Experiential Marketing and Brand Salience: A Theoretical Framework for a Market Phenomenon

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Experiential Marketing and Brand Salience: A Theoretical Framework for a Market Phenomenon

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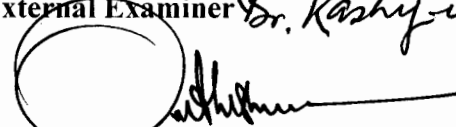
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The thesis entitled "Experiential Marketing and Brand Salience: A Theoretical Framework for a Market Phenomenon" submitted by <u>Mr. Amjad Shamim</u> in partial fulfillment of MS degree in Management Sciences with specialization in Marketing has been completed under my guidance and supervision. I am satisfied with the quality of student's research work and allow him to submit this thesis for further process as per IIU rules & regulations.

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Signature:

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DEDICATION

To my Mother *(late)*, Father and

Wife with love

ABSTRACT

The aim of this study is to examine the impact of experiential marketing on brand salience as well as to test the mediating role of experiential value between experiential marketing and brand salience. This study fulfills an important gap in the knowledge of brand salience by proposing and testing the role of experiential marketing in brand salience. This study also developed a measuring instrument of brand salience for consumer goods industry.

Primary data was collected from 452 customers of fast moving consumer goods (FMCG) sector in Islamabad and Rawalpindi Cities. A total of three product categories were analyzed which inculdes Toothpaste, Ice Cream, and Washing Powders for Cloths. These products were selected by considering the important areas in which FMCG Industry normally operates like Personal Care Category (Toothpaste), Food Category (Ice Cream), and Home Care Category (Washing Powders for Cloths). For the analysis of data, factor analysis, correlation analysis, and regression analysis were performed in SPSS software.

Results indicate that in today's competitive and fast growing market, experiential marketing is an important and best tool for creating brand salience. Normally it is observed that there is an over emphasis on mass media advertising, however, this study indicate that companies should pay more attention towards the experiential aspects for creating brand salience. In addition to above findings, experiential value is proved as a mediating variable between experiential marketing and brand salience. At the end of the study, implications for research, implications for managers, limitations of the study, and future research directions is presented.

Keywords: Experimental Marketing, Brand Salience, Sense Perception, Feel Perception, Think Perception, Aesthetic Value, Service Excellence, Fast Moving Consumer Goods, Islamabad, Rawalpindi, Toothpaste, Ice Cream, Washing Powders for Cloths.
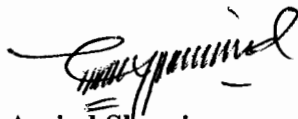
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DECLARATION

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No portion of the work, presented in this thesis, has been submitted in support of any application for any degree or qualification of this or any other university or institute of learning.

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I am very thankful to my kind father whose prayers brought me to this stage. Last but not least, I must say thank to my wife who never missed me in her prayers and is still praying for my further success.

Amjad Shamim

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ABBREVIATIONS

AV	Aesthetic Value
BS	Brand Salience
CROI	Customer Return on Investment
DV	Dependent Variable
EM	Experiential Marketing
EV	Experiential Value
F	F Ratio
FMCG	Fast Moving Consumer Goods
FP	Feel Perception
IV	Independent Variable
M	Mean
MS	Marital Status
MV	Mediating Variable
n	Number of Items
P	Predictors
S.D	Standard Deviation
SEM	Strategic Experiential Module
SE	Service Excellence
Sig.	Significance
SP	Sense Perception
TP	Think Perception
TOM	Top of Mind

CHAPTER 1

INTRODUCTION

Recent development in the field of marketing science has evolved a better understanding for the firms to determine why people choose one brand over another. In present market situations, customers see brands as "look-a-likes" (Davidovic, 2008). The reality is that in fact, in today's business, there is absolutely nothing, except your brand which is your identity and can never be copied by the competitors. For customers, every brand is simply a look-a-like as they notice very little differences in brands from a specific products category. For example, in fast moving consumer goods (FMCG) industry such as toothpaste, soap, washing powders, ice creams and others, it is hard to find out the differences in brands for customers. These issues compel brand managers to think about how their brand can gain a competitive edge?

Marketing scientists observe that this mostly depends on the information stored in customer long-term memory (Davidovic, 2008). The stored information by generating cues help customers to recall brands from specific product category and select the best one. The brand which comes first in mind during buying situation has more chance of selling over others. Simply saying, this is the most prominence brand in purchase situations – Brand Salience. For example, a customer is in a departmental store and need toothpaste for his 'dental caries'. The information stored in his memory will give him cues to choose the best one. Two brands Colgate and Crest come into his mind as both have flavor for dental caries. As he has to choose the one, so again he starts thinking and recalling other associations linked with the brands which can help him to decide. Other associations may come from his past experience, advertising messages, aesthetics, and

slogans etc. Any other association of his top priority can help him to choose the one and finally he decided to purchase 'Colgate Cavity Protection'. Hence, generally we say that the associations linked to the brand give cues to customers' memory and bring a particular brand 'Top of Mind' at purchase situations (ibid). Hence every customer will consider brand according to the attributes and other associations which are most dominate in his memory and is of top priority for him.

Above example raise a question for brand managers that how can they ensure their brand is one of those brands that customer will think during buying decision? Simply by developing higher "brand salience" than competitors (Davidovic, 2008).

Keller (2001) defined that brand salience is "top of mind awareness". However, Romaniuk and Sharp (2004) determine that "brand salience is more than top-of-mind awareness". They claim that this is tendency of brands under customers' consideration at the point of purchase. They further elaborated brand salience as a step before consideration – is your brand even "thought of" before the customers make a final purchase decision? More precisely, it is a function of *quantity* and *quality* of the customer's memory structures that they hold about the brands. Quantity memory structure means how many cues are stored in the memory and help customer in purchase decision. Quality means how fresh and relevant cues are in the memory that strengthens the associations at the time of purchase. Hence quantity and quality can strengthen brand associations and help-out customers in the evaluation of brands at the time of purchase decisions.

There is no perimeter how many cues (quantity) and which cues (quality) are important for creating brand salience, however, we consider that experience - experiential marketing can be an important cue in generating brand salience. Yuan and Wu (2008) claim that the focus of

al marketing is not only on products or services but on the entire experiences that firms or its customers (Yuan and Wu, 2008). Experiences arise in many ways, for instance, ᴇ direct experiences which consumers face while shopping and consuming products is also known as utilitarian product attributes. On the other hand some experiences are ct which consumers have through intangible sources like marketing communications, ᴇrtising and word of mouth (Brakus et. al., 2009). (Schmitt, 1999) articulated that experiential rketing is not only focus on quality, attributes, features and functions of products or services, enhances the customers' emotions, feelings and sense stimulations. He simply defined ᴇxperiential marketing as customers' recognition and buying of goods and services after getting experiences and perceiving stimulations. For measuring experiential marketing, Schmitt (1999) developed five constructs called "sense, feel, think, act and relate". *Sense* module describes how customers get information from sight, sound, taste and touch. *Feel* refers to how customer gets information and perception about a brand through experience. *Think* is engagement of customers into critical thinking during purchase decision making. *Act* refers to create experience related to customers' lifestyle and physical body. Finally, the term *relate* refers to building relationships with other people, groups and society.

The theory of experiential marketing has been examined in many areas of service sector such as hospitality industry, event marketing and tourism industry (Yuan and Wu, 2008); however, marketing scholars have not paid much attention in fast moving consumer goods (FMCG) industry. By considering rapid development in FMCG industry of Pakistan like new entrance of Omore, new marketing strategies of Bonus washing powder, attractive advertising of Rin washing powder and bringing foreign celebrities as brand ambassadors, as well as the thrust for aforesaid brand managers has attracted the researcher to conduct an empirical research in this

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area. The aim of this study is to empirically test the impact of experiential marketing on brand salience in FMCG industry of Pakistan. This research begins with literature review of brand salience and experiential marketing. Next, a theoretical framework is developed in which experiential values are kept as mediating variable between experiential marketing and brand salience. Finally, an empirical research is conducted to reach to the conclusion whether experiential marketing affects brand salience in consumer goods industry.

1.1 Rationale of the Study

Many studies have been conducted in the area of brand salience. Previous researches show that brand salience is mainly investigated in the area of advertising (Sutherland, 1998), brand personality (Aaker, 1997), brand recall and brand considerations (Nedungadi, 1990), brand awareness and brand choices (Haley and Case, 1979) and other theoretical debates are commonly found on brand salience. But the linkage of *experience* with brand salience is rarely found. The measurement instrument of brand salience is also rare in the existing literature.

Secondly, experiential marketing is investigated many other areas like experiential aspects of consumption (Holbrook and Hirschman, 1982), experiential effects on customer satisfaction (Yuan and Wu, 2008), the role of positive emotions on experiential decisions (Kwortnik and Ross, 2007), experiential learning processes (Holmqvist, 2004), and other theoretical notes are commonly found but the role of experiential marketing in brand salience is not investigated in the previous literature. Thirdly, emotional values and functional values (Yuan and Wu, 2008), customer values (Kim, 2002), perceived values (Fernández and Bonillo, 2007) and other marketing values are investigated through different concepts but reactive side of experiential values (Holbrook, 1994; Mathwick *et al.*, 2001) are not investigated with brand salience that can be an imperative factor while choosing specific brand

from a bunch of brands. On the other side, the researches which were primarily conducted on the said area mainly focused on service sector.

The above highlighted points are giving an indication to investigate these concepts empirically and more specifically in the area of fast moving consumer goods. By keeping in mind the thrust of research in this area, a theoretical framework is developed (shown in chapter 2). Framework comprises on the effect of experiential marketing on brand salience directly as well as through experiential values and the effect of experiential values on brand salience.

The outcomes of the research can contribute in the existing "body of knowledge" in the area of brand salience and experiential marketing . It can provide direction to the researchers to further investigate the variables caused brand salience. It can highlight importance of experience in building brand equity. It can also help organizations to get deeper understanding that how brands achieve top of mind (TOM) awareness level and why they 'stand out' in consumer memory. Results will be helpful for practitioners in devising branding and effective marketing strategies.

1.2   Statement of the Problem

- o Does experiential marketing positively impact brand salience?
- o Does experiential marketing positively impact experiential value?
- o Does experiential value positively impact brand salience?
- o Does experiential value play a mediating role between experiential marketing and brand salience?

1.3   Objectives of the Study

The objective of the study is to examine the impact of experiential marketing on brand salience in "Fast Moving Consumer Goods (FMCG)" industry of Pakistan. Further, this study intends to

investigate the mediating role of experiential value between experiential marketing and brand salience. This study also intends to investigate the impact of experiential value on brand salience. Individual impact of sense perception, feel perception, and think perception on aesthetic value, service excellence as well as brand salience is also explored.

1.4 Significance of the Study

This study is anticipated to contribute in the existing literature on brand salience and experiential marketing in many ways. Firstly, the focus of the study is to address the impact of experiential marketing on brand salience and more specifically in the presence of experiential values (mediating variable).

Secondly, previous research didn't focus on the experiential view of brand salience and the role of consumer senses, feelings and thinking in brand salience, therefore, by highlighting this important factor behind brand salience is the contribution of present study.

Thirdly, experiential marketing and experiential values were mainly investigated in service sector in the past research. This study focused on the consumer goods sector and highlighted an important linkage of these variables with brand salience which substantially leads to brand equity.

1.5 Organization of the Study

The present study is divided into five chapters. Chapter one is started with introduction of which includes rationale of the study, problem statement, objectives of the study, significance of study, overview of methodology and organization of the study. Chapter two consists on literature review. It includes review of the literature conducted previously on brand salience, experiential

marketing and experiential values. In general, the chapter suggests that there is need to do work in the areas left unnoticed and unattended in the previous research. Methodology is presented in chapter three which includes sampling design, data collection, measures, procedures and data analysis tools.

Chapter four is based on data analysis. It includes descriptive statistics, reliability, correlation, factor analysis and regression analysis. Chapter five is the concluding chapter which includes conclusion, limitations, implications for research, implications for managers and future directions.

CHAPTER 2

LITERATURE REVIEW

2.1 Brand Salience

The concept of brand salience is well discussed by Keller (2005) who developed Customer-Based Brand Equity (CBBE) Model to assist organizations in building strong brands. The basis of CBBE model is to recognize the importance of customers while creating and managing brand equity. CBBE Model highlight following four basic steps: (a). Creating "proper brand identity – depth and breadth of brand awareness" – *Brand Identity*, (b). Establishing appropriate brand meaning in customers minds - strong brand associations – *Brand Responses*, (c). Educing "proper customer responses – brand identification and brand meaning" – *Brand Meaning*, (d). "Change brand response to building strong and active loyalty relationships between brand and customers" – *Brand Relationship*. This is a series of steps in building brands and every next step is reliant on accomplishing the objectives of previous step. These steps are further supported by six 'Brand Building Blocks' and the whole concept are named as 'Customer-Based Brand Equity Pyramid'. Fig. 1 below is representing basic structure of CBBE Pyramid with 'Rational Route' on the left side and 'Emotional Route' on the right side.

Figure-1: Customer-Based Brand Equity Pyramid – Keller (2005)

Stages of Brand Development		Brand Objective at each stage
4. Relationships What about you & me?	Brand Resonance	Intense, Active loyalty
3. Responses What about you?	Brand Judgments / Brand Feelings	Positive, Accessible reactions
2. Meaning What are you?	Brand Performance / Brand Imagery	Strong, Favorable Brand Associations
1. Identity Who are you?	Brand Salience	Deep, broad brand awareness

Keller's (2005) CBBE Pyramid is explained as follows:

2.1.1 Brand Identity

He explained that attaining the exact brand identity means creating brand salience for customers. *Brand Salience* determines customer awareness of a brand i.e., how easily brands dominate in the mind of a customer in different situations? How customer recognizes and recalls a brand in specific circumstances? This is the first and most important step of CBBE Pyramid. On later stage, this step will be explained in detail.

2.1.2 Brand Meaning

For most of the customers, other consideration sets such as brand performance and brand imagery becomes more meaningful along with brand salience. *Brand Performance* indicates the extent to which a product or service satisfy the customers' functional, aesthetics, utilitarian and economic needs (Keller, 2005). Brand performance often caused by following five specific attributes and benefits: (a). Primary characteristics and secondary features (b). Product reliability, durability and serviceability (c). Service effectiveness, efficiency and empathy (d). Style and design, and (e). Price. Higher the level of these attributes, stronger will be the brand associations, therefore, this step is also considered more important in building strong brands. Brand performance refers to intrinsic properties of products and services whereas *Brand Imagery* refers to extrinsic properties of products and services. *Brand Imagery* indicates the extent to which a product or service satisfy the customers' psychological and social needs. Mainly it is focusing on intangible facets of the brand where consumers can form imagery associations either through direct usage or indirectly through others experience and advertising etc. Author has allied four main kinds of brand to brand imagery associations: (a). Use profiles

(b). Purchase and usage situations (c). Personality and values (d). History, heritage and experiences. Author further explained that many other associations allied to performance and imagery may become associated to the brand but primarily brand associations making up brand image and meaning can be characterized into three elements; strength, favorability and uniqueness. These elements are believed to provide most positive brand responses which eventually lead towards brand equity and strong brand associations like Islamabad Club (status), Serena Hotels (comfort and exceptional service), McDonalds (children excitement, family entertainment) and Suzuki (affordable) etc.

2.1.3 Brand Responses

Brand response indicates how customers react to the brand and it can be recognized through brand judgments and brand feelings. The focus of *Brand Judgments* is on customers' personal opinions and assessment of the brand which customers form by placing brand performance and brand imagery associations together in order to shape different sorts of beliefs. Customers can make any type of judgment according to the situation and nature of their association with a brand but author proposed following four important types of brand judgments which are helpful in creating strong brand: (a). Brand quality, (b). Brand credibility (c). Brand consideration and (d). Brand superiority. Customers will respond to the brand accordingly to the level of associations with the brand. Quality conscious customers are associated with the brand on the basis of its quality. Those customers who like innovative products will have their association with the brand on the basis of brands credibility and will likely to respond innovative products. Similarly customers who find the brands relevant to their interest will consider those brands and, the brands which are unique and better than competitive brands will make their association in

customers' minds accordingly. In abridgement, customers respond to a brand according to the level of their associations with the brand.

Similarly customers' emotional responses and reactions to a specific brand are named as *Brand Feelings*. Brand managers are interested to find out how a specific brand impact customers' feelings about themselves and their associations. Feelings can be both ways; positive or negative depending upon the level of associations of a brand with the customers. Brand-building feelings have six main types: (a). Warmth, (b). Fun, (c). Excitement, (d). Security, (e). Social approval, and (f). Self respect. Brands with strong brand-building feelings give sense of calm, joyous, cheerfulness, sense of excitement, safety & comfort and sense of pride etc to their customers which enhance brand associations and eventually lead towards brand equity provided that the brand feelings are positive.

2.1.4 Brand Relationships

This is the final step in CBBE Pyramid which concentrates on building relationships and also emphasized on the level of recognition of customers and brands. These relationships are well expressed by the concept *Brand Resonance* which indicate the nature of relationship of a brand with customers and the degree to which customers feel that they are harmonized with the brand. It is further divided into four main kinds: (a). Behavioral loyalty, (b). Attitudinal attachment, (c). Sense of community, and (d). Active engagement. Some customers have strongest behavioral loyalty to the brand which they normally express through repeat purchases, frequency and volume of purchases etc. On the other side, some customers buy the products out of requirement because they have strong attitudinal attachment to the brand, considering themselves as a part of the brand community and often work as brand ambassadors on behalf of the brand

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due to their active brand engagement. So these attachments strengthen the customer-brand associations and act as key building blocks in building a strong brand. The above discussed points are key concepts which are striving for brand equity.

Overturn to the first concept brand salience of Keller's CBBE Pyramid and gaze it into depth that why and how this concept evolve and became a first stride of the pyramid. What other associations can be important while developing brand salience which may substantially lead to the brand equity and become an important element in building strong brands. The concept of salience is taken from the field of social psychology and generally it is considered as decorum of a stimulus which allows something to 'stand out' relative to others from its background and be prominent (Guido, 1998). The credit of developing earliest definition of term salience is gone to Krech and Crutchfield (1948) who defined as "Saliency refers to the fact that not all of a man's beliefs stand out with equal prominence in his cognitive field. He may be more acutely aware of certain of his beliefs than others, they may enter his thoughts more readily, they may be more frequently verbalized - they are, in a word, salient" (cited by Gardner, 1982). Simply speaking, from a bunch of stimuli, few are noticed more easily and are simple to retrieve from long-term memory, therefore, they have a higher propensity to enter in working memory and get greater prominence (Romaniuk and Sharp, 2004). Before moving to the previous theories of salience, we consider it necessary to define the term salience and stimuli in simple words for easy understanding. According to The American Heritage Dictionary, term salience means "a pronounced features, or highlighted aspects" and stimulus means "something causing or regarded as causing a response". Many theories in different fields deeply focused on the concept salience. About 1200 studies of salient stimuli in social and consumer psychology are examined by Guido

(1995a; 1995b) (cited by Guido, 1998). To understand the crux of salience, we consider it necessary to summarize few of them as follows:

(a). The principle of figure-ground: According to this principle of salience, customers pay attention to those facets of perceptual field that is stand out in the background (Guido, 1998). And this can happen because of figurality and contextual novelty. *Figurality* means attention getting stimuli due to their colors, brightness and movement of items from one location to another etc. *Contextual novelty* means 'isolation of stimuli', e.g. printing brand name in different color from background to grasp customers' attention etc.

(b). Principle of unusuality: According to this principle, a stimulus is concentrated when it violates customer's expectations and prior knowledge of some stimuli (Fiske and Taylor, 1991; cited by Guido, 1998). It is further explained in terms of statistical novelty (a unique stimulus which vary from others), unexpectancy, out-of-role behaviour (people are salient who behave in a way that don't fit to other people's prior knowledge), negativity (social psychology research indicate that negative stimuli are more salient than positive) and extremity.

(c). Other forms of salience: Other categories of salience include physical factors which often dominate the sensory field e.g. visual presentation, placement of items, size of items etc (Guido, 1998) which stand out in customers memory due to their prominence.

Salience became salient for research scholars in many fields like social psychology, consumer behavior, advertising, and consumer research. However in recent decades, the salience of brand has also remained an attracting field for the researchers. The concept brand salience is defined by Alba and Chattopadhyay (1986) "as propensity of brands to be thought of by buyers or level of activation of a brand in memory at the point of purchase". When a customer visits a departmental store for shopping, the brand which is more salient will be easily recalled and customer will

search for or demand that specific brand. For instance, customer demand Colgate as it is more salient in customer memory. An increase in the salience of one brand can impede the recall of other brands including the brands that customer was intent to purchase otherwise (ibid). The insight behind this declaration is that during memory search, it is hard to restrain recall of salient information. When a consumer attempts to recall other brands from the same product category, the brand which is particularly salient will continually come to mind which will result the diminution of recall of other brands in the mind of customer at that specific time . Keller (2001) confers that brand salience is 'top of mind' (TOM) awareness where as Romaniuk and Sharp (2004) determine that brand salience is more than top-of-mind awareness . They claim that it is the propensity of brands to be 'stand out' in customers' memory in buying situations. While explaining they says that when customers are in a buying situations, different type of cues activate in their memory. The impact of cues on retrieval of consumer memory is mostly unintentional and thus often unnoticed by buyers. The cues come from internal influences and external environment which may vary from buyer to buyer and time to time (Romaniuk and Sharp, 2004). Do we ever notice why we suddenly thought of McDonalds? Do we ever think that why we visited a particular store to look for a new suit and yet did not consider a number of other stores? Do we ever think why children often recall the Ding Dong Bubble? This all is the game of cues which come suddenly in our memory and emphasize us to think of or purchase that specific brand. The cues may come due to attractive advertising (Sutherland, 1998), brand personality (Aaker, 1997) or may be due to extensive brand awareness (Haley and Case, 1979) and the cues will lead to brand salience. Number of factors can cause brand salience but present study proposed that experiential marketing can be an important factor.

2.2 Experiential Marketing

2.2.1 The Experience Economy

"As goods and services become commoditized, the customer experiences that companies create

will matter most" (Pine and Gilmore, 1998)

Pine and Gilmore has given the concept of experience economy in 1999. They claim that many people mix experiences with services but infact experiences are distinct offering like goods and services. They further claim that "Experience is not an imprecise construct", it is as real as an offering like goods, services and commodities, and many companies enfold their traditional offerings with experiences for a better sale. Pine and Gilmore (1999); Richards (2001); Oh, Fiore, and Jeoung (2007) claim that one of the most important and growing sectors of the global economy is consumption of experiences. In the rising experience economy, consumers look for unique *experiences* beyond consuming products and services because only the quality of products and services can no longer be used to differentiate choices for consumers (ibid). This new demand for memorable experiences needs a distinct value-added provision for products and services by moving beyond the quality focus (Oh, Fiore, and Jeoung 2007). In consideration of this important thought, Pine and Gilmore (1998) introduces a provocative framework that introduces a shift from agrarian to industrial to service to experience based economy. They further described that commodities are fungible, goods are tangible, services are intangible, and experiences are memorable. They further explained that experiences occur "when firms deliberately uses services as stage and goods as props to engage customer to create a memorable event". Commodities, goods and services are external factors for the buyers while experiences are intrinsically personal that exist in the mind of individuals who has been engaged on an emotional, physical, intellectual or spiritual level. Experience economy emphasized on economic

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offerings which continuously change over time (Yuan and Wu 2008). The classifications of Pine and Gilmore (1998) explain the progression of economic values in which the first step is to extract commodities from where companies move to make goods and deliver services respectively. Finally companies move to stage experiences. As a result, the society moves into the "experience economy". While entering into the age of experience economy, customers do not always focus on products, rather, they pay more attention to experiences; therefore, creating valuable experiences for customers is a big challenge for today's firms (Yuan and Wu 2008).

2.2.2 Experiential Marketing – Historical Perspective

History indicate that the notion of experience in the field of marketing is entered by Holbrook and Hirschman in 1982, which twenty years later didn't remain notion but became an important element in the field of consumer behavior (Addis and Holbrook, 2001), in economy (Pine and Gilmore, 1999), and in marketing (LaSalle and Britton, 2003; Schmitt, 1999, Carù and Cova (2003). Each scientific discipline has defined the concept experience differently. Carù and Cova (2003) have sketched the different definitions of experience used in diverse disciplines as follows:

In *Natural Sciences*, an experience is akin to an experiment based on objective facts and data which can be generalized. A common experience provides a particular knowledge whereas scientific experience provides universal knowledge.

In *Philosophy*, an experience is a personal assessment which generally transforms the individual 'experience' into accumulation of 'experience' and thus it leads to knowledge. The knowledge is singular not universal, therefore, an experience is gained when something occurred and is translated into knowledge.

In *Sociology and Psychology*, an experience is subjective and cognitive activity. Experience is *'a cognitive activity', 'a test', 'a means to construct reality and, above all, to verify it'* (Dubet, 1994:93; cited by Carù and Cova, 2003).

In *Management Sciences,* experience is differently defined for consumer behavior and marketing. Holbrook and Hirschman (1982) defined experience for *consumer behavior* as a personal occurrence came out by the interaction of different stimuli while consuming products and services and this occurrence may lead to the experiences of the individuals (Arnould and Price, 1993; cited by Carù and Cova 2003). "Research in consumer behavior considers experiences as a central element of the life of today's consumer who is going beyond of using and disposing things and looking for diverse experiences (Carù and Cova 2003) ". "Consumption experiences not only concerned with the evaluation, using and getting satisfaction from products and services but also include many other activities which influence consumer decisions making and their future actions (Vezina, 1999: 62; cited by Carù and Cova 2003) ".

For *Marketing*, experience is considered as an offering like commodities, products and services which is more specifically important for consumer after the using of products/services and for future actions (Carù and Cova 2003). This marketing offer has close associations with consumer senses and often provides them different way to engage physically, mentally, emotionally, socially and spiritually in the consumption of the product or service making the interaction meaningfully real (cite by Carù and Cova 2003). Many scholars have discussed and investigated this important concept but in the field of marketing, a special tribute goes to Schmitt (1999) who is primarily responsible for the rise of the concept of experiential marketing (McCole, 2004). The emphasize of experiential marketing is not only to provide customer satisfaction (as in traditional marketing) but also to emotionally attach the consumers with products and services

(McCole, 2004). This is a big challenge for marketing scientists to find out the ways to emotionally involve consumers with the specific brands. Involvement can be through tangible as well as intangible experiences. In tangible experiences, consumers while consuming products/services face emotional cues which impact on their memories and get good experiences. Whereas intangible experiences are those in which products and services attract the customers through advertisements, physical environment, operational processes, consumers' emotional feelings, aesthetic design of the products/services, colors, packaging and many more (ibid). These intangible sides of products and services are mainly discussed in 'experiential marketing' which is defined by Schmitt (1999) as customers' developing recognition of and purchasing goods or services from a company or brand after they experience activities and perceive stimulations (cited by Yuan and Wu, 2008). Schmitt (1999) further explained that experiential marketing differ from traditional marketing in following four ways; "*customer characteristics, competition and product categories, marketing focus, and research methods*". Secondly, the focus of traditional marketing is mainly on strategies, tools and techniques that business firms were using in an earlier age and these may not be sufficient to satisfy the needs of today's complicated society and consumer. He articulated that traditional marketing was developed in response to the industrial age, not the information, branding and communications revolution we are facing today. In this modern era, we needs to shift from features-and-benefits approach (traditional marketing) to consumer experiences (experiential marketing) and are required to develop new concepts and approaches to meet the needs of today's consumers (William, 2006).

2.2.3 Traditional Marketing Vs. Experiential Marketing

2.2.3.1 Traditional Marketing

Schmitt (1999) has well sketched the difference between traditional marketing and experiential marketing. He confers that traditional marketing focuses on standards of principles, theories and conventional methodologies that marketing academicians, consultants and practitioners have combined and used till 19th century. These theories and methodologies depict the nature of products, consumers' behavior and other competitive activities in the marketplace. There were four key approaches of traditional marketing:

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                    ┌──────────────────┐
                    │  Features and    │
                    │    Benefits      │
                    └──────────────────┘
                            ⇑
┌──────────────────┐   ⌜─────────⌝   ┌──────────────────┐
│  Methods are     │  ⟨ Traditional ⟩  │ Narrow definition│
│ analytical,      │⇐ ⟨ Marketing  ⟩ ⇒│ of product       │
│ qualitative      │   ⌞─────────⌟   │ category and     │
│ and verbal       │                 │ competition      │
└──────────────────┘                 └──────────────────┘
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                    │  Customers are   │
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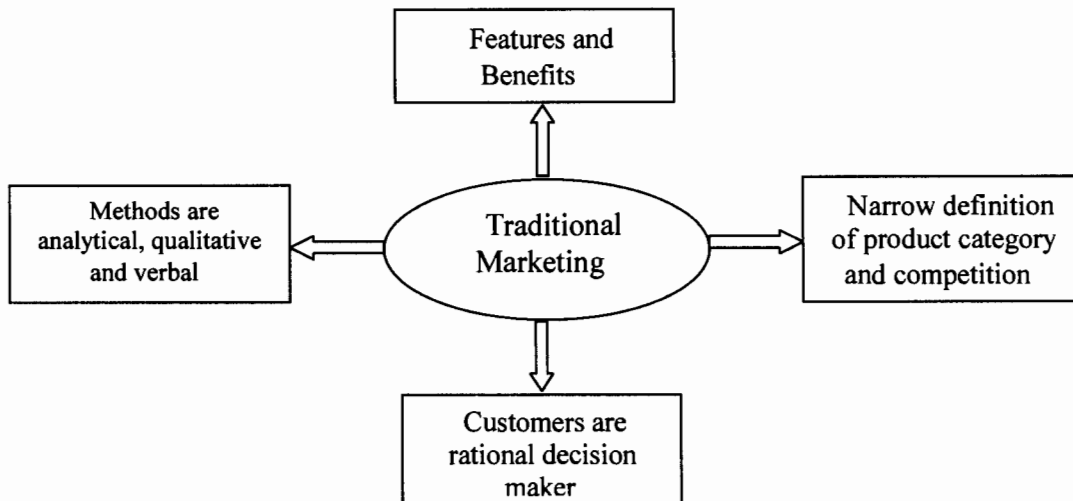
Figure 2: Characteristics of Traditional Marketing

a). Features and Benefits

Traditional marketing mainly focused on features and benefits where marketers presume that customers in a marketplace choose the products on the basis of functional features and of highest utility (Schmitt, 1999). Features are traits that supplement the product's basic function (Kotler, 1994). For example, speed – personal computers, cell phones – quality of voice, trains – destination and timing.

b). Product Category and Competition are Narrowly Defined

For traditional marketers, competition occurs in a narrowly defined product categories like McDonald's compete with KFC not with Pizza Hut. Hence to create points of parity is a big challenge.

c). Customers are Viewed as Rational Decision Makers

Marketing scientists argued that customers make decision and solve problems through rational approach. As Engel, Blackwell and Miniard (1994) articulated that problem solving refers to considerate and logical actions which lead to need satisfaction. Hence customer take several steps like need recognition, information search, evaluation of alternatives, purchase, consumption and post purchase activities while making decision (Schmitt, 1999).

d). Methods and Tools are Analytical, Quantitative and Verbal

(Schmitt, 1999) indicate that standard traditional marketing methodologies are analytical, quantitative and verbal. For example, regression models where input consists of verbal ratings which are mostly collected through interviews or surveys systems. Hence the analytical, quantitative and verbal tools are used to predict responses of customers.

Schmitt (1999) says that the issue is not to critique and reject any of the above technique but the issue is to further develop the strategies to meet the need of today's knowledgeable and variety seeking customer. This is the era of branding where the focus on features and benefits is not enough. Today's customer is consuming brand rather than product. For example, customers say 'let us have Savour today' rather than 'let us have Pulao today'. This is why? Because of branding, branding, and branding! They want to enjoy brand experiences rather than just

satisfying need. Hence, we need to move further towards experience economy (Pine and Gilmore, 1998).

2.2.3.2 Experiential Marketing
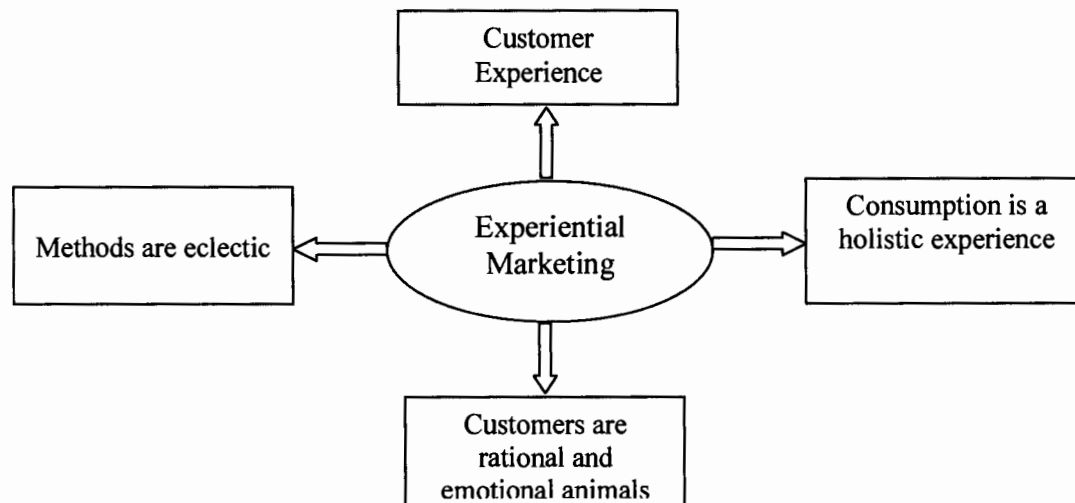
Figure 3: Characteristics of Experiential Marketing

a). A Focus on Customer Experiences

Moving broadly, experiential marketing focuses on customer experiences. In contrast of narrowly focused functional values, experiences offer sensory, creative, emotional, cognitive, attitudinal and rational values.

b). A Focus on Consumption as a Holistic Experience

A very easily understandable example quoted by Schmitt (1999) that experiential marketers do not think soap, shampoo, shaving cream and perfume. They think "grooming in the bathroom" and ask themselves what products are suitable into this consumption situation and prior to

experience, how these products, their design, packaging, colors, and attractive advertising can enhance their consumption experience.

c). Customers are Rational and Emotional Animals

For experiential marketers, customers are engage in both emotional and rational behavior (Schmitt, 1999). While they are engage in rational choice, they are just as frequently obsessed by emotions because consumption experiences are often directed toward the pursuit of fantasies, feelings, and fun. (Holbrook and Hirschman 1982). Further elaborating, Schmitt (1999) says that customers as animals whose physical and mental apparatus for engendering thoughts, feelings and sensations develop by natural selection to solve the problems faced by their evolutionary associates.

d). Methods and Tools are Eclectic

The tools of experiential marketing are varied, comprehensive and multi-faceted as compared to traditional marketing tolls (Schmitt, 1999). Experiential marketing is not bound to one methodological ideology, it is eclectic. Some tools and methodologies may be highly diagnostic, quantitative and qualitative and others may be verbal and visual. They may occur in lab environment or in a restaurant where consumers taking dinner, watching TV and having chit-chat. They are usually ideographic (customized for a specific situation or event) rather than nomothetic (providing the same standard to all respondents in all situations). Finally, there is no rule of thumb of its creation; it all depends on the nature of objective.

2.2.4 Experiential Marketing – Practitioners' View

Many people mix the term experiential marketing with other concepts. If some one named experiential marketing, people say "huh, what's that". Of those who are aware of it, some say it is just a fancy name of brand activation, where as others say this is the next step in the evolution of brand activation (Andrew, 2010). A recent report published by *aurora magazine* highlighted different views of marketing experts from local industry. Ali (2010), *Chief Executive, Helium* says that brand activation is a very small part of overall efforts in building brand equity which can be established through strong interaction of brand with where as experiential marketing is much more holistic; it's about using the four Ps and engaging the six senses. Maqsood (2010), *Head of Consumer Engagement, Lakson Tobacco Company,* describe that brand activation is just a fancy jargon which can be created by the use of different media while experiential marketing is the focus on consumer engagement for which only media is not enough. Qureshy (2010), *Chief Strategy Officer, Bulls Eye Communication,* view experiential marketing as any thing that makes you interact with the brand and creates two way communications. (Riaz, 2010), *Brand and Strategy Director, Geo TV,* say that experiential marketing is a mean of connecting customers with brand through experiences by tempting to both emotional and rational behavior. He further says that EM catches all the five senses of smell, sight, feel, touch, sound and taste as a means to leave long lasting brand recall.

Above discussion confers the importance of experiential marketing in the present market situations. Now the most important question is how to measure experiential marketing? Schmitt (1999) mainly contributed in answering the above question by developing following experiential marketing modules:

2.2.5   Measuring Experiential Marketing

Strategic experiential modules (SEMs) proposed by Schmitt (1999) are measurement items of experiential marketing that can be used to measure customer experiences. He classified experiential marketing into sense (sensory experience), feel (affective experience), think (creative cognitive experience), act (physical experience, behavior and life style), and relate (social-identity experiences that result from reference group, culture or society). Each experience is analyzed in different forms to design appropriate experiential modules. The modules then lay a basis for experiential marketing policy. The experiential marketing is so popular that many companies are eager to practice it. Strategic Experiential Modules are defined as follows:

2.2.5.1 Sense Experiential Module

Sense experiential module focuses on senses – hear, vision, smell, taste and touch with the objective to create sensory experiences. This may be used to create differentiate brands, to stimulate customer and to add value to the products. This module is usually stimulated through individual senses and perception which provides pleasure, excitement and information which consumers get from their sound, sight, smell touch and taste. For example, interior design of Metro Cash & Carry, Best Price Shopping Mall, decoration, placement of items on the store etc.

2.2.5.2 Feel Experiential Module

Feel experiential module refer to the customers' inner feelings and emotions for a specific brand targeting to create affective experiences that range from positive moods to strong emotions. This module needs to be operated by understanding what sorts of stimuli can cause emotions and

encourage consumers to feel about the brand . For example, Cave restaurant in Islamabad makes consumers feel that taking lunch or dinner here is romantic.

2.2.5.3 Think experiential module

Think experiential module refers to creating cognitive and problem solving experiences that engage customers' creative thinking . This refers to customers' convergent and divergent thinking which may come from surprise, deception or even frustration. This module may encourage customers by engaging their thinking to re-evaluate the products.

2.2.5.4 Act experiential module

Act experiential module refers to customers' life by targeting their physical experiences by providing them alternatives of lifestyle, long-term patterns of behavior, difference ways of doing things, and methods of interactions with others. A strong recommended approach here is rational way of thinking. The results of these changes may enhance customer attitudes, behaviors and interpersonal relationships. The changes in lifestyle and behaviors are often emotional, motivational and inspirational in nature.

2.2.5.5 Relate experiential module

Relate experiential module includes all of the above experiences and goes beyond from individual matters to the relations with other groups, people, culture or society. Relate usually demand for self improvements – ideal self and demanding on others to show favorable feelings enabling people to connect with wider social systems.

By considering the objective of the research, only three experiential marketing modules (sense, feel and think) are used in the present study.

2.3. Experiential Value

Experiential value focuses on customers' perceptions about a product or service on the basis of their interactions either direct usage or indirect observations (Charla, Naresh and Edward, 2001). These interactions provide the basis for the relativistic favorites derived from individuals' involvement (Holbrook and Corfman, 1985). These values furnish customers with external and internal benefits also known as extrinsic values and intrinsic values (Babin and Darden, 1995; Batra and Ahtola, 1991; Crowley, Spangenberg and Hughes, 1992; Mano and Oliver, 1993; Holbrook and Corfman, 1985). Extrinsic benefits are pleasure and happiness of completing a process and derived from shopping trips that are utilitarian in nature and these types of shoppers are often remains happy with this type of exchange encounter (Yuan and Wu, 2008; Mathwick *et al.*, 2001; Batra & Ahtola, 1991; Holbrook & Hirschman, 1982; Babin, Darden, & Griffin, 1994). In contrast, intrinsic benefits derives from the appreciation of an experience for its own sake, apart from any other consequence that may result (Holbrook, 1994; Yuan and Wu, 2008) and often result from the fun and playfulness (of an experience), rather than from task completion (Babin, Darden and Griffin, 1994).

Holbrook (1994) has broadens the concept of traditional extrinsic and intrinsic conceptualization of experiential value by introducing active and reactive topologies of experiential values (Mathwick *et al.*, 2001). The *active value* derived from increasing relationship between consumer and marketing entities or businesses where as *reactive value* derived from customers' evaluations, responses to entities and understanding of the services or products they want to buy

or experience (Yuan and Wu, 2008) . Mathwick *et al.*, (2001) explained the interactions between intrinsic/extrinsic values and active/reactive values and further classify experiential value into four different categories: consumer return on investment (extrinsic/active), service excellence (extrinsic/reactive), aesthetics (intrinsic/ reactive), and playfulness (intrinsic/reactive) . The experiential value typologies proposed by Holbrook (1994) indicates a value schema alienated into four quadrants which are framed as intrinsic/extrinsic sources of value on y-axis and active/reactive value on x-axis and are presented in the diagram below :
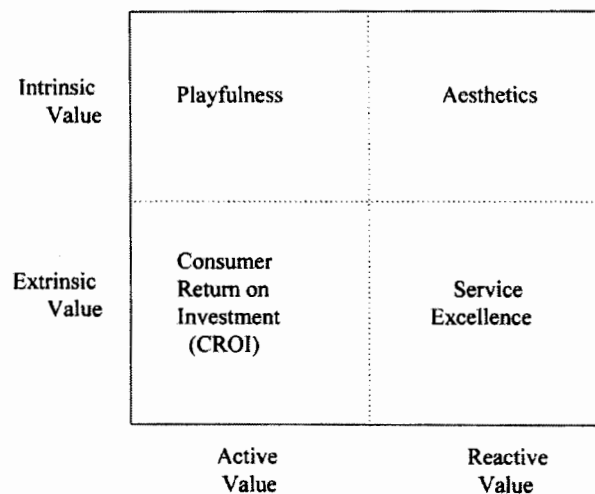
Figure 4. Topologies of experiential values (Holbrook, 1994; Mathwick et al., 2001)

2.3.1 Consumer Return on Investment – Active Sources of Extrinsic Value

Consumer return on investment (CROI) encompasses the consumers' active investment of financial, behavioral, emotional, time and psychological resources that lead to return on investment (Mathwick *et al.*, 2001) .

2.3.2 Service Excellence – Reactive Sources of Extrinsic Value

Service excellence is a reactive response in which consumer regard a marketing entity for its capacity to serve as a means to a self-oriented end (Holbrook, 1994; Mathwick *et al.*, 2001) . In

other words, accomplishment of service providers' commitments, availability of products in the market and behavior at service encounters reflect the value of service excellence (Zeithaml, 1988; Yuan and Wu, 2008). This value is working as a superlative and a standard against which quality judgments are shaped (Oliver, 1999) . In other words, the value derived from perceived service excellence indicates appreciation for service provider when they honor their commitments (Zeithaml, 1988). For instance, door to door selling of Walls ice cream, placement of commodities at Metro Cash & Carry and behavior of local retail store's representative.

2.3.3 Aesthetics Value – Reactive Sources of Intrinsic Value

Aesthetics are mainly reflected in two ways: visual characteristics (visual elements of the environment) and wonderful service (entertainment aspects of service performance) which provide excitement to the customers (Deighton & Grayson, 1995; Yuan and Wu, 2008; Mathwick et al., 2001). Visual appeal refers to the design, physical attractiveness and beauty of the environment (Holbrook, 1994) . Consumers who perceive shopping experience more than the purchase opportunity and view it as an exciting activity is considered as entertainment aspect of aesthetics value (Mathwick et al., 2001) . In case of visual element, for instance, packaging of Olpers Milk, tagline of Bonus washing powder and attractive advertising of Lux.

2.3.4 Playfulness – Active Sources of Intrinsic Value

Playfulness is the feelings which attract customers to the object (Yuan and Wu, 2008). Playfulness is reflected in the intrinsic enjoyment that usually comes from engaging activities that attracts customers at consumption places (Huizinga, 1955; Unger & Kernan, 1983; Mathwick *et al.*, 2001) .

Experiential value focuses on the value customer get from different experiences (Mathwick *et al.*, 2001) . Since this study aims to investigate customers' responses towards specific brands which may be due to their past experience, quality of brands, attractive packaging, attractive colors, availability of products, behavior of service providers, and placement of products on shelf, therefore, only reactive values of Holbrook (1994) i.e. Aesthetics value and Service Excellence are investigate in this study . On the basis of above discussed variables, a theoretical framework was developed and is shown below:
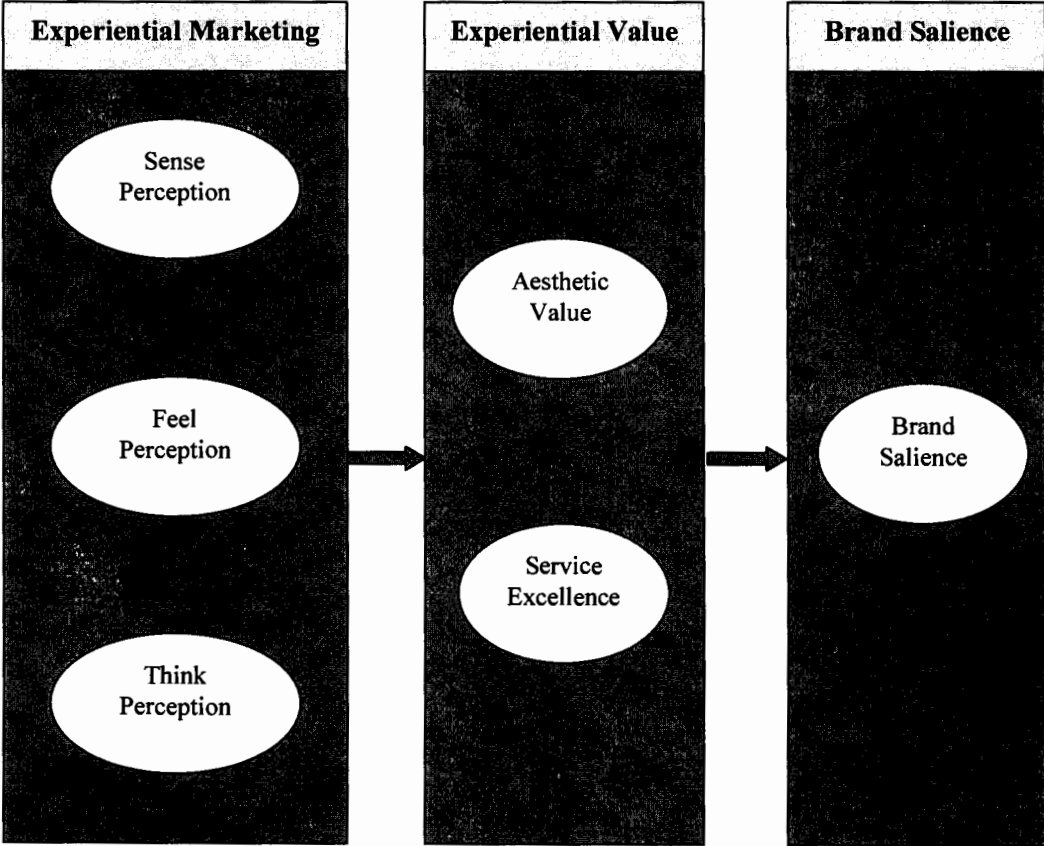
Figure 5: Experiential Marketing and Brand Salience: A Theoretical Framework

CHAPTER 3

METHODOLOGY

3.1 Sample and Data Collection

Data was collected through close ended questionnaires from the respondents of FMCG industry. The sample comprises on consumers with intermediate and above qualification. From statistical survey of Pakistan, it was noted the total population in Islamabad and Rawalpindi is about 6.2 million. FMCG is such a sector whose respondents are almost every body, however, by considering the nature of questionnaire and variables of investigation; it was decided to collect data from the respondents with minimum intermediate educational background. 600 questionnaires in total were distributed among the respondents and 476 responses were received back. 24 questionnaires were inappropriately filled hence were not able to use, therefore, they were removed. Only 452 responses were usable for analysis representing a response rate of 75.33%.

The sample represented a wide variety of occupations ranging from professional engineers, scientists, businessmen, accountants, marketing analysts, information technology experts, human resource personnel, financial analysts, sales experts and students.

3.2 Measures

All measures were acquired from a self reported questionnaire in which the responses were taken on 7-point likert-scale ranging from 1-strongly disagree, 2-disagree, 3-somewhat disagree, 4-neither agree nor disagree, 5-somewhat agree, 6-agree, 7-strongly agree. Higher values signify higher level of construct in the questions. Since the selected respondents were of

intermediate and above qualification, therefore, questionnaire was in English language and was easily understandable for the selected respondents.

FMCG industry comprises on different categories, for example, personal care, food and home care. Following three products from these categories were selected: toothpaste from personal care category, ice cream from food category and washing powder for cloth from home care category. Respondents were asked to mention the name of the brand first from the selected products which is 'Top of Mind' in their memory. Hence the brand salience was noted at the initial stage. Subsequently the questions were asked related to the selected brands by the respondents. Detail is as below:

3.2.1 Brand Salience

Past research indicate that there is no specific method to measure brand salience. Some researchers used power point slides and showed pictures of the products and asked them to recall the brand which is top of mind in their memory. The guideline was taken from Romaniuk and Sharp (2004), Joseph and Chattopadhyay (1986), however, self questionnaire was developed of this specific variable. After three times pilot testing, the value of Cronbach's Alpha reached to 0.82 which indicate the sign for its reliability. Following method was used to find out the responses:

Respondents were asked to recall the brands of three different product categories of FMCG industry operating in Pakistan. The product categories were tooth past, ice cream and washing power for cloths. The brands which were 'top of mind' in consumers memory was selected by the respondents and subsequently following questions were asked:

"Whenever I need *Toothpaste, Ice Cream & Washing Powder For Cloths*, I often think of (or purchase) the brands which I mentioned above" "When I think of *Toothpaste, Ice Cream & Washing* Power, the brands which I mentioned above always remain 'Top of Mind' in my memory", "These brands have good name and reputation", "The characteristics of these brands come to my mind quickly", "These brands are very famous brands" and "Under any circumstances, I always prefer to use or think of these brands".

3.2.2 Experiential Marketing

Experiential marketing was measured through three sub-variables called strategic experiential modules (SEMs) proposed by Schmitt (1999) as the assessment items of customer experience. He classified customer experience into sense, feel, think, act, and relate experiential modules. Since this study is conducted form the consumers perspective, therefore, only three modules sense, feel and think were used in the study. The other two modules act and relate were ignored because in these modules the response from companies side was required which was not the motive of this study.

3.2.2.1 Sense Perception

A 4-items scale used by Brakus, Schmitt and Zarantonello (2008) and Wu and Yuan (2008) was used to measure sense perception. The respondents were requested to express the level of engagement of senses with the specific brands. For example, "these brands make a strong impression on my visual senses or other senses", "I find these brands interesting in a sensory way", "these brands are perceptually interesting" and "while shopping, these brands engage my

senses towards them". To find out the reliability of the instruments, Cronbach's Alpha was calculated and the value of Cronbach's Alpha was 0.70 of the above instruments .

3.2.2.2 Feel Perception

To measure feel perception, a 4-items scale used by Brakus, Schmitt and Zarantonello (2008) and Wu and Yuan (2008) was used. These measures obtained the feels of the consumers about the brands which are top of their mind. The respondents were supposed to express the level of the feelings by asking following questions:, "These brands tries to put me in a certain mood", "These brands induce (encourage) my feelings and sentiments (emotions)", "These brands are emotional brands" and "These brands make me respond in an emotional manners". The value of Cronbach's Alpha was 0.77 which indicate the reliability of the instruments.

3.2.2.3 Think Perception

Think perception was measured through 5-items scale used by Brakus, Schmitt and Zarantonello (2008) and Wu and Yuan (2008) after making the appropriate changes in questions. Here, respondents expressed the level of thinking involved in making a decision of choosing specific brands. Following questions were asked, "I engage in a lot of thinking when I encounter (meet) these brands", "I always admire (respect) the creative thinking of these brands", "Whenever I think of these brands, I always think of innovation", "These brands tries to maneuver/plan me" and "These brands stimulate (motivate) my curiosity (interest)". Cronbach's Alpha value was 0.69 which indicate the instrument is reliable.

3.2.3 Experiential Values

Experiential values are basically the consumers' perceptions about the products and services which generate by either direct usage or indirect observations. Reactive topologies of experiential values developed by Holbrook (1994) were used in this study and instrument used by Oh, Fiore, and Jeoung (2007) and Mathwick *et al.*, (2001) was used after making appropriate and relevant changes in the questions.

3.2.3.1 Aesthetic Value

A 5-items scale was used to measure the aesthetic value and following questions were asked: "I like these brands due to their attractive packaging", "I like these brands due to their attractive colors", "I like the way companies advertise these brands", "These brands are esthetically (visually) appealing" and "I like these brands because these are very entertaining". "The Cronbach's Alpha value obtained for this scale was 0.81".

3.2.3.2 Service Excellence

To measure service excellence, 5-items scale was used and following questions were asked: "When I think of these brands, I think of excellence", "As per my opinion, these brands are the best in their product category", "These brands are easily available in my nearest stores, therefore, I grade them excellent brands", "The design of these brands show that these are excellent brands" and "These brands fulfill my needs in an excellent manner". "The Cronbach's Alpha reliability coefficient of 0.76 was obtained for this scale".

3.3 Procedures

3.3.1 Sampling Design

3.3.1.1 Population type: Customers of FMCG industry of Pakistan

3.3.1.2 Sample type: Stratified Random Sampling

3.3.1.3 Sample Size: 452 at 95% confidence level and 5% confidence interval

3.3.1.4 Data Collection Mechanism: Primary data through survey method

3.3.2 Data Analysis Tools

The software used for data analysis was SPSS 15.0. Data was analyzed by using descriptive statistics, factor analysis, correlation and regression analysis . Descriptive statistics were obtained for sample descriptions. To determine the convergent and discriminate validity of the scales, Factor analysis was performed. To find the inter-correlations among the variables, correlation analysis was conducted and simple linear regression analysis was used to test Hypotheses .

CHAPTER 4

DATA ANALYSIS

4.1 Demographic Statistics

Diagram 1 below presents the ratio of the gender participated in the survey. According to the statistics, 73.5 % participants were male and 26.5 % were female . Detail is shown in the table I presented in Annexure.
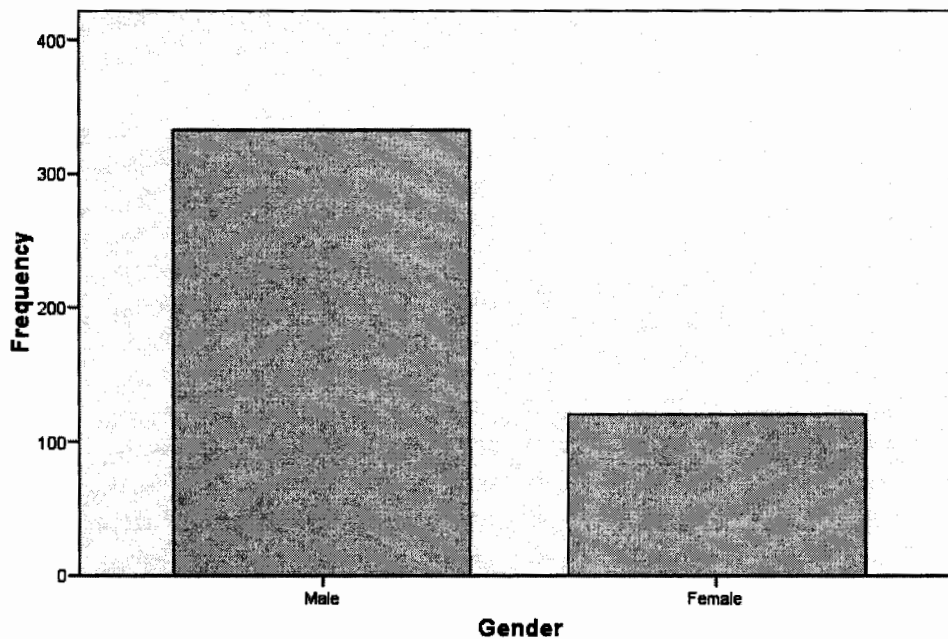
Diagram 1: Gender

Similarly, diagram 2 below is representing the ration of age group participated in the survey . According to the statistics, 23.5% participants were less than twenty years of age, 70.1% were twenty to thirty years of age, 5.5% were thirty to forty years of age, 0.9% participants were of forty to fifty years of age and 0% participants were above fifty years . Hence the highest ratio of the participants was between twenty to thirty years. Table II presented in annexure is showing further detail of the age group of participants.
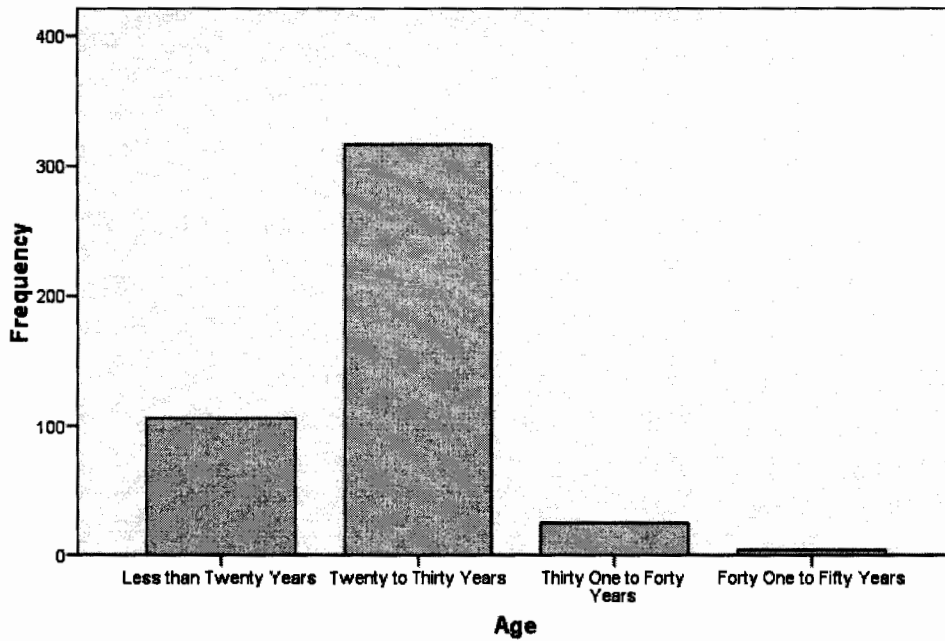
Diagram 2: Participants' Age Group

Marital status of the participants is presented in diagram 3 below. As per statistics, 7.5% were married participants, 91.6% were unmarried and 0.9% were 'others' and others mean single but engaged. Further detail is shown in Table III in annexure.
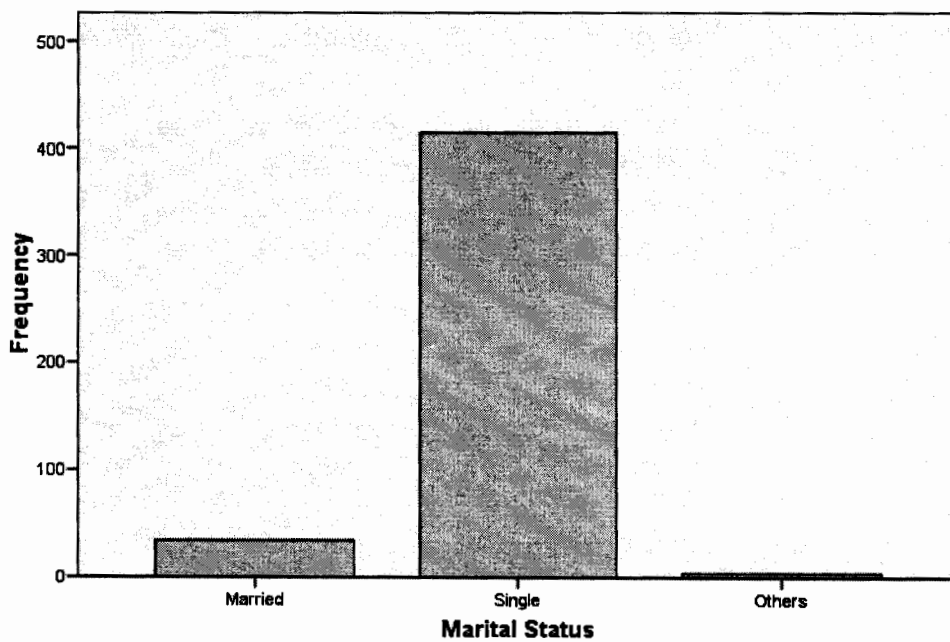
Diagram 3: Marital Status

37

And finally educational background of the participants is presented in the diagram 4 below. Statistics indicate that 12.2% participants were intermediate, 52.5% were having Bachelor degrees, 33.0% were of Master degrees and 2.4% were of M.Phil/PhD degrees. Hence the highest ratio of Bachelor degrees and lowest ration of M.Phil/PhD degrees holders is observed. Further detail is presented in table IV in the annexure.
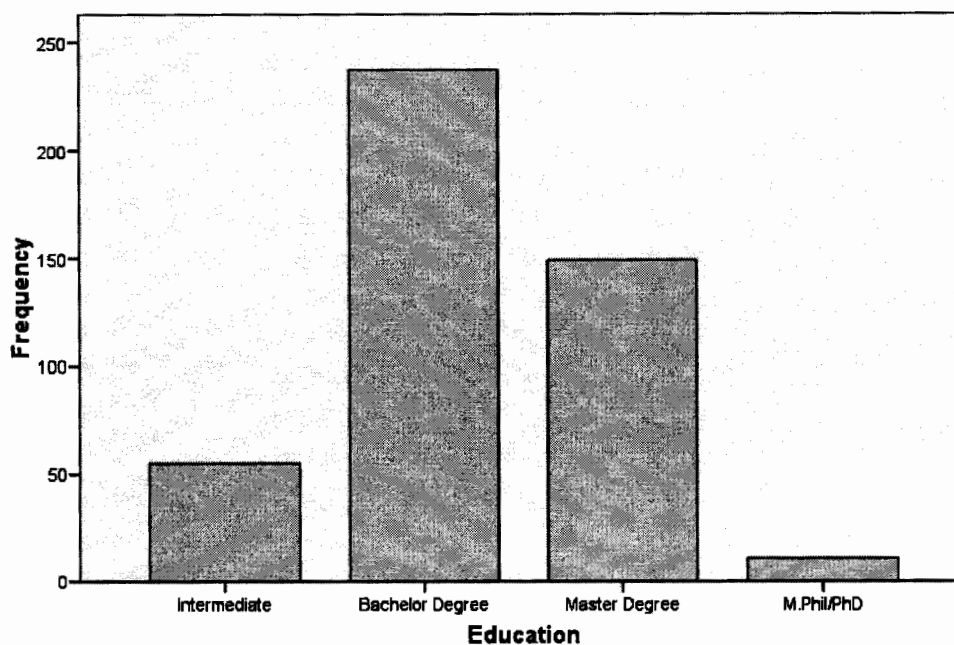
Diagram 4: Education Background of the Participants

4.2 Reliability Statistics

Table 1: Reliability Statistics

Name of Variable	Value of Cronbach's Alpha
Brand Salience	0.82
Sense Perception	0.70
Feel Perception	0.77
Think Perception	0.69
Aesthetic Value	0.82
Service Excellence	0.76

The table 1 above presents the values of Cronbach's Alpha of each variable independently and giving the confidence of the reliability of instruments which are used for the collection of data Further detail of the instruments is given in chapter 3.

4.3 Means, Standard Deviations and Correlations

Table 2: Means, Standard Deviations and Correlations

	Mean	Std. Deviation	BS	Experiential Marketing			Experiential Value	
				SP	FP	TP	AV	SE
BS	5.63	1.06	1					
SP	5.10	1.04	.60(**)	1				
FP	4.33	1.29	.31(**)	.44(**)	1			
TP	4.60	1.04	.32(**)	.44(**)	.46(**)	1		
AV	4.63	1.29	.26(**)	.34(**)	.38(**)	.46(**)	1	
SE	5.35	1.07	.50(**)	.52(**)	.32(**)	.40(**)	.38(**)	1

** Correlation is significant at the 0.01 level (2-tailed), N = 452 .

The descriptive statistics for all variables are presented in Table 2 along with the correlation matrix. All correlations above are 0.10 are significant at $p < 0.01$ (2-tailed). The mean for brand salience was (M = 5.63; SD = 1.06) . Means for experiential marketing modules are (M = 5.10; SD = 1.04) for sense perception, (M = 5.10; SD = 1.04) for feel perception, (M = 4.33; SD = 1.29) and think perception (M = 4.60; SD = 1.04). Finally, means for reactive topologies of experiential values are (M = 4.63; SD = 1.29) for aesthetic value and (M = 5.35; SD = 1.07) for service excellence.

Interestingly highest correlation is observed between brand salience and sense perception (r = .60) and lowest correlation is observed between brand salience and aesthetic value (r = .26). Correlation of service excellence with sense perception (r = .52) and brand salience (r = .50) is also strong. Same intensity of correlation of sense perception with feel perception (r = .44) and think perception (r = .44) is observed. However the intensity of correlation of think perception with feel perception (r = .46) and aesthetic value (r = .46) is also relatively high. Correlation of think perception with service excellence is also good (r = .40). Same intensity of correlation of aesthetic value with feel perception (r = .38) and aesthetic value (r = .38) is observed. Sense perception has correlation (r = .34) with aesthetic value and feel perception has correlation with service excellence at (r = .32). Finally the correlation of brand salience with think perception is (r = .32) and feel perception is (r = .31) respectively.

Concluding above discussion, brand salience has highest correlation with sense perception and lowest correlation with aesthetic value. Sense perception has highest correlation with brand salience and lowest correlation with aesthetic value. Feel perception has highest correlation with think perception and lowest correlation with service excellence. Think perception has highest correlation with both of feel perception and aesthetic value, and lowest with brand salience. Aesthetic value has highest correlation with think perception and lowest with brand salience. And service excellence has highest correlation with sense perception and lowest with feel perception.

4.4 Factor Analysis

A factor analysis was performed in order to determine the items that were conforming to the variables . Based on the results the construction of the variables was standardized . The overall dataset was found to be adequate for carrying out the factor analysis as a highly significant value

was obtained for the KMO and Bartlett's test . Most of the items used to operationalize 'Brand Salience' exhibited high relevance to the variable Brand Salience. Only the negatively directional items showed low relevance which were subsequently dropped from further analysis. For the variable Sense Perception there were four items that exhibited significant relevance with the said variable while two items showed a negative trend so they were dropped. In the case of 'Sense Perception', out of the six questions developed four showed high factor loading onto the sense perception variable which were then taken up for further analysis. For the 'Feel Perception' variable a similar outcome was observed as for sense perception. Out of the six questions operationalized four showed positive and highly significant loading onto the feel perception variables, which were consequently used in further analysis to represent feel perception. As for the think perception variable there were seven items that were developed out of which the first five exhibited a significant and highly positive loading on the above said variable. For determining the variable 'Aesthetic Value', nine items were used to operationalize this concept. Out of these six items displayed a highly positive and significant loading on aesthetic value which was then used for subsequent analysis. Last of all the variable titled 'Service Excellence' was deployed using eight items. Five of the items showed positive loading with service excellence which was then used in further analysis.

4.5 Brand Salience in FMCG Industry

FMCG industry mainly comprises on personal care products, food products, home care products, health products, baby products and others. Three main products of the categories personal care, food care and home care were selected for this study. Toothpaste from personal care, ice cream from food care and washing powder for cloths from home care. Respondents were asked to

mention the name of brand from the given product category which is 'top of mind' in their memory. Hence the brand salience is measured and results are as follows:

4.5.1 Toothpaste

Main brands of toothpaste in Pakistani market are Colgate, Closeup, Dentonic, Doctor, English, Fonhens, Freshup, Mecleans, Medicam, Meswak, Mr. White, Sensodyne, Soda White and Others. Respondents selected the appropriate brand which immediately came to their mind and which was 'top of mind' in their memory, results are presented in diagram 5 below:
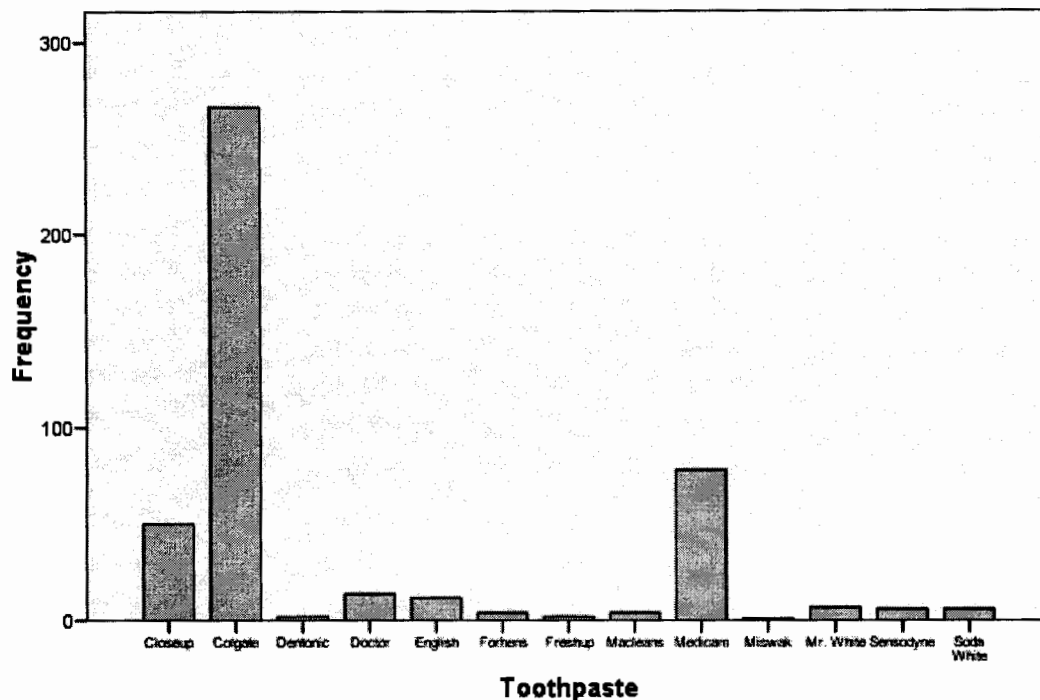
Toothpaste
Diagram 5: Personal Care Products: Toothpaste

Interestingly, a huge difference of the salience of first highest brand and second highest brand is observed (difference = 41.5 %). Results indicate that Colgate has highest brand salience of 58.8 %. Medicam became the second highest salient brand with a ratio of 17.3 %. Closeup remains at number third representing a ratio of 11.1 % and Doctor stood at fourth with a ratio of 3.1 %. English remains at 2.7 %, Mr. White at 1.5 %, Sensodyne and Soda White at same ratio of 1.3 %,

Forhens and Macleans at same ratio of 0.9 %, Freshup and Dentonic at same ratio of 0.4 %, and

Meswak at 0.2 % and became the least salient. Further detail is shown in table V in annexure.

4.5.2 Ice Cream

Main brands of ice cream in Pakistani market are Chamman ice cream, Hico, Omore, Polka,

Walls, Yummy and Others. Respondents selected the appropriate brand which was 'top of mind'

in their memory. Results are presented in diagram 5 below:
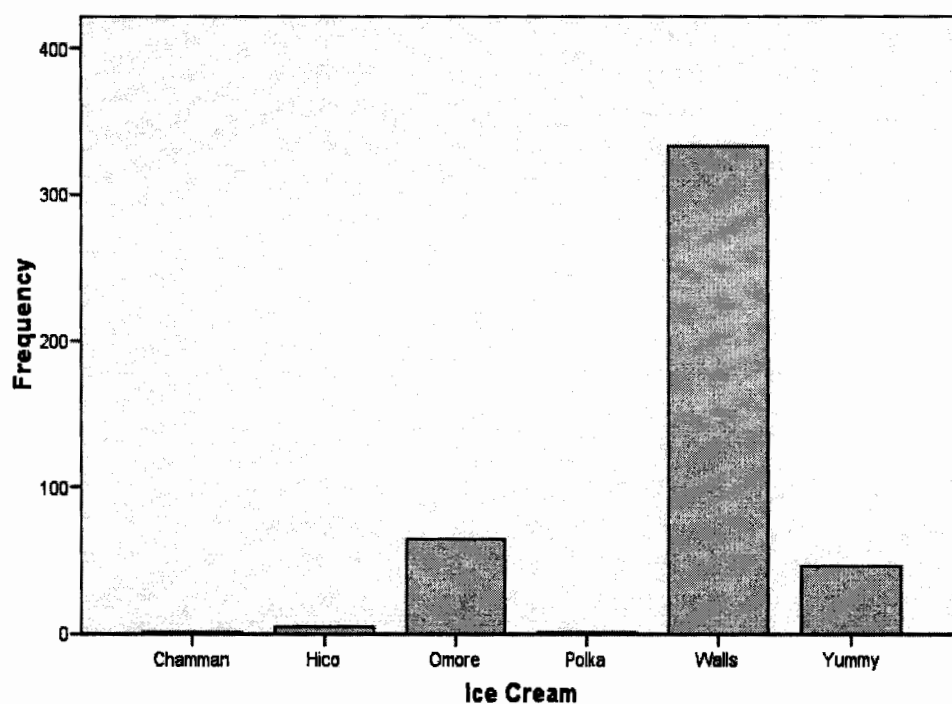
Diagram 6: Food Products: Ice Cream

Again, in Ice Cream category, a huge difference of the salience of first highest brand and second

highest brand is observed (difference = 59.3 %). Results indicate that Walls has highest brand

salience with a ratio of 73.7 %. Omore is the second highest salient brand with a ratio of 14.4 %.

Yummy is the third highest salient brand with a ratio of 10.4 %. Hico represented at 1.1%, and

finally Chamman and Polka having same ratio of 0.2 %. Hence Chamman and Polka remains least salient brands. Further detail is shown in table-VI in annexure.

4.5.3 Washing Powder for Cloths

Main brands of Washing Powder in Pakistani market are Ariel, Bonus, Brite Total, Express Power, Rin, Surfexcel and Others. Respondents selected the appropriate brand from a given product category which was 'stand out' in their memory. Results are presented in diagram 7 below:
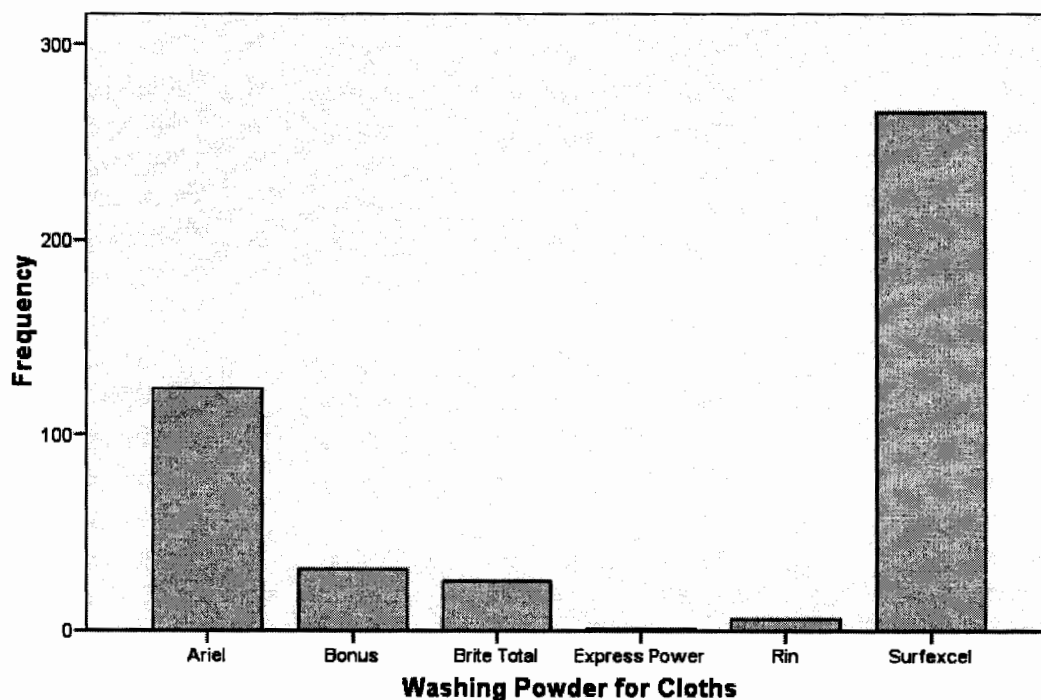
Diagram 7: Home Care Products: Washing Powder for Cloths

In washing powder category, Surfexcel has highest brand salient with a response rate of 58.6 % and Ariel has second highest brand salience with a response rate of 27.4 %. Bonus remains at number third with a response rate of 6.9 %, Brite Total response rate of 6.9 %, Rin response rate

of 1.3 % and Express Power remains lowest brand salient brand with a response rate only 0.2 %. Further detail is shown in table VI in annexure.

4.6 Regression Analysis

As explained in methodology, regression analysis has been used to verify the hypothesis developed. For data analysis, SPSS 15.0 version was used . The results are discussed subsequently.

In the first stage of analysis, the following hypothesis tested and linkage of variables are shown in the figure 6 below:
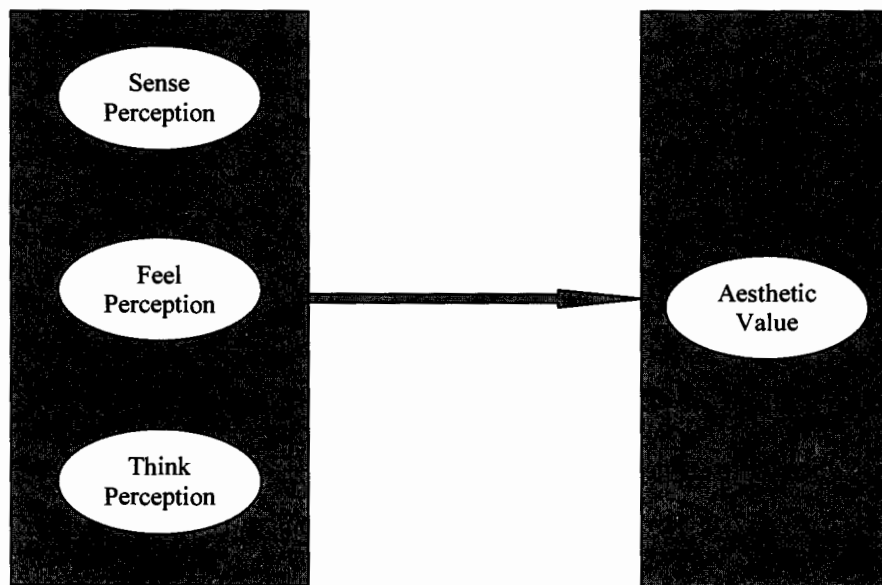
Figure 6: Impact of Sense Perception, Feel Perception and Think Perception on Aesthetic Value (independently).

4.6.1 Sense Perception and Aesthetic Value

As explained in chapter 3, hypothesis one is:

$H_{1(a)}$: *Sense perception positively impact aesthetic value*

As presented in table below that the coefficient of correlation is 0.236 and adjusted R square is 0.054.

Table 3: AV and SP

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.236(a)	.056	.054	.97	1.797

a. Predictors: (Constant), Sense Perception
b. Dependent Variable: Aesthetic Value

This means that there is a strong correlation between sense perception and aesthetic value . These figures also suggest that about 5.4% of the variability in aesthetic value is explained just by sense perception. This also indicates a meaningful impact of sense perception on aesthetic value. The Durbin-Watson value is 1.79 which shows that there is no autocorrelation between the variables . The F-value is 26.53 which are significant at a 95% confidence level . This indicates that the variables are separate entities and do not overlap. The results of regression analysis reveal that 1 unit increase in sense perception will increase aesthetic value by .237 units and is a significant predictor of aesthetic value ($\beta = .237$, $p < .05$). Further detail is presented in

4.6.2. Feel Perception and Aesthetic Value

In the next step, hypothesis 2 is tested and results are shown in the table below :

$H_{1(b)}$: *Feel perception positively impact aesthetic value*

Table 4: FP and AV

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.282(a)	.080	.078	.960	1.789

a. Predictors: (Constant), Feel Perception
b. Dependent Variable: Aesthetic Value

Results show that 1 unit increase in feel perception will increase aesthetic value by 0.282 units and results are significant (β = .237, p < .05) . Adjusted R square is 0.078 which suggest that about 7.8% of the variability in aesthetic value is explained just by feel perception . The Durbin-Watson value is 1.78 which indicates that there is no autocorrelation between the variables . The F-value is 38.87 which are significant at a 95% confidence level and shows that the variables are separate entities and do not overlap. Further detail is presented in Table IX in annexure.

4.6.3 Think Perception and Aesthetic Value

Here hypothesis 5 is tested and results are shown in the table below:

$H_{1(c)}$: Think perception positively impact aesthetic value

Table 5: TP and AV

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.363(a)	.132	.130	.934	1.789

a. Predictors: (Constant), Think Perception
b. Dependent Variable: Aesthetic Value

In this step, impact of think perception on aesthetic value is measured. Results show that 1 unit increase in think perception will increase aesthetic value by .363 units (β = .363) and results are significant (p < .05). The value of adjusted R square is 0.130 which indicate that about 13% of variability in aesthetic value is explained just by think perception . The Durbin-Watson value is 1.78 which indicates that there is no autocorrelation between the variables. The F-value is 67.98 which is highly significant at a 95% confidence level and shows that the variables are separate entities and do not overlap . Further detail is presented in table X in annexure.

From above results, it is concluded that think perception has stronger impact on aesthetic value (β = .363) as compared to sense perception (β = .237) and feel perception (β = .282).

In the second stage, impact of sense perception, feel perception and think perception on service excellence (second experiential value) is measured .
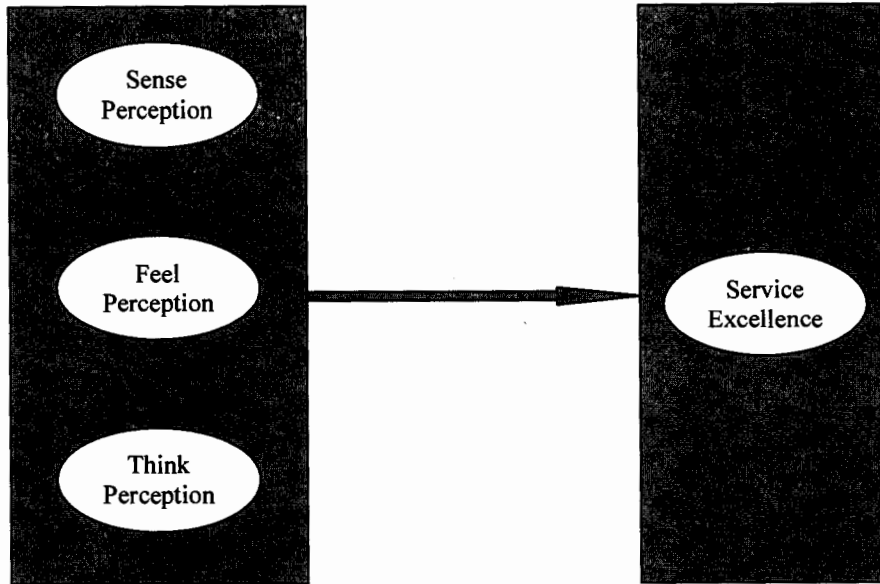
Figure 7: Impact of Sense Perception, Feel Perception and Think Perception on Service Excellence (independently).

4.6.4 Sense Perception and Service Excellence

Table 6: SP and SE

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.496(a)	.246	.244	.869	1.790

a. Predictors: (Constant), Sense Perception
b. Dependent Variable: Aesthetic Value

Here, impact of sense perception on service excellence is measured.

$H_{2(a)}$: Sense perception positively impact service excellence

Results presented in the above table indicates that 1 unit increase in sense perception will increase aesthetic value by .496 units and results are significant ($\beta = .496$, $p < .05$). Adjusted R square is 0.244 which reveals that about 24.4 % of change in service excellence is explained just

by sense perception . The Durbin-Watson value is 1.79 which indicates that there is no autocorrelation between the variables. The F-value is 146.61 which is highly significant at 95% confidence level and shows that the variables are separate entities and do not overlap . Further detail is presented in table XI in annexure.

4.6.5 Feel Perception and Service Excellence

Table 7: FP and SE

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.306(a)	.093	.091	.953	1.822

a. Predictors: (Constant), Feel Perception
b. Dependent Variable: Service Excellence

Similarly the impact of feel perception on service excellence is measured and results are presented in the table above.

$H_{2(b)}$: Feel perception positively impact service excellence

Results show that the adjusted R square is 0.091 and coefficient of correlation is 0.306 which indicate a strong correlation between feel perception and service excellence. The effect of feel perception (β = .306, p < .05) is significant and its coefficient is positive which indicate that 1 unit change in feel perception will increase service excellence by .306 units. These figures also suggest that about 9.1% of the variability in service excellence is explained just by feel perception . This shows a meaningful impact of feel perception on service excellence. The value of Durbin-Watson is 1.82 giving the sign of no autocorrelation between the variables. The F-value is 46.32 which is highly significant at a 95% confidence level and shows that the variables are separate entities and do not overlap. Further detail is presented in table XII in annexure.

4.6.6 Think Perception and Service Excellence

Table 8: TP and SE

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.397(a)	.158	.156	.917	1.846

a. Predictors: (Constant), Think Perception
b. Dependent Variable: Service Excellence

In this step, hypothesis on the impact of think perception on service excellence is tested and results are presented in the above table.

$H_{2(c)}$: Think perception positively impact service excellence

Results reveal that 1 unit change in think perception will increase service excellence by .397 units (β = .397, p < .05) and results are significant. Adjusted R square is 0.156 which indicate that about 15.6 % of the variability in service excellence is explained just by think perception . This shows a meaningful impact of think perception on service excellence. The value of Durbin-Watson is 1.84 giving the sign of no autocorrelation between the variables. The F-value is 84.09 which is highly significant at a 95% confidence level and shows that the variables are separate entities and do not overlap . Further detail is presented in table XIII in annexure.

From above results, highest impact is observed of sense perception (β = .496), then think perception (β = .397) and finally feel perception (β = .306).

The above discussion was based on the impact of experiential marketing modules on experiential value independently. In the next stage, impact of reactive topologies of experiential value on brand salience is investigated independently .
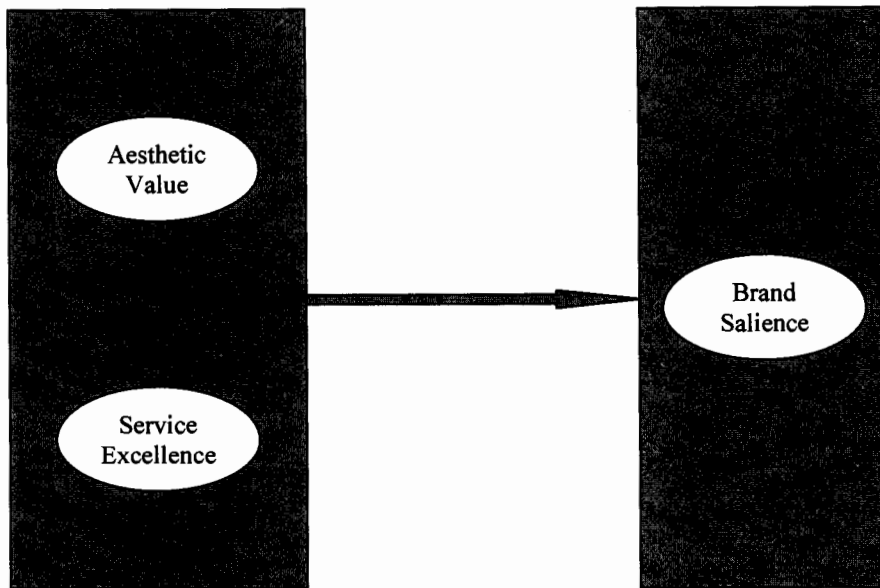
Figure 8: Impact of Aesthetic Value and Service Excellence (experiential values) on Brand Salience (independently).

4.6.7 Aesthetic Value and Brand Salience

In our model, reactive topologies of experiential value were selected. Here we intend to measure the impact of reactive topologies (aesthetic value and service excellence) on brand salience independently and following hypothesis was drawn and tested.

$H_{3(a)}$: *Aesthetic value positively impact brand salience*

Table 9: AV and BS

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.172(a)	.030	.027	.987	1.975

a. Predictors: (Constant), Aesthetic Value
b. Dependent Variable: Brand Salience

Results show that the value of adjusted R square is 0.027 and coefficient of correlation is 0.172 which indicate that 1 unit change in aesthetic value will increase brand salience by .172 units (β

= .172) and p-value (p < .05) indicate a meaningful impact of aesthetic value on brand salience .

These figures also suggest that about 2.7 % of the variability in brand salience is explained just by aesthetic value . The value of Durbin-Watson is 1.97 giving the sign of no autocorrelation between the variables. The F-value is 13.68 which is highly significant at a 95% confidence level and shows that the variables are separate entities and do not overlap. Further detail is presented in table XIX in annexure.

4.6.8 Service Excellence and Brand Salience

Second reactive topology of experiential value used in this study is measured as follows :

$H_{3(b)}$: *Service excellence positively impact brand salience*

Table 10: SE and BS

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.479(a)	.229	.227	.87905845	1.989

a. Predictors: (Constant), Service Excellence
b. Dependent Variable: Brand Salience
In the next step, following hypothesis is tested:

Results show that 1 unit increase in service excellence will increase brand salience by .479 units (β = .479) and p-value (p < .05) which reveals that the impact of service excellence on brand salience is significant. Adjusted R square is 0.227 which indicate that about 22.7 % of the variability in brand salience is explained just by service excellence . The value of Durbin-Watson is 1.98 giving the sign of no autocorrelation between the variables. The F-value is 133.64 which is highly significant at a 95% confidence level and shows that the variables are separate entities and do not overlap . Further detail is presented in table XX in annexure.

Above results show that service excellence has stronger impact on brand salience (β = .479) as compared to aesthetic value (β = .172) .

In next stage, independent impact of experiential marketing modules (sense perception, feel perception and think perception) on brand salience is measured. Following figure shows the linkages of the experiential marketing modules with brand salience:
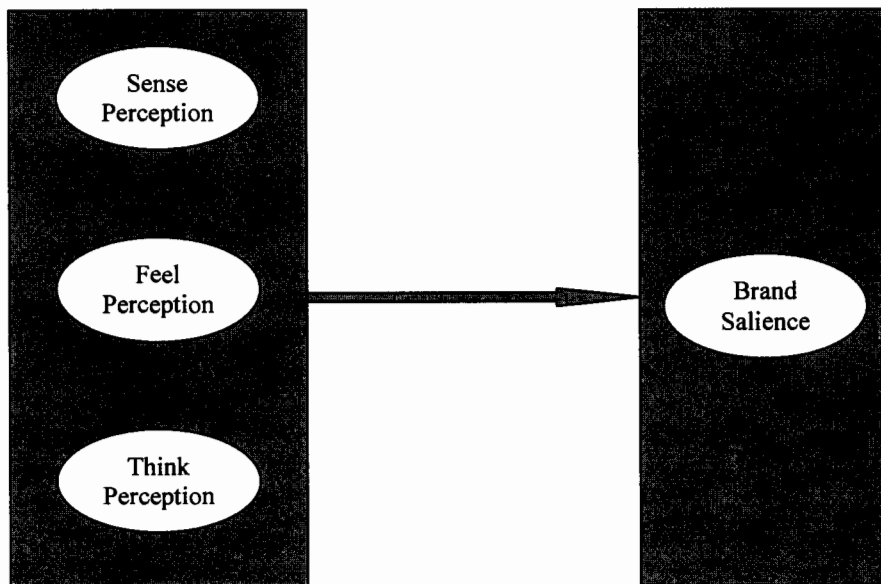
Figure 9: Impact of Sense Perception, Feel Perception and Think Perception on Brand Salience (independently).

In the first step, following hypothesis is tested and results are presented in table 9 below:

$H_{4(a)}$: Sense perception positively impact brand salience

4.6.9 Sense Perception and Brand Salience

Table 11: SP and BS

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.596(a)	.355	.353	.804	1.827

a. Predictors: (Constant), Sense Perception
b. Dependent Variable: Brand Salience

Results show that the coefficient of correlation is 0.596 which indicate that 1 unit increase in sense perception will increase brand salience by .596 units (β = .596) and p-value (p < .05) shows that the impact is significant . Adjusted R square is 0.353 which reveal that about 35.3% of the variability in brand salience is explained just by sense perception which is very result . The Durbin-Watson value is 1.82 giving the sign of no autocorrelation between the variables. The F-value is 247.58 which is highly significant at a 95% confidence level and shows that the variables are separate entities and do not overlap. Further detail is presented in table XXI in annexure.

4.6.10 Feel Perception and Brand Salience

Table 12: FP and BS

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.309(a)	.096	.094	.952	1.930

a. Predictors: (Constant), Feel Perception
b. Dependent Variable: Brand Salience

Similarly the second hypothesis is test as follows:

H_{4(b)}: Feel perception positively impact brand salience

Results show that the coefficient of correlation is 0.309 and adjusted R square is 0.094. This indicates a correlation between feel perception and brand salience. It reveal that 1 unit increase in feel perception will increase brand salience by .309 units (β = .309). Results also suggest that about 9.4% of the variability in brand salience is explained just by feel perception and p-value (p < .05) indicate that the impact of feel perception on brand salience is significant. The value of Durbin-Watson is 1.93 giving the sign of no autocorrelation between the variables. The F-value

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is 47.61 which are significant at 95% confidence level and shows that the variables are separate entities and do not overlap. Further detail is presented in annexure table XXII.

4.6.11 Think Perception and Brand Salience

Table 13: TP and BS

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.322(a)	.104	.102	.944	2.005

a. Predictors: (Constant), Think Perception
b. Dependent Variable: Brand Salience

In this step, hypothesis on the impact of think perception on service excellence is tested and results are presented in the above table.

$H_{4(c)}$: *Think perception positively impact brand salience*

From the results, it is observed that 1 unit change in think perception will increase brand salience by .322 units ($\beta = .322$, $p < .05$). These figures also suggest that about 10.2 % of the variability in brand salience is explained just by think perception. This shows a meaningful impact of think perception on brand salience. The value of Durbin-Watson is 2.00 giving the sign of no autocorrelation between the variables. The F-value is 51.89 which is highly significant at a 95% confidence level and shows that the variables are separate entities and do not overlap . Further detail is presented in annexure table XXIII.

Concluding the results of above three hypotheses, it is observed that sense perception has highest impact on brand salience with the rate of $\beta = .596$, second highest impact of think perception $\beta = .322$ is observed. Finally the impact rate of feel perception remains at $\beta = .309$.

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In next stages, the sub variables are incorporated in the main variable and the results are drawn. Here, impact of experiential marketing on experiential value is measured (as a whole, by combining the experiential marketing modules and sub-variables of experiential value). Linkages of the variables are shown in diagram 5 below:
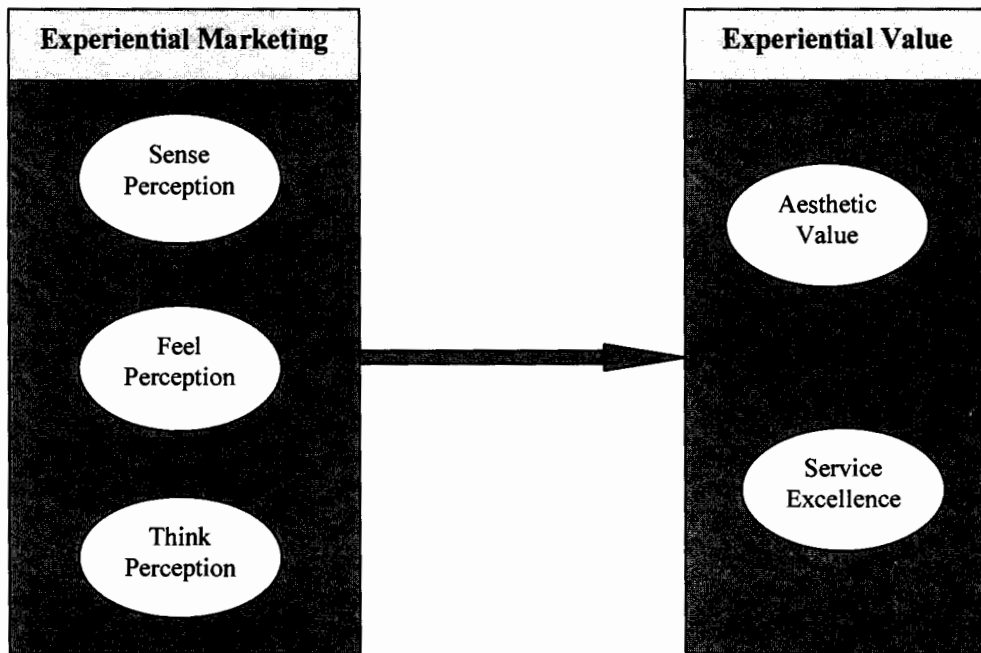
Figure 10: Impact of Experiential Marketing on Experiential Value

4.6.12 Experiential Marketing and Experiential Value

Table 14: EM and EV

Model	B	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.601(a)	.361	.359	.786	1.793

a. Predictors: (Constant), Experiential Marketing
b. Dependent Variable: Experiential Value

H_5: Experiential marketing positively impact Experiential Value

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Table 14.1: EM - Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		β	Std. Error	Beta		
1	(Constant)	1.905	.198		9.619	.000
	Experiential Marketing	.660	.042	.601	15.899	.000

a. Dependent Variable: Experiential Value

Table 12 indicates that 1 unit increase in experiential marketing will increase experiential value by .601 units (β = .601, p < .05) which indicate a significant impact experiential marketing on experiential value. The value of adjusted R square is 0.359 which reveals that about 35.9 % of the variability in experiential value is explained just by experiential marketing . The Durbin-Watson value is 1.793 which shows that there is no autocorrelation between the variables. The value of F=252.77 which are significant at a 95% confidence level. This indicates that the variables are separate entities and do not overlap. Table 14.1 above show that experiential value has significant impact on experiential marketing. Further detail is presented in annexure table XXIV.

In the next stage, impact of experiential marketing on brand salience is measured (as a whole, by combining the experiential marketing modules together). Linkages of the variables are shown in diagram 6 below:
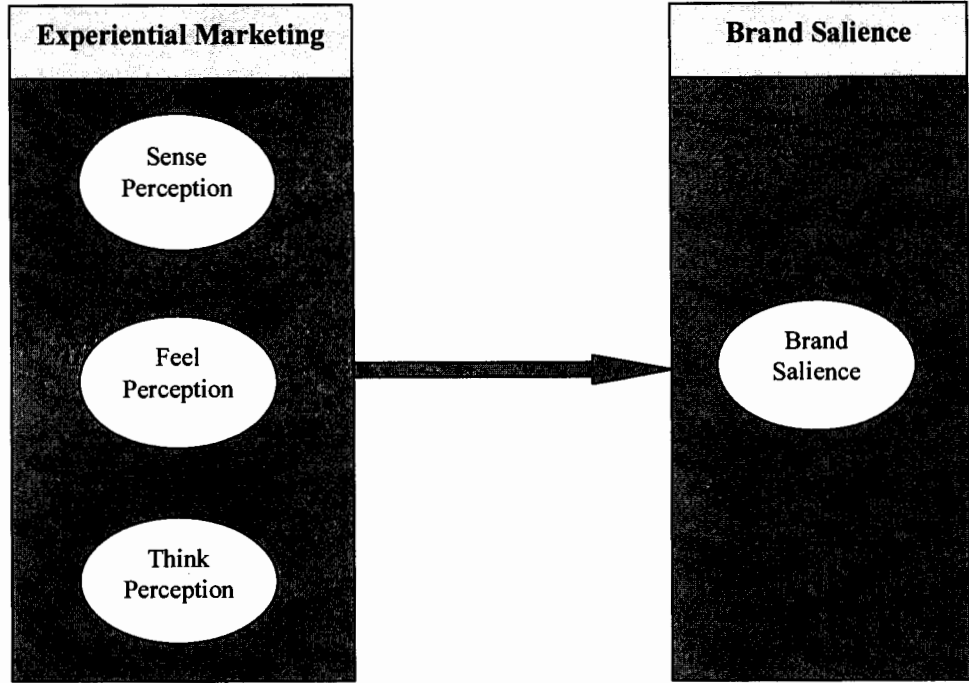
Figure 11: Impact of Experiential Marketing on Brand Salience

4.6.13 Experiential Marketing and Brand Salience

Table 15: EM and BS

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.523(a)	.273	.272	.850	1.900

a. Predictors: (Constant), Experiential Marketing
b. Dependent Variable: Brand Salience

H_6: Experiential marketing positively impact brand salience

Table 13 indicates that 1 unit increase in experiential marketing will increase brand salience by .523 units (β = .523, p < .05) which indicate a significant impact. Adjusted R square is 0.272 which reveals that about 27.2 % of the variability in brand salience is explained by experiential marketing . The Durbin-Watson value is 1.90 which shows that there is no autocorrelation between the variables . The F-value is 168.91 which are significant at a 95% confidence level.

This indicates that the variables are separate entities and do not overlap. Further detail is presented in annexure table XXV .

Table 15.1. EM and BS – Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		β	Std. Error	Beta		
1	(Constant)	.004	.040		.091	.927
	EM	.668	.051	.523	12.997	.000

a. Dependent Variable: Brand Salience

In the next step, impact of experiential value (by combining the reactive topologies together) on brand salience is measured and linkage of variables is shown in the diagram 6 below:
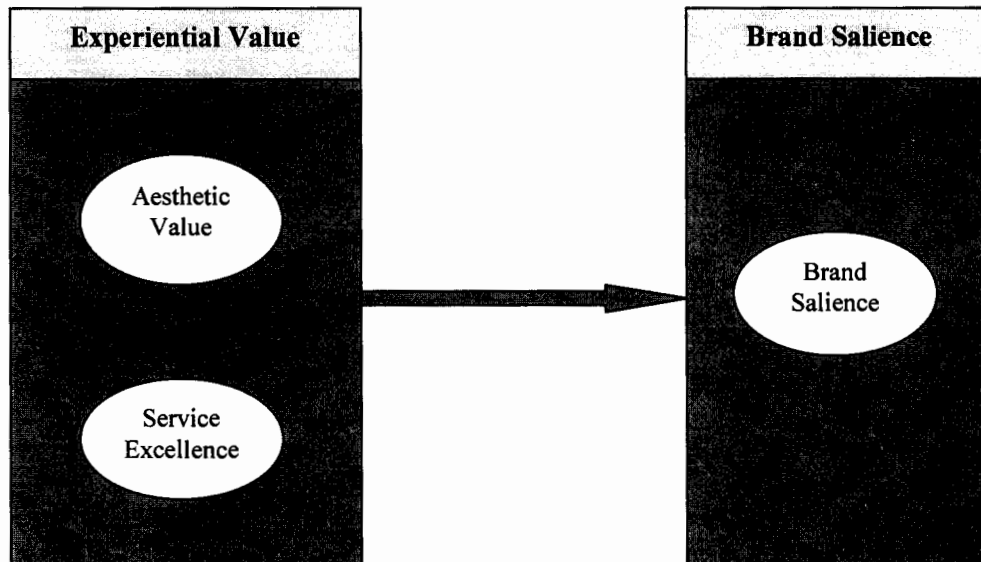
Figure 12: Impact of Experiential Values on Brand Salience.

4.6.14 Experiential Value and Brand Salience

Table 16: EV and BS

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.402(a)	.162	.160	.917	1.967

a. Predictors: (Constant), Experiential Values
b. Dependent Variable: Brand Salience

Table 16.1: BS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		β	Std. Error	Beta		
1	(Constant)	-.002	.043		-.044	.965
	EV	.496	.053	.402	9.309	.000

In the next step, impact of experiential values on brand salience is measured by following hypothesis:

H_7: Experiential value positively impact brand salience

Results presented in table 16 reveal that 1 unit increase in experiential value will increase brand salience by .402 units (β = .402, p < .05) and the value of adjusted R square is 0.160 reveals that about 16.0 % of the variability in brand salience is explained just by experiential values which indicate a significant impact of experiential value on brand salience . The Durbin-Watson value is 1.96 giving the sign of no autocorrelation between the variables. The F-value is 86.65 which are significant at a 95% confidence level. This indicates that the variables are separate entities and do not overlap. If we compare the level of correlation and impact of experiential marketing on brand salience with the results of experiential value on brand salience, we will see that experiential marketing has strong correlation and strongly impact on brand salience as compare to experiential values. Table 16.1 indicate that experiential value significantly impact on brand salience. Further detail is presented in table XXVI of annexure.

In the final stage, the proposed model is tested in which mediating effect of experiential value between experiential marketing and brand salience is measured and is explained in the diagram and table shown as follows:
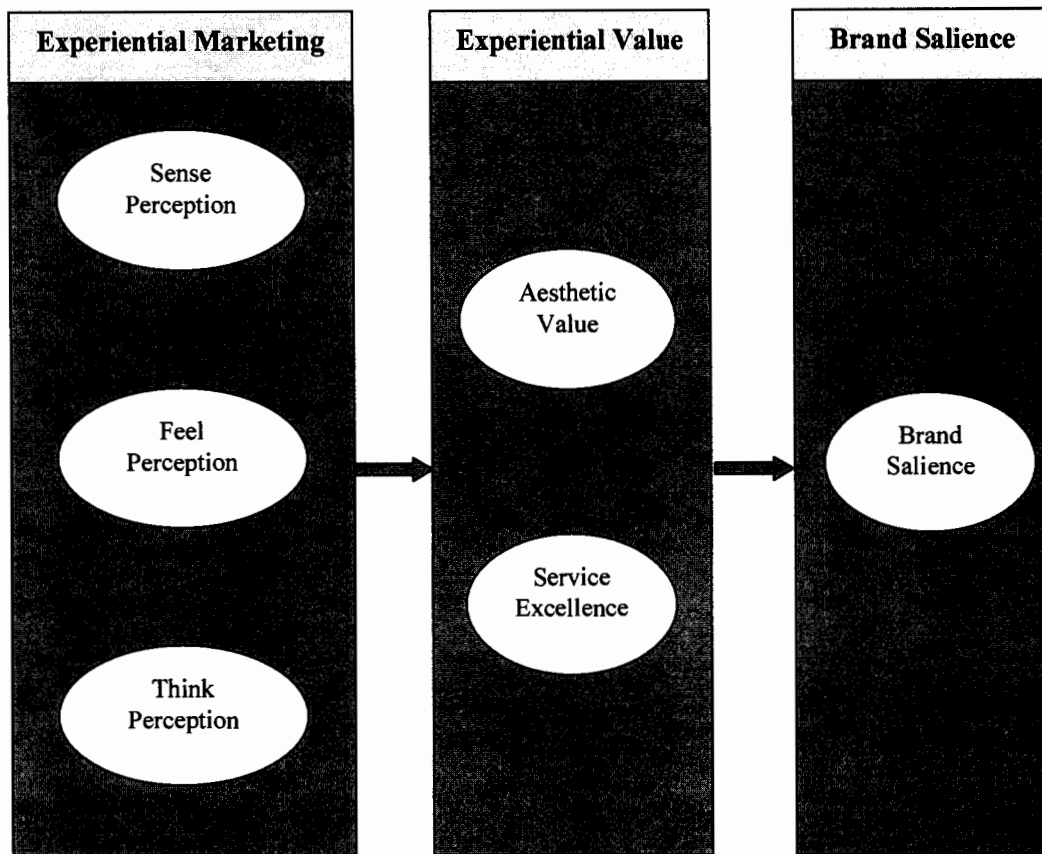
Figure 13: Mediating role of Experiential Value between Experiential Marketing on Brand Salience

4.6.15 Experiential Marketing, Experiential Value and Brand Salience

In the final step, the following hypothesis is tested:

H₈: Experiential Value mediate the relationship between Experiential Marketing on Brand Salience

Results and possible findings are presented as below:

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Table 17: EM, EV and BS

Model	β	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.535(a)	.287	.284	.89626	1.905

a. Predictors: (Constant), Experiential Value, Experiential Marketing
b. Dependent Variable: Brand Salience

Table 17.1: Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		β	Std. Error	Beta		
1	(Constant)	2.377	.248		9.583	.000
	Experiential Marketing	.449	.059	.379	7.577	.000
	Experiential Value	.231	.054	.214	4.290	.000

a. Dependent Variable: Brand Salience

It can be seen from table 15.1 and 17.1 that regression coefficient for experiential marketing → brand salience reduces from 0.668 to 0.449 when experiential value is added to the regression, which indicate that experiential value is exerting a partial mediating effect. The relevant values needed for Sobel (1982) test for mediation are experiential marketing → experiential value: unstandardized coefficient (α) = 0.660, standard error (s_α) = 0.042 and experiential value → brand salience with experiential marketing controlled: unstandardized coefficient (α) = 0.231, standard error (s_α) = 0.054. So according to Baron and Kenny (1986), and Sobel (1982) mediation analysis, it is confirmed that experiential value (aesthetic, service excellence) partially mediate the relationship between experiential marketing and brand salience. The Durbin-Watson value is 1.96 which indicates that there is no autocorrelation between the variables . The F-value

is 89.84 which are significant at a 95% confidence level. This indicates that the variables are separate entities and do not overlap. Table 17.1 also evidence that there is significant impact of experiential marketing on brand salience.

CHAPTER 5

DISCUSSION

5.1 Conclusion

The main variables in the study were experiential marketing, experiential value and brand salience. However, experiential marketing was divided into three modules; sense perception, feel perception and think perception also called sub-variables of experiential marketing. Similarly, experiential value was divided into two topologies; aesthetic value and service excellence. In the initial stage, independent impact of each variable was tested to know the level and strength of association between the variables. Hence, the impact of sense perception, feel perception and think perception on aesthetic value was checked independently for which hypothesis $H_{1(a)}$, $H_{1(b)}$, $H_{1(c)}$ were drawn . Linear regression analysis was performed and results indicate that the all three sub-variables have significant impact on aesthetic value. The level of association and strength of the impact of think perception on aesthetic value is stronger ($\beta = .363$) as compared to sense perception ($\beta = .237$) and feel perception ($\beta = .282$).

Similarly, impact of sense perception, feel perception and think perception on service excellence was tested independently for which hypothesis $H_{2(a)}$, $H_{2(b)}$, $H_{2(c)}$ were drawn. Results show that sense perception has greater impact on service excellence ($\beta = .496$) as compared to think perception ($\beta = .397$) and feel perception ($\beta = .306$). So concluding the results of above hypothesis, it is determine that all the variables has significant impact but the level of sense and think perception is somewhat more strong than feel perception. In the third stage, the impact of experiential value topologies; aesthetic value and service excellence on brand salience was measured independently. Hypothesis $H_{3(a)}$ and $H_{3(b)}$ were tested and results indicate that both

topologies have significant impact on brand salience. However, service excellence has stronger impact on brand salience showing (β = .479) whereas aesthetic value has just (β = .172) rate of impact. Next, the impact of sense perception, feel perception and think perception on brand salience was tested independently for which hypothesis $H_{4(a)}$, $H_{4(b)}$ and $H_{4(c)}$ were drawn. Results indicate that sense perception has strongest impact on brand salience with the rate of β = .596 whereas think perception has β = .322 and lowest impact is observed of feel perception which is β = .309.

In the next stage, four steps of regression analysis were performed: (1). Impact of experiential marketing (IV) on experiential value (DV), (2). Impact of experiential marketing (IV) on brand salience (DV), (3). Impact of experiential value (IV) on brand salience (DV), and finally (4). Impact of experiential marketing (IV) on brand salience (DV) by keeping experiential value (MV) as mediating variable.

Hypothesis H_5 strongly accepted (β = .601, p < .05) which show that experiential marketing significantly impact experiential value. Similarly, Hypothesis H_6 is also strongly accepted (β = .523, p < .05) and indicate that experiential marketing significantly impact brand salience. Hypothesis H_7 to find out the impact of experiential value on brand salience which is also proved (β = .402, p < .05), however, the intensity of the impact of this hypothesis is lesser than hypothesis that of H_5 and H_6. Main hypothesis of this study was H_8 where the mediating role of experiential value between experiential marketing and brand salience was checked and results are satisfactory. A partial mediation of experiential value is found between experiential marketing and brand salience.

On the basis of above findings, it is concluded that experiential marketing is very important factor in creating brand salience . It generates cues and brand associations in customer memory which help them to select a particular brand in buying situations. As this is the first study ever to find the impact of experiential marketing on brand salience and also the mediating effect of experiential value between experiential marketing and brand salience, hence this is a significant contribution in the existing body of knowledge. This study is also unique in essence of experiential value where Holbrook (1994) topologies were investigated with experiential marketing which were not investigated previously.

5.2 Limitations of the study

Sample was selected only from Islamabad and Rawalpindi cities, therefore, it can not be generalize all over Pakistan which is one limitation of the study. It could be from other cities where buying power and consumer choices are different. Another limitation is that the data was collected only through questionnaire. It could be through face to face interview where more correct responses can be gathered. Specifically for the measurement of brand salience, interview can be a good technique. Third, the data collected was only from educated customers where minimum qualification criteria were intermediate. Other customers could be investigated for this study.

5.3 Implications for Research

This study makes many contributions to the existing body of knowledge on brand salience and experiential marketing . First, this study proved experiential marketing as an important tool for brand salience which is not previously discussed. Secondly, an important issue in the existing literature was the unavailability of specific scale for the measurement of brand salience .

Researchers like Romaniuk and Sharp (2004) recommended that brand salience should be measured through yes/no questions rather than degrees of associations . Alba and Chattopadhyay (1986) used presentation method for the measurement of brand salience. However, there was no specific scale for the measurement of brand salience. This study developed a scale for the measurement of brand salience in consumer goods industry which is an ample contribution of this study. Secondly, experiential marketing (other variable used in the study) was mainly investigated in service sector like tourism, hospitality, internet shopping. This study investigated the experiential marketing by modifying existing scales in consumer industry which is also a significant contribution. Thirdly, other studies like Yuan and Wu (2008) used emotional and functional value as sub variables of experiential value in the study whereas the present study investigated service excellence (extrinsic/reactive), aesthetics (intrinsic/ reactive) topologies and the scale was also modified according to the nature of industry and culture which is also a substantial contribution . Finally, this study observed that experiential marketing is a necessary step for creating brand salience as this generates cues which make brand associations which can lead towards brand equity.

5.4 Implications for Managers

The present study has important practical implications for the managers . Rapidly changing consumer needs, consumer choices, market conditions and tough competition raise a big question mark for brand managers. More specifically in consumer packed goods where little differences are found among the brands is also a big challenge for brand managers. These are such important factors which they have to face at any cost. Subsequently, they have to develop contemporary and distinctive marketing strategies to face these challenges. Present study provides a significant direction to the practitioners that in order to create brand salience, they should pay more attention

to the experiential marketing rather than conventional marketing. They must create experiential components in their advertising, sales promotion activities and other marketing communications. They must add experiential aspects in design, packaging, colors, slogans and other aesthetic elements which will grape the customer's senses, feelings and thinking and will generate brand salience. They must also focus on aesthetics and service excellence of the brands but experiential aspects must also be added. Last but not least in today's competitive era, organizations should move beyond features-and-benefits approach to consumer experiences approach (William, 2006) which will create brand salience and will ultimately lead to brand equity.

5.5 Future Research Directions

This study brought a number of directions for future research. For future research, it is recommended to test the same model in other cities and cultures to verify the generalization of these findings . Cross comparison of four provinces of Pakistan can also me made by using this model. The same model can be tested in industries other than fast moving consumer goods. Interview technique is recommended for future research where data can be collected at the point of purchase where customer is making purchase decision. Since this study investigated the mediation of experiential value where two topologies (aesthetic value and service excellence) were used, future research can also be conducted by using other topologies (return on investment and playfulness). Three modules (sense, feel and think) of experiential marketing were used in this study, future research can be conducted by incorporating other modules (act and relate). This research can also be extended to check the impact of brand salience on brand equity.

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ANNEXURE

Table I: Gender status of participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender					
Valid	Male	332	73.5	73.5	73.5
	Female	120	26.5	26.5	100.0
	Total	452	100.0	100.0	

Table II: Age group of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Age					
Valid	Less than Twenty Years	106	23.5	23.5	23.5
	Twenty to Thirty Years	317	70.1	70.1	93.6
	Thirty One to Forty Years	25	5.5	5.5	99.1
	Forty One to Fifty Years	4	.9	.9	100.0
	Total	452	100.0	100.0	

Table III: Marital status of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Marital Status					
Valid	Married	34	7.5	7.5	7.5
	Single	414	91.6	91.6	99.1
	Others	4	.9	.9	100.0
	Total	452	100.0	100.0	

Table IV: Educational background of the participants

	Education	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	55	12.2	12.2	12.2
	Bachelor Degree	237	52.4	52.4	64.6
	Master Degree	149	33.0	33.0	97.6
	M.Phil/PhD	11	2.4	2.4	100.0
	Total	452	100.0	100.0	

Table V: Selected product from FMCG Industry: *Toothpaste*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Closeup	50	11.1	11.1	11.1
	Colgate	266	58.8	58.8	69.9
	Dentonic	2	.4	.4	70.4
	Doctor	14	3.1	3.1	73.5
	English	12	2.7	2.7	76.1
	Forhens	4	.9	.9	77.0
	Freshup	2	.4	.4	77.4
	Macleans	4	.9	.9	78.3
	Medicam	78	17.3	17.3	95.6
	Miswak	1	.2	.2	95.8
	Mr. White	7	1.5	1.5	97.3
	Sensodyne	6	1.3	1.3	98.7
	Soda White	6	1.3	1.3	100.0
	Total	452	100.0	100.0	

Table VI: Selected product from FMCG Industry: *Ice Cream*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chamman	1	.2	.2	.2
	Hico	5	1.1	1.1	1.3
	Omore	65	14.4	14.4	15.7
	Polka	1	.2	.2	15.9
	Walls	333	73.7	73.7	89.6
	Yummy	47	10.4	10.4	100.0
	Total	452	100.0	100.0	

Table VII: Selected product from FMCG Industry: *Washing Powder for Cloths*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ariel	124	27.4	27.4	27.4
	Bonus	31	6.9	6.9	34.3
	Brite Total	25	5.5	5.5	39.8
	Express Power	1	.2	.2	40.0
	Rin	6	1.3	1.3	41.4
	Surfexcel	265	58.6	58.6	100.0
	Total	452	100.0	100.0	

Table VIII: Sense Perception and Aesthetic Value

(A)

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.110	1	25.110	26.535	.000(a)
	Residual	424.890	449	.946		
	Total	450.000	450			

a. Predictors: (Constant), Sense Perception
b. Dependent Variable: Aesthetic Value

(B)

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.001	.046		-.017	.987
	REGR factor score 1 for analysis 3	.237	.046	.236	5.151	.000

a. Dependent Variable: Aesthetic Value

Table IX: Feel Perception and Aesthetic Value

(A).

Model		Sum of Squares	Df	Mean Square	F	Sig.
			ANOVA (b)			
1	Regression	35.855	1	35.855	38.873	.000(a)
	Residual	414.145	449	.922		
	Total	450.000	450			

a. Predictors: (Constant), Feel Perception
b. Dependent Variable: Aesthetic Value

(B).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		Coefficients (a)				
		B	Std. Error	Beta		
1	(Constant)	.001	.045		.013	.990
	Sense Perception	.282	.045	.282	6.235	.000

a. Dependent Variable: Aesthetic Value

Table X: Think Perception and Aesthetic Value

(A).

Model		Sum of Squares	Df	Mean Square	F	Sig.
			ANOVA(b)			
1	Regression	59.282	1	59.282	67.984	.000(a)
	Residual	390.658	448	.872		
	Total	449.940	449			

a. Predictors: (Constant), Think Perception and
b. Dependent Variable: Aesthetic Value

(B).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.000	.044		.002	.998
	Feel Perception	.363	.044	.363	8.245	.000

Coefficients (a)

a. Dependent Variable: Aesthetic Value

Table XI: Sense Perception and Service Excellence

(A).

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.831	1	110.831	146.614	.000(a)
	Residual	340.169	450	.756		
	Total	451.000	451			

a. Predictors: (Constant), Sense Perception
b. Dependent Variable: Service Excellence

(B).

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.87E-016	.041		.000	1.000
	Sense Perception	.496	.041	.496	12.108	.000

a. Dependent Variable: Service Excellence

Table XII: Feel Perception and Service Excellence

(A).

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.095	1	42.095	46.325	.000(a)
	Residual	408.905	450	.909		
	Total	451.000	451			

a. Predictors: (Constant), Feel Perception
b. Dependent Variable: Service Excellence

(B).

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.89E-016	.045		.000	1.000
	Feel Perception	.306	.045	.306	6.806	.000

a. Dependent Variable: Service Excellence

Table XIII: Think Perception and Service Excellence

(A).

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.748	1	70.748	84.096	.000(a)
	Residual	377.736	449	.841		
	Total	448.485	450			

a. Predictors: (Constant), Think Perception
b. Dependent Variable: Service Excellence

(B).

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.004	.043		.081	.935
	Think Perception	.397	.043	.397	9.170	.000

a. Dependent Variable: Service Excellence

XIX: Aesthetic Value and Brand Salience

(A).

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.328	1	13.328	13.679	.000(a)
	Residual	437.479	449	.974		
	Total	450.806	450			

a. Predictors: (Constant), Aesthetic Value
b. Dependent Variable: Brand Salience

(B).

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.001	.046		-.021	.983
	Aesthetic Value	.172	.047	.172	3.699	.000

a. Dependent Variable: Brand Salience

Table XX: Service Excellence and Brand Salience

(A)

ANOVA(b)						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.265	1	103.265	133.635	.000(a)
	Residual	347.735	450	.773		
	Total	451.000	451			

a. Predictors: (Constant), Service Excellence

b. Dependent Variable: Brand Salience

(B).

Coefficients(a)						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.46E-017	.041		.000	1.000
	Service Excellence	.479	.041	.479	11.560	.000

a. Dependent Variable: Brand Salience

Table XXI: Sense Perception and Brand Salience

(A).

ANOVA (b)						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.067	1	160.067	247.583	.000(a)
	Residual	290.933	450	.647		
	Total	451.000	451			

a. Predictors: (Constant), Sense Perception

b. Dependent Variable: Brand Salience

(B).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		Coefficients (a)				
		B	Std. Error	Beta		
1	(Constant)	4.48E-017	.038		.000	1.000
	Sense Perception	.596	.038	.596	15.735	.000

a. Dependent Variable: Brand Salience

Table XXII: Feel Perception and Brand Salience

Model		Sum of Squares	df	Mean Square	F	Sig.
		ANOVA(b)				
1	Regression	43.153	1	43.153	47.613	.000(a)
	Residual	407.847	450	.906		
	Total	451.000	451			

a. Predictors: (Constant), Feel Perception
b. Dependent Variable: Brand Salience

(B).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		Coefficients (a)				
		B	Std. Error	Beta		
1	(Constant)	4.94E-017	.045		.000	1.000
	Feel Perception	.309	.045	.309	6.900	.000

a. Dependent Variable: Brand Salience

Table XXIII: Think Perception and Brand Salience

(A).

<table>
<tr><th colspan="7">ANOVA (b)</th></tr>
<tr><th>Model</th><th></th><th>Sum of Squares</th><th>df</th><th>Mean Square</th><th>F</th><th>Sig.</th></tr>
<tr><td rowspan="3">1</td><td>Regression</td><td>46.281</td><td>1</td><td>46.281</td><td>51.891</td><td>.000(a)</td></tr>
<tr><td>Residual</td><td>400.453</td><td>449</td><td>.892</td><td></td><td></td></tr>
<tr><td>Total</td><td>446.733</td><td>450</td><td></td><td></td><td></td></tr>
</table>

a. Predictors: (Constant), Think Perception
b. Dependent Variable: Brand Salience

(B).

<table>
<tr><th colspan="6">Coefficients (a)</th></tr>
<tr><th rowspan="2">Model</th><th colspan="2">Unstandardized Coefficients</th><th>Standardized Coefficients</th><th rowspan="2">t</th><th rowspan="2">Sig.</th></tr>
<tr><th>B</th><th>Std. Error</th><th>Beta</th></tr>
<tr><td>1   (Constant)</td><td>.005</td><td>.044</td><td></td><td>.103</td><td>.918</td></tr>
<tr><td>Think Perception</td><td>.321</td><td>.045</td><td>.322</td><td>7.204</td><td>.000</td></tr>
</table>

a. Dependent Variable: Brand Salience

Table XXIV: Experiential Marketing and Experiential Value

(A).

<table>
<tr><th colspan="7">ANOVA(b)</th></tr>
<tr><th>Model</th><th></th><th>Sum of Squares</th><th>df</th><th>Mean Square</th><th>F</th><th>Sig.</th></tr>
<tr><td rowspan="3">1</td><td>Regression</td><td>156.100</td><td>1</td><td>156.100</td><td>252.770</td><td>.000(a)</td></tr>
<tr><td>Residual</td><td>276.665</td><td>448</td><td>.618</td><td></td><td></td></tr>
<tr><td>Total</td><td>432.765</td><td>449</td><td></td><td></td><td></td></tr>
</table>

a. Predictors: (Constant), Experiential Marketing
b. Dependent Variable: Experiential Value

(B).

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.905	.198		9.619	.000
	Experiential Marketing	.660	.042	.601	15.899	.000

a. Dependent Variable: Experiential Value

Table XXIV: Experiential Marketing and Brand Salience

(A)

ANOVA (b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.118	1	122.118	168.910	.000(a)
	Residual	324.616	449	.723		
	Total	446.733	450			

a. Predictors: (Constant), Experiential Marketing
b. Dependent Variable: Brand Salience

(B)

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.004	.040		.091	.927
	EM	.668	.051	.523	12.997	.000

a. Dependent Variable: Brand Salience

Table XXV: Experiential Value and Brand Salience

(A)

Model		Sum of Squares	df	Mean Square	F	Sig.
			ANOVA (b)			
1	Regression	72.926	1	72.926	86.652	.000(a)
	Residual	377.880	449	.842		
	Total	450.806	450			

a. Predictors: (Constant), Experiential Value
b. Dependent Variable: Brand Salience

(B)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		Coefficients (a)				
		B	Std. Error	Beta		
1	(Constant)	-.002	.043		-.044	.965
	EV	.496	.053	.402	9.309	.000

a. Dependent Variable: Brand Salience

Table XXVI: Experiential Marketing, Experiential Value and Brand Salience

(A).

Model		Sum of Squares	Df	Mean Square	F	Sig.
			ANOVA(c)			
1	Regression	98.218	1	98.218	108.594	.000(a)
	Residual	405.193	448	.904		
	Total	503.411	449			
2	Regression	144.340	2	72.170	89.843	.000(b)
	Residual	359.071	447	.803		
	Total	503.411	449			

a. Predictors: (Constant), Experiential Value

b. Predictors: (Constant), Experiential Value, Experiential Marketing,

c. Dependent Variable: Brand Salience

(B).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.817	.230		12.240	.000
	EM	.601	.048	.507	12.460	.000
2	(Constant)	2.377	.248		9.583	.000
	EM	.449	.059	.379	7.577	.000
	EV	.231	.054	.214	4.290	.000

a. Dependent Variable: Brand Salience

QUESTIONNAIRE

This research is conducted on Brand Experience and Brand Salience (Top of Mind Brand) in FMCG sector of Pakistan which is purely an academic research. Completion of this information is voluntary and confidentiality is assured. Your contribution will be highly appreciated. No individual data will be reported.

Contact: amjadshamim@gmail.com

BACKGROUND INFORMATION

You may mention your email or cell number (both optional) in case you wish to contribute to my future studies in the same area.

Email: _____   Contact No: _____

1. **Name (Optional):** _____

2. **Gender:** ☐ Male   ☐ Female

3. **Age:**
   ☐ <20 years   ☐ 20-30 years   ☐ 31-40 years
   ☐ 41-50 years   ☐ 51-60 years   ☐ >60 years

4. **Marital Status:** ☐ Married   ☐ Single   ☐ Divorced   ☐ Other_____

5. **Educational Qualification:**
   ☐ Matriculation ☐ Intermediate ☐ Bachelor Degree ☐ Master Degree ☐ M.Phil./PhD
   ☐ Other _____

6. **Occupation:** _____

7. **Income Level:**
   ☐ < 10,000   ☐ 11,000 – 20,000   ☐ 21,000 – 40,000   ☐ 41,000 – 60,000
   ☐ 61,000 – 80,000 ☐   81,000 - 99,000 ☐ > 100,000

BRAND QUESTIONNAIRE (COMPULSORY)

1. When you think of (or buy) **TOOTHPASTE**, which brands often come into your mind (or you purchase)?

   Please specify two names _____

2. When you think of (or buy) **ICE CREAM,** which brands often come into your mind (or you purchase)?

   Please specify two names _____

3. When you think of (or buy) **WASHING POWDERS FOR CLOTHS**, which brands often come into your mind (or you purchase)?

   Please specify two names _____

NOTE: Please respond to below questions by keeping in mind the brands which you selected above

	QUESTIONNAIRE PLEASE CIRCLE THE ONE NUMBER FOR EACH QUESTION THAT COMES CLOSEST TO REFLECTING YOUR OPINION ABOUT IT ALL YOUR RESPONSES WILL REMAIN CONFIDENTIAL	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
	BRAND SALIENCE							
1	Whenever I need *Toothpaste, Ice Cream & Washing Powder For Cloths*, I often think of (or purchase) the brands which I mentioned above.	1	2	3	4	5	6	7
2	When I think of *Toothpaste, Ice Cream & Washing* Power, the brands which I mentioned above always remain 'Top of Mind' in my memory	1	2	3	4	5	6	7
3	These brands have good name and reputation	1	2	3	4	5	6	7
4	The characteristics of these brands come to my mind quickly	1	2	3	4	5	6	7
5	These brands are very famous	1	2	3	4	5	6	7
6	Under any circumstances, I always prefer to use or think of these brands.	1	2	3	4	5	6	7
7	These brands do not come to my mind quickly	1	2	3	4	5	6	7
8	I don't prefer to use or think of these brands	1	2	3	4	5	6	7

QUESTIONNAIRE PLEASE CIRCLE THE ONE NUMBER FOR EACH QUESTION THAT COMES CLOSEST TO REFLECTING YOUR OPINION ABOUT IT ALL YOUR RESPONSES WILL REMAIN CONFIDENTIAL	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
9. In normal situations, I do purchase or think of competitors' brands *(other than the ones which I mentioned above)*.	1	2	3	4	5	6	7
SENSE PERCEPTION							
10. These brands make a strong impression on my visual senses or other senses.	1	2	3	4	5	6	7
11. I find these brands interesting in a sensory way.	1	2	3	4	5	6	7
12. These brands are perceptually interesting	1	2	3	4	5	6	7
13. While shopping, these brands engage my senses towards them	1	2	3	4	5	6	7
14. These brands do not appeal to my senses.	1	2	3	4	5	6	7
15. These brands have low sensory appeal to me	1	2	3	4	5	6	7
FEEL PERCEPTION							
16. These brands tries to put me in a certain mood	1	2	3	4	5	6	7
17. These brands induce (encourage) my feelings and sentiments (emotions).	1	2	3	4	5	6	7
18. These brands are emotional brands.	1	2	3	4	5	6	7
19. These brands make me respond in an emotional manners	1	2	3	4	5	6	7
20. I do not have strong emotions for these brands.	1	2	3	4	5	6	7
21. These brands do not try to appeal to feelings	1	2	3	4	5	6	7
THINK PERCEPTION							
22. I engage in a lot of thinking when I encounter (meet) these brands.	1	2	3	4	5	6	7
23. I always admire (respect) the creative thinking of these brands.	1	2	3	4	5	6	7
24. Whenever I think of these brands, I always think of innovation.	1	2	3	4	5	6	7
25. These brands tries to maneuver/plan me	1	2	3	4	5	6	7
26. These brands stimulate (motivate) my curiosity (interest)	1	2	3	4	5	6	7
27. As compared to other brands, these brands do not make me think.	1	2	3	4	5	6	7

	QUESTIONNAIRE PLEASE CIRCLE THE ONE NUMBER FOR EACH QUESTION THAT COMES CLOSEST TO REFLECTING YOUR OPINION ABOUT IT ALL YOUR RESPONSES WILL REMAIN CONFIDENTIAL	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
28	These brands does not try to appeal to my creative thinking	1	2	3	4	5	6	7
	VISUAL AND ENTERTAINMENT APPEAL (AESTHETIC)							
29	I like these brands due to their attractive packaging.	1	2	3	4	5	6	7
30	I like these brands due to their attractive colors.	1	2	3	4	5	6	7
31	I like the way companies advertise these brands.	1	2	3	4	5	6	7
32	These brands are esthetically (visually) appealing	1	2	3	4	5	6	7
33	I like these brands because these are very entertaining	1	2	3	4	5	6	7
34	The enthusiasm (interest) of these brands is catching, it picks me up	1	2	3	4	5	6	7
35	These brands fulfill my needs and entertain me	1	2	3	4	5	6	7
36	I think these brands are not visually good	1	2	3	4	5	6	7
37	I think these brands are boring	1	2	3	4	5	6	7
	EXCELLENCE							
38	When I think of these brands, I think of excellence	1	2	3	4	5	6	7
39	As per my opinion, these brands are the best in their product category	1	2	3	4	5	6	7
40	These brands are easily available in my nearest stores, therefore, I grade them excellent brands	1	2	3	4	5	6	7
41	The design of these brands show that these are excellent brands	1	2	3	4	5	6	7
42	These brands fulfill my needs in an excellent manner	1	2	3	4	5	6	7
43	The design of these brands is not excellent	1	2	3	4	5	6	7
44	These brands are not best in their product category	1	2	3	4	5	6	7
45	I think, competitors' brands are excellent then these brands	1	2	3	4	5	6	7