3: Brand Loyalty Descriptive Results**

| Statements | N | Mean | Std. Deviation |
|---|---|---|---|
| I will recommend Infill Academy someone who seeks my advice | 139 | 4.17 | 0.945 |
| I will bring my child to Infill Academy for their primary education | 139 | 4.28 | 0.860 |
| I consider myself a fan of Infill Academy | 139 | 4.16 | 0.879 |
| I am attached to Infill Academy | 139 | 4.09 | 0.967 |
| I think I am loyal to Infill Academy | 139 | 4.20 | 0.949 |
| I will continue to support Infill Academy | 139 | 4.30 | 0.888 |
| I don't bother looking at alternative academies; Infill Academy is good enough for me! | 139 | 3.96 | 1.145 |
| I say positive things about Infill Academy to other people | 139 | 4.24 | 0.865 |
| If Infill Academy were to raise their prices, I would continue to buy their services | 139 | 3.23 | 1.157 |
| I consider Infill Academy is my first choice in the category of academies | 139 | 3.98 | 1.032 |
| **Overall mean score** | | **4.06** | **0.969** |

### 4.4.3 Perceived quality

The study presented ten perceived quality statements on infill academy. The respondents were asked to indicate their level of agreement with these statements. The results show that the overall mean score was 3.82 with a standard deviation of 0.944. This suggests that participants moderately agreed to Infill Academy's perceived quality. The highest mean score observed was Infill Academy offers reliable education (M=4.21, SD=0.838) and the least mean score was Infill Academy appears to be of very poor quality (M=2.02, SD=1.219) as shown in Table 4.4.

**Table 4.4: Perceived Quality Descriptive Results**

|  | N | Mean | Std. Deviation |
|---|---|---|---|
| Infill Academy is of high quality | 139 | 4.06 | 0.934 |
| The likely quality of Infill Academy is extremely high | 139 | 3.99 | 0.855 |
| The likelihood that would be functional is very high | 138 | 3.93 | 0.953 |
| The likelihood that Infill Academy is reliable is very high | 139 | 3.96 | 0.855 |
| Infill Academy must be of very good quality | 139 | 3.99 | 0.967 |
| Infill Academy appears to be of very poor quality | 139 | 2.02 | 1.219 |
| Infill Academy is of better quality than other alternatives | 139 | 3.83 | 0.970 |
| Although other academies are good, I still think that Infill Academy is better | 139 | 4.06 | 0.954 |
| Infill Academy offers good quality education | 139 | 4.16 | 0.895 |
| **Overall mean score** |  | **3.82** | **0.944** |

### 4.4.4 Experiential Marketing

The independent variable for the study was experiential marketing. The study asked respondents to indicate their level of agreement to annual events experience on their brand equity perceptions of Infill Academy. The overall mean score was 5.66 and a standard deviation of 1.312. This finding suggests that participants strongly agreed that the participation in Infill Academy annual events had an influence on their perceptions of the Infill Academy brand.

**Table 4.5: Experiential Marketing Descriptive Results**

| | N | Mean | Std. Deviation |
|---|---|---|---|
| The idea of Infill Academy is refreshing | 139 | 3.95 | 0.958 |
| The concept of Infill Academy is very special | 139 | 3.96 | 0.924 |
| I am more interested in learning about Infill Academy | 139 | 4.10 | 0.958 |
| The extra-curricular activities offered make me think of Infill Academy quality | 139 | 3.88 | 0.996 |
| The interaction with the staff makes me think more about Infill Academy | 139 | 4.01 | 0.909 |
| I will think more of Infill Academy after this experience | 139 | 4.07 | 0.882 |
| Participating in school events makes me feel a part of Infill Academy community | 139 | 4.00 | 1.000 |
| The information I have accessed during the annual events makes me feel to want to know more about Infill Academy | 139 | 4.06 | 0.844 |
| The annual activities make me feel emotional about Infill Academy | 139 | 3.68 | 1.117 |
| The services provided by Infill Academy make me closer to this school | 139 | 4.04 | 0.912 |
| The features of Infill Academy make me want to associate with the school | 139 | 3.99 | 0.909 |
| I can relate with other people by participating in Infill Academy activities | 139 | 4.10 | 0.879 |
| I will bring my other children to Infill Academy | 139 | 4.12 | 0.941 |
| I spread the word about Infill Academy | 139 | 4.26 | 0.887 |
| Overall mean score | | 5.66 | 1.312 |

## 4.5 Inferential Statistics Analysis

This subsection presents the inferential statistical analysis of the study. The researcher conducted a Pearson (r) correlation analysis and linear regression analysis between the independent and dependent variables.

## 4.5.1 Correlation Analysis

Table 4.6 shows the correlation coefficient results between the study independent and dependent variables. The findings show positive and significant association between experiential marketing and brand associations at infill academy ($r = 0.641$, $p = 0.000$), experiential marketing and brand loyalty to Infill Academy ($r = 0.862$, $p = 0.000$), and experiential marketing and perceived quality of Infill Academy ($r = 0.764$, $p = 0.000$).

This finding implies that an increase in experiential marketing is associated with a linear increase in brand equity (brand associations, brand loyalty, perceived quality) of Infill Academy.

**Table 4.6:Experiential Marketing and Brand Equity Factors Correlation Coefficients**

| | | Brand Associations | Brand Loyalty | Perceived quality |
|---|---|---|---|---|
| Brand Associations | Pearson Correlation | 1 | | |
| | Sig. (2-tailed) | | | |
| | N | 139 | | |
| Brand Loyalty | Pearson Correlation | .662** | 1 | |
| | Sig. (2-tailed) | .000 | | |
| | N | 139 | 139 | |
| Perceived quality | Pearson Correlation | .491** | .736** | 1 |
| | Sig. (2-tailed) | .000 | .000 | |
| | N | 139 | 139 | 139 |
| Experiential Marketing | Pearson Correlation | .641** | .862** | .764** |
| | Sig. (2-tailed) | .000 | .000 | .000 |
| | N | 139 | 139 | 139 |

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

### 4.5.2 Linear Regression Analysis

The study conducted a linear regression analysis for each of the research questions. This subsection presents the findings for each of these linear regressions and the results are summarized into one table which includes the model summary, ANOVA, and regression coefficient results.

### 4.5.2.1 Experiential Marketing and Brand Association at Infill Academy

The second research question the study sought to answer was the influence of experiential marketing on brand associations at Infill Academy. The results (Table 4.7) show that experiential marketing influenced 41.1 % ($R^2$= 0.411) of variation in brand association of Infill Academy. The ANOVA results indicate that the influence of inferential marketing to brand association was statistically significant with a $p$ value of 0.000. The regression coefficient result indicates that an increase in experiential marketing leads to a 0.629 increase in brand associations and this is statistically significant ($p$ = 0.000).

**Table 4.7: Effect of Experiential Marketing on Brand Association at Infill Academy**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .641[a] | .411 | .407 | .54732 |
| a. Predictors: (Constant), Experiential Marketing | | | | |

| ANOVA[a] | | | | | |
|---|---|---|---|---|---|
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 Regression | 28.690 | 1 | 28.690 | 95.773 | .000[b] |
| Residual | 41.040 | 137 | .300 | | |
| Total | 69.729 | 138 | | | |
| a. Dependent Variable: Brand Associations | | | | | |
| b. Predictors: (Constant), Experiential Marketing | | | | | |

| Coefficients[a] | | | | | |
|---|---|---|---|---|---|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 (Constant) | 1.362 | .262 | | 5.197 | .000 |
| Experiential Marketing | .629 | .064 | .641 | 9.786 | .000 |
| a. Dependent Variable: BrandAssociations | | | | | |

## 4.5.2.2 Experiential Marketing and Brand Loyalty at Infill Academy

The second research question the study sought to answer was the influence of experiential marketing on brand loyalty at Infill Academy. The results (Table 4.8) show that experiential marketing influenced 74.3 % ($R^2 = 0.743$) of variation in brand loyalty of Infill Academy. The ANOVA results indicate that the influence of inferential marketing to brand loyalty was statistically significant with a $p$ value of 0.000. The regression coefficient result indicates that an increase in experiential marketing leads to a 0.886 increase in brand loyalty and this is statistically significant ($p = 0.000$).

**Table 4.8: Influence of Experiential Marketing on Brand Loyalty at Infill Academy**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .862[a] | .743 | .741 | .37946 |
| a. Predictors: (Constant), Experiential Marketing | | | | |

| ANOVA[a] | | | | | |
|---|---|---|---|---|---|
| Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 Regression | 56.948 | 1 | 56.948 | 395.497 | .000[b] |
| Residual | 19.727 | 137 | .144 | | |
| Total | 76.674 | 138 | | | |
| a. Dependent Variable: Brand Loyalty | | | | | |
| b. Predictors: (Constant), Experiential Marketing | | | | | |

| Coefficients[a] | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|
| Model | B | Std. Error | Beta | | |
| 1 (Constant) | .502 | .182 | | 2.761 | .007 |
| Experiential Marketing | .886 | .045 | .862 | 19.887 | .000 |
| a. Dependent Variable: Brand Loyalty | | | | | |

## 4.5.2.3 Influence of Experiential Marketing on Perceived Quality at Infill Academy

The third research question the study sought to answer was the influence of experiential marketing onperceived at Infill Academy. The results (Table 4.9) show that experiential marketing influenced 58.4 % ($R^2 = 0.584$) of variation in brand loyalty of Infill Academy. The ANOVA results indicate that the influence of inferential marketing on perceived quality was statistically significant with a *p* value of 0.000. The regression coefficient result indicates that an increase in experiential marketing leads to a 0.672 increase in brand loyalty and this is statistically significant ($p = 0.000$).

**Table 4.9: Experiential Marketing on Perceived Quality Regression Results**

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .764[a] | .584 | .581 | .41308 |
| a. Predictors: (Constant), Experiential Marketing | | | | |

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 32.773 | 1 | 32.773 | 192.062 | .000[b] |
| | Residual | 23.377 | 137 | .171 | | |
| | Total | 56.150 | 138 | | | |
| a. Dependent Variable: Perceived quality | | | | | | |
| b. Predictors: (Constant), Experiential Marketing | | | | | | |

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.123 | .198 | | 5.675 | .000 |
| | ExperientialMarketing | .672 | .049 | .764 | 13.859 | .000 |
| a. Dependent Variable: Perceived quality | | | | | | |

## 4.6 Chapter Summary

This chapter presented the findings of the study. The findings show positive and statistically significant associations with experiential marketing and brand associations, brand loyalty, perceived quality of Infill Academy. The linear regression analysis further confirms that experiential marketing influenced infill academy brand equity (brand associations, brand loyalty, and perceived quality. The next chapter of the study presents the discussion, conclusions and recommendations of the study.

## CHAPTER FIVE

## 5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

### 5.1 Introduction

This chapter presents a summary, a discussion of the study findings, conclusions of the findings, and recommendations for improvement. These sections are presented in line with the study research questions. Recommendations for further research are also highlighted.

### 5.2 Summary

The study examined the effect of experiential marketing strategy on brand equity of Infill Academy, Nairobi County, Kenya. The study aimed to answer three research questions; what is the effect of experiential marketing on brand associations? What is the effect of experiential marketing on brand loyalty? What is the effect of experiential marketing on perceived quality? The target population for the study was parents with children at Infill Academy who participated in the annual events. The target population was 689 respondents. Stratified random sampling technique which involved dividing the population into different categories was distributed among a sample size of 253 respondents. The study adopted quantitative methods of data collection. A self-structured questionnaire was used to collect data. Descriptive statistics was the first phase of analysis for the data. The second phase of analysis involved inferential statistics which included Pearson's (r) correlation and linear regression analysis. The data was presented in charts and tables and supported by the researcher's interpretation.

Research question one of the study was to determine the effect of experiential marketing on band association at Infill Academy. The respondents were asked to indicate their level of agreement with ten statements associated with brand association of Infill Academy. The results show that the overall mean score was 3.89 with a standard deviation of 1.009. This suggests that participants moderately agreed with the Infill Academy brand association. The correlation coefficient findings show positive and significant association between experiential marketing and brand associations at infill academy ($r = 0.641$, $p = 0.000$). Experiential marketing explained 41.1 % of change in brand associations of Infill Academy and an increase in experiential marketing resulted to a 0.629 increase in Infill Academy brand associations.

Research question two of the study was to determine the effect of experiential marketing on brand loyalty at Infill Academy. The respondents were asked to indicate their level of agreement with ten statements associated with brand loyalty of Infill Academy. The results show that the overall mean score was 4.06 with a standard deviation of 0.969. This finding suggests that respondents agreeable to the brand loyalty of Infill Academy. The results from the correlation analysis indicate positive and significant association between experiential marketing and brand loyalty at infill academy ($r = 0.862$, $p = 0.000$). Linear regression results showed that experiential marketing explained 74.3 % of change in brand loyalty of Infill Academy and an increase in experiential marketing resulted to a 0.886 increase in Infill Academy brand loyalty.

Research question three of the study was to determine the effect of experiential marketing on perceived at Infill Academy. The respondents were asked to indicate their level of agreement with ten statements associated with perceived quality of Infill Academy. The respondents were asked to indicate their level of agreement with these statements. The results show that the overall mean score was 3.82 with a standard deviation of 0.944. The findings implied that participants were moderately agreeable to the perceived quality of Infill Academy. The results from the correlation analysis revealed a positive and significant association between experiential marketing and perceived quality at infill academy ($r = 0.764$, $p = 0.000$). The results from the linear regression indicated that Experiential marketing explained 58.4 % of change in perceived quality of Infill Academy and an increase in experiential marketing resulted to a 0.672increase in Infill Academy brand associations.

## 5.3 Discussion
## 5.3.1 Effect of Experiential Marketing on Brand Associations
In terms of the relationship between experiential marketing and brand associations, the correlation coefficients showed a positive and significant association between experiential marketing and brand associations at infill academy ($r = 0.641$, $p = 0.000$). Experiential marketing explained 41.1 % of change in brand associations of Infill Academy and an increase in experiential marketing resulted to a 0.629 increase in Infill Academy brand associations.The finding of the study indicate that respondent participation at Infill Academy annual events contributed to association with the brand. A look at the item

responses show that respondents agreed to associating good feelings with Infill Academy, that Infill Academy had a strong image, that Infill Academy has character, and memories that participants had for Infill Academy influenced their decision to purchase their services.

Brand association would help consumers search and deal with information (Boisvert, 2011). Brand associations can give consumers a purchasing reason as most brand associations are linked to brand attributes, consumer benefit needs, target consumer markets, so that they form the basis of consumers' purchasing decisions and brand loyalty. Therefore, brand association has a very significant role in the purchase decision making process of a consumer (Boisvert & Burton, 2011).

This finding agrees with previous studies which have found that there exists a positive effect of experiential marketing and brand association. According to Boisvert, (2011), brand association would help consumers search and deal with information Brand association would provide consumers with a purchasing reason, because most brand associations are related to brand attributes, the target consumer market, and the benefits that consumers need, so that they form the foundation of brand loyalty and consumers' purchasing decisions. Consequently, brand association plays a very important role in consumers' purchase decision making.

Several studies have also found a relationship between brand association and experiential marketing. Liu et al. (2017) study on event-marketing and advertising expenditures and compared the differential effects of event-marketing and advertising expenditures on brand value and company revenue in China found that both event-marketing had positive impacts on company revenue and brand value by increasing brand associations with consumers. Kårhus (2012) conducted a study on sponsorship as experiential marketing explored how to create positive sponsorship responses and brand experience through event sponsorships. The sponsorship responses are operationalized as brand associations and brand evaluation. The results indicated that direct experience with the sponsor creates more positive brand evaluation and higher scores on important brand associations.

Xixiang et al. (2016) study also found that that brand experience has significant positive relationship with brand association.Lundqvist et al. (2014) examined the influence of storytelling on brand experience of consumers and found that brand stories may be useful

to reinforce and create positive brand associations. One group wasn't exposed to the story while the other was. Alberto et al. (2018) study which examined the link between offline experiential marketing (during guest stay) and online experiential marketing (during the purchasing process which involved booking and information search) with hotel brand equity. The findings showed that during the stay experiences had an impact of brand associations unlike the non-significant relationship between online experiential marketing and brand association.

**5.3.2 Effect of Experiential Marketing on Brand Loyalty**

In regard to the effect of experiential marekting on brand loyalty, the results from the correlation analysis indicate positive and significant association between experiential marketing and brand loyalty at infill academy ($r = 0.862$, $p = 0.000$). Linear regression results showed that experiential marketing explained 74.3 % of change in brand loyalty of Infill Academy and an increase in experiential marketing resulted to a 0.886 increase in Infill Academy brand loyalty. A further look at the items from the brand loyalty construct indicate that respondents agreed to most of the statements. Study participants agreed that they would recommend Infill Academy to someone who seeks my advice, I would bring my child to Infill Academy for their primary education, I consider myself a fan of Infill Academy, I am attached to Infill Academy, I think I am loyal to Infill Academy, I will continue to support Infill Academy, and that they saidpositive things about Infill Academy to other people.

Brand loyalty is the heart and the major component of brand equity and defined as the attachment the customer has to a brand. Developing and maintaining loyalty should be placed at the heart of marketing plans, especially in the face of highly competitive markets with increasing unpredictability and decreasing brand differentiation. Brand loyalty is composed of two different components namely attitudinal (focusing on personal commitment to a set of unique values related to the brand) and the tendency to be loyal to a brand (prioritizing the brand as the first choice for purchase) and behavioral (focusing on product purchasing repetition or repeat buying behavior) (Taylor et al., 2004).Brand loyalty is the heart and the major component of brand equity and defined as the attachment the customer has to a brand (Aaker, 1991). Developing and maintaining loyalty should be placed at the heart of marketing plans, especially in the face of highly

competitive markets with increasing unpredictability and decreasing brand differentiation (Delgado-Ballester & Munuera-Aleman, 2001).

The findings from the study agree with previous studies that found positive effects of experiential marketing on brand loyalty. Dewanti's et al. (2011) study on influence of experiential marketing, emotional branding, and brand trust towards brand loyalty in Indonesia found that variable experiential marketing had a significant contribution towards variable brand loyalty.

Rajput and Dhillon (2013) examined strategies and effects of sensory and experiential marketing on consumer behavior and increasing company's sales in India and established that experiential marketing is found highly effective in influencing consumer behavior for companies, particularly in terms of realizing the target of increasing sales and achieving brand loyalty.

Dewanti et al. (2011) examined the influence of experiential marketing, emotional branding, and brand trust towards brand loyalty and found that experiential marketing had a significant contribution towards variable brand loyalty. Veasman (2015) study on expected and unexpected experiential marketing promotions on brand image and brand loyalty found that unexpected versus expected experiential marketing techniques had a positive influence on brand loyalty. In China, Xixiang et al. (2016) found that brand experience is positively related to brand loyalty. The findings suggest that it is fruitful for marketers to gain brand loyalty by creating their brands highly experiential. Mohammad (2017) study on effect of brand equity, brand experiences, and corporate branding on brand loyalty and the findings established that the three sub-variables (Brand affective experiences, brand sensory experience, and brand cognitive experience) had positive and significant effects on except sensory, brand loyalty, and cognitive experiences.

### 5.3.3 Effect of Experiential Marketing on Perceived Quality

The results from the correlation analysis revealed a positive and significant association between experiential marketing and perceived quality at infill academy ($r = 0.764$, $p = 0.000$). The results from the linear regression indicated that Experiential marketing explained 58.4 % of change in brand associations of Infill Academy and an increase in experiential marketing resulted to a 0.672 increase in Infill Academy brand associations.A look at the item descriptions for perceived quality reveals that participants

agreed that Infill Academy offers good quality education, and although other academies are good, participants perceived Infill Academy was better, and respondents perceived Infill Academy as of high quality.

Perceived quality refers to "the consumer's subjective judgment about a product's overall excellence or superiority. In this instance, quality is considered as consumer-based brand equity variables which integrate perceptions and experiences of a consumer (Mutsikiwa et al., 2013). Perceived quality refers to the consumer's opinion about the brand's quality and its attributes with respect to its expected performance forms the measurement scale indicator of the brad quality perceived by individuals (Villarejo-Ramos & Sanchez-Franco, 2005). The findings suggested that respondents had positve reviews about services offered at Infill Academy thereby indicating a positive perceived quality.

This finding corroborates previous studies which have found positive effects of experiential marketing on brand equity dimensions, in this case, perceived quality. Soitiriadis (2017) study experiential dimensions on behavioral intentions in nature-based tourism found that the experience framework constitutes a valid tool for the study of wildlife experiences. In the context of nature-based tourism the experiential dimensions which influence the perceived service quality and customers' satisfaction are escapism and esthetics. Kanopaitė (2015) exploration on the impact of experiential marketing on the customer perceived value and satisfaction in restaurants located in the cities of Lithuania confirmed that the relationship between experiential marketing and customer perceived value showed that sense experience had a positive impact on each variable of the customer perceived value. Further analysis showed that there was a two-way relationship between experiential marketing and customer perceived value.

Kim and Moon (2009) examined the psychological processes whereby services cape influenced perceive service quality, revisit intentions, situational factors, and pleasure-feeling. The findings suggested that thematic restaurant's services cape has a significant impact on perceived quality and pleasure-feeling, which lead to revisit intentions. Yuan and Wu (2008) exploration of experiential marketing in the tourism and hospitality sector in Taiwan revealed that experiential marketing induced perceived quality through emotional and functional values provided by feel perception, think perception, and service quality. In Kenya, Wangui (2016) investigation on the relationship between

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events marketing, brand orientation and performance of commercial banks in Kenya and found that event marketing as used by commercial banks does not significantly contribute to the performance of the banks that use it as a marketing strategy.

## 5.4 Conclusion

### 5.4.1 Effect of Experiential Marketing On Brand Associations

The first research question of the study was to determine the effect of experiential marketing on brand associations at Infill Academy. The descriptive statistics indicated an overall mean of 3.89 which suggests that most of the respondents moderatley agreed with the brand association statements. A positive and significant association was established between experiential marketing and brand association of Infill Academy which was confirmed by linear regression which showed a positive effect on brand association of Infill academy. The study therefore concludes that experiential marketing has an effect on brand associations of Infill Academy.

### 5.4.2 Effect of Experiential Marketing On Brand Loyalty

The second research question of the study was to determine the effect of experiential marketing on brand loyalty at Infill Academy. The descriptive statistics indicated an overall mean of 4.06 which suggests that most of the respondents agreed with the brandloyaltystatements. A positive and significant association was established between experiential marketing and brand loyalty of Infill Academy which was confirmed by linear regression which showed a positive effect on brand loyalty. The study therefore concludes that experiential marketing has an effect on brand loyalty of Infill Academy.

### 5.4.3 Effect of Experiential Marketing On Perceived Quality

The third research question of the study was to determine the effect of experiential marketing on perceived quality of Infill Academy. The descriptive statistics indicated an overall mean of 3.82 which suggests that most of the respondents moderately agreed with perceived quality of Infill Academy statements. Positive and significant associations were found between experiential marketing and perceived quality of Infill Academy which was confirmed by linear regression which showed a positive effect on brand loyalty. The study therefore concludes that experiential marketing has an effect on perceived quality of Infill Academy.

## 5.5 Recommendations

### 5.5.1 Recommendations for Improvements

### 5.5.1.1Effect of Experiential Marketing On Brand Associations

The findings indicated that study participants moderately agreed to the statements on brand association with Infill Academy. The study therefore recommends for the management of Infill Academy to involve parents in school activities and events as this increases their levels of association with the brand. The study recommends that Infill Academy should involve and continually engage parents and other stakeholders in decision making processes to increase theassociation of these parties to the academy.

### 5.5.1.2Effect of Experiential Marketing on Brand Loyalty

The results revealed that experiential marketing had the greatest effect on the participants brand loyalty to Infill Academy. The study therefore recomends that the management of Infill Academy to continue developing and innovating events that promote and reinforce parents' experiences with the academy as this will have a positive outcome on their loyalty to the school. The study recommends for innovative marketing experintial events such as sporting events, entertainment events, and talent shows to enhance their brand loyalty.

### 5.5.1.3 Effect of Experiential Marketing on Perceived Quality

The findings of this research showed that parents' moderately agreed that experiential marketing on the perceived quality of Infill Academy services. The study, therefore recommends that management of Infill Academy should design and come up with innovative experiential marketing strategies that show the distinction between the services offered by the Academy in comparison to other players in the industry.

### 5.5.2 Recommendations for Further Research

This study was limited to investigating the influence of experiential marketing to brand equity. The dimensions of brand equity considered were brand associations, brand loyalty, and perceived quality. There is need for further study on the influence of experiential marketing on brand awareness in the education sector.

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# APPENDICES

## Appendix I: Cover Letter

Dear Respondent,

I am a Masters student at the United States International University - Africa pursuing a Global Master's in Business Administration (MBA). In partial fulfillment for being awarded this reward, I am conducting a study on **Effect of Experiential Marketing Strategy on Brand Equity of Infill Academy, Nairobi County, Kenya**. As a manager at at Infill Academy, I humbly request you to assist me by answering the questions in the questionnaire as accurately as you can.

Kindly note that any information provided will be treated with utmost confidentiality and at no time will it be used for any other purpose other than for this project. Your name or any personal identification will not be used in this research. Your assistance is highly appreciated. I look forward to your favorable response. Please tick as appropriate.


Yours Faithfully,

Julia Thitai

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## Appendix II: Questionnaire for Annual Events Participants

**Section A: Background Information**

1. What is your gender?

   Male                      [   ]

   Female                  [   ]

2. What is your age group?

   18-24 years old           [   ]

   25-34 years old           [   ]

   35-44 years old           [   ]

   45-54 years old           [   ]

   55 and above years old     [   ]

3. What is your highest education level?

   No schooling completed         [   ]

   Trade/technical/vocational training   [   ]

   College                        [   ]

   Bachelor's degree             [   ]

   Postgraduate degree           [   ]

   Other (*Specify*) ………………………….

**Section B: Brand Association**

5. Please indicate the extent to which you agree or disagree with the following brand associations statements. Where 1=strongly disagree, 2=disagree, 3=moderately, 4=agree, 5=strongly agree

| | Brand association statements | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| a | I am able to name a few characteristics of Infill Academy | | | | | |
| b | I associate good feelings with Infill Academy | | | | | |
| c | I feel some sympathy for Infill Academy | | | | | |
| d | I have good associations with Infill Academy | | | | | |
| e | I have good memories linked to Infill Academy | | | | | |
| f | I have good memories of Infill Academy | | | | | |
| g | I think that Infill Academy has a strong image | | | | | |
| h | I think that Infill Academy has character | | | | | |
| i | Somehow I feel personal affection for Infill Academy | | | | | |
| j | The memories I have of Infill Academy influence my decision to purchase their service | | | | | |

**Section D: Brand Loyalty**

6. Please indicate the extent to which you agree or disagree with the following brand loyalty statements. Where 1=strongly disagree, 2=disagree, 3=moderately, 4=agree, 5=strongly agree

| | Brand Loyalty statements | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| a | I will recommend Infill Academy someone who seeks my advice | | | | | |
| b | I will bring my child to Infill Academy for their primary education | | | | | |
| c | I consider myself a fan of Infill Academy | | | | | |
| d | I am attached to Infill Academy | | | | | |
| e | I think I am loyal to Infill Academy | | | | | |
| f | I will continue to support Infill Academy | | | | | |
| g | I don't bother looking at alternative academies; Infill Academy is good enough for me! | | | | | |
| h | I say positive things about Infill Academy to other people | | | | | |
| i | If Infill Academy were to raise their prices, I would continue to buy their services | | | | | |
| j | I consider Infill Academy is my first choice in the category of academies | | | | | |

**Section E: Perceived Quality**

7. Please indicate the extent to which you agree or disagree with the following brand awareness statements. Where 1=strongly disagree, 2=disagree, 3=moderately, 4=agree, 5=strongly agree

| | Perceived quality statements | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| a | Infill Academy is of high quality | | | | | |
| b | The likely quality of Infill Academy is extremely high | | | | | |
| c | The likelihood that would be functional is very high | | | | | |
| d | The likelihood that Infill Academy is reliable is very high | | | | | |
| e | Infill Academy must be of very good quality | | | | | |
| f | Infill Academy appears to be of very poor quality | | | | | |
| g | Infill Academy is of better quality than other alternatives | | | | | |
| h | Although other academies are good, I still think that Infill Academy is better | | | | | |
| i | Infill Academy offers good quality education | | | | | |
| j | Infill Academy offers reliable education | | | | | |

**Section F: Experiential Marketing**

8. Please indicate the extent to which you agree or disagree with the following brand awareness statements. Where 1=strongly disagree, 2=disagree, 3=moderately, 4=agree, 5=strongly agree

| Experiential marketing factors | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| **Sense experience** | | | | | |
| The idea of Infill Academy is refreshing | | | | | |
| The concept of Infill Academy is very special | | | | | |
| I am more interested in learning about Infill Academy | | | | | |
| **Think experience** | | | | | |
| The extra-curricular activities offered make me think of Infill Academy quality | | | | | |
| The interaction with the staff makes me think more about Infill Academy | | | | | |
| I will think more of Infill Academy after this experience | | | | | |
| **Feel experience** | | | | | |
| Participating in school events makes me feel a part of Infill Academy community | | | | | |
| The information I have accessed during the annual events makes me feel to want to know more about Infill Academy | | | | | |
| The annual activities make me feel emotional about Infill Academy | | | | | |
| **Relate experience** | | | | | |
| The services provided by Infill Academy make me closer to this school | | | | | |
| The features of Infill Academy make me want to associate with the school | | | | | |
| I can relate with other people by participating in Infill Academy activities | | | | | |
| **Act experience** | | | | | |
| I will bring my other children to Infill Academy | | | | | |
| I spread the word about Infill Academy | | | | | |